

**THE
AUTHORITATIVE**

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

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Television Digest

with **ELECTRONICS REPORTS**

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SUMMARY-INDEX OF THE WEEK'S NEWS — January 3, 1959

FMs INCREASE APACE WITH AMs during last year, with 571 out of 686 grantees now on air. AM total is 3423, up from 3289 year before (p. 1).

EIDOPHOR COLOR EXCELLENT, but equipment makers question size of market. 20th Century-Fox's Skouras sees vast potential for theatres (pp. 2 & 10).

FCC BARS VHF BOOSTERS in final action, gives 90 days for filing of applications for uhf translators. Decision welcomed by CATV operators (pp. 2 & 9).

SWEEPING 'REFORM' OF FCC urged by House probers in final report. It calls for stringent legislation, further investigation of TV-radio areas (pp. 3 & 5).

TV DOESN'T HURT CHILDREN so long as viewing is limited to 20 hours weekly—but they can get too much, says Northwestern U's Dr. Witty (p. 4).

WHITNEY PARTNER SUGGESTS Time Inc.—judging from Fortune article—must be embarrassed by so "unstable & shoddy" a medium as TV, should sell stations (p. 5).

ANPA ATTACKS TV ADVERTISING in a no-holds-barred presentation by slide film (p. 8).

PRESIDENTIAL COMMITTEE submits communications report to OCDM Director Hoegh. Most of TASO's work finished as Dr. Town sends report to board (p. 9).

Manufacturing-Distribution-Finance

INDUSTRY LEADERS FORECAST good 1959 TV-radio & related trade, with modest upturn now, good year—but no boom. Essence of their statements (p. 11).

RCA SHIFTING EMPHASIS from entertainment electronics to defense & industrial electronics, reflected in 4th quarter business upturn (p. 14).

LOG OF TV STATIONS BY STATES & CITIES: You liked our Log of TV Stations so well, as published as a Newsletter spread in mid-1958, that we've decided to update it as a New Year Supplement herewith. We've printed it separately this time on white stock so that you can hang it on your wall or fasten it to your desk for handy reference. This Log, corrected to Jan. 1, 1959, is really the same one that appears, in reduced size, on the 34x22-in. Map of Television Stations and Network Routes, which will be included again with the 1959 Spring-Summer Edition of Television Factbook (No. 28), due in latter March. Since the Log's last publication, there have been more than a dozen new stations added in the U.S., Territories and Canada; also quite a few other changes and corrections. You will note that the new Log indicates (with asterisks) the new starters expected in early 1959; and (with daggers) the educational non-commercial stations. Extra copies are available at 2 for \$1, or 10 for \$3.50.

INCREASE IN FM's AS AM's MOUNT TO 3423: Nearly 100 new FM stations were authorized during 1958 -- 34 going on the air to bring year-end total to 571. That was one of the most significant developments in radio broadcasting last year, when once again the total of AM stations went up substantially. AMs increased by 134 to an all-time high of 3423. Aggregate of more than 4000 AM-FM stations compares with 545 TV's.

Accounting for the upsurge in FM's are the growing subsidiary services now available from radio -- notably background music and storecasting -- plus the boom in hi-fi and stereo. It's also noteworthy that some AM daytimers, unable to obtain night hours, are turning to FM for after-dark operation.

Growth of AMs has been a continuous process since war, stations more than tripling in number since 1945. Most of them are locals, many are daytimers; even the crossroads radio stations, thanks to low costs, are generally profitable.

Of the 3423 AMs authorized as year ended, 3318 are on the air and 105 are CP holders. Exact number of FM grantees at year's end was 686, with 571 on air; year

ago total was 588, with 537 on air. Up to 1957, there had been steady dropoff of FMs -- but last year only 19 licenses and 5 CPs were dropped; 73 applications pend.

Showing growth of AMs since wartime freeze is this count from end of 1945, when the total was 1056: 1946, 1579; 1947, 1961; 1948, 2131; 1949, 2246; 1950, 2351; 1951, 2410; 1952, 2516; 1953, 2644; 1954, 2782; 1955, 2941; 1956, 3140; 1957, 3289.

Note: Our 1959 AM-FM Directory will be off the presses in latter January, listing all U.S., Canadian, Mexican, Cuban & other North American stations by States and Cities, with company names, addresses, frequencies, powers, FM antenna heights, network affiliations; new Directory will also carry, for first time, names of each station's chief executive and chief engineer.

The 1959 AM-FM Directory goes to all full-service subscribers, who can keep it up-to-date with new series of weekly Addenda (buff-colored sheets). Extra copies of the 1959 Directory will be available at \$7.50 each; 3 or more copies, \$5 each.

EIDOPHOR COLOR GOOD, BUT MARKET UNCERTAIN: Eidophor big-screen color TV projector, demonstrated this week by CIBA Pharmaceutical Corp. at sessions of American Assn. for the Advancement of Science in Washington (Vol. 14:48), certainly produced excellent pictures. Big question remains: Where does it go from here?

Eidophor produced highly acceptable results 6½ years ago, too (Vol. 8:26), but it never went anywhere except back to the labs. Now, it's much more refined, involves much simpler equipment, appears fine for scientific & medical use -- but biggest demand must come for closed-circuit entertainment & business meetings.

Twentieth Century-Fox is strongly in the picture, and here is what pres. Spyros Skouras told us: "It's the greatest thing yet. We have world-wide rights to it. Exhibitors are standing in line for equipment. Within 90 days, I expect to know what our deliveries can be. Some will be made by GE, perhaps by other companies. I see it as a great device to show such things as 'My Fair Lady,' 'West Side Story,' and so forth, in major theaters around the country." The super-enthusiastic Mr. Skouras admitted, however: "I've been a little too quick with predictions sometimes." In 1952, Fox officials forecast commercial equipment within 18 months.

Demonstration we witnessed this week was 16x12-ft. picture of heart operation and panel of physicians, microwaved several miles from National Institutes of Health to Sheraton-Park Hotel. Results were extremely acceptable. Though there was some variation of quality, random observers we queried generally said they considered quality almost on a par with color movies.

There was no trouble with misregistration or flicker. Color fidelity was quite good, though deficient in greens -- which CIBA engineers conceded readily but attributed to camera imbalance and operating room lights. There was little fast movement in demonstration, so there was little breakup. Fast motion might have produced distracting breakup -- as it frequently does with field-sequential system. [For industry reaction and technical data, see p. 10.]

ILLEGAL BOOSTERS GET FCC COUP DE GRACE: Unlicensed boosters are outlawed officially -- now that FCC finally has issued decision ending the long rule-making proceeding which explored feasibility of legalizing unauthorized vhf transmitters (Vol. 14:48).

Vote was a surprising 6-1, only Comr. Craven disagreeing. Tentative vote had been 4-3, and there had been talk of reversal (Vol. 14:50). Essence of Commission's reasoning is contained in this statement (Notice 58-1256, Mimeo 67467):

"The Commission has found that the provision now contained in the Commission's Rules for the licensing of TV translators in the uhf TV band meets the needs of small remote communities for a low cost method of obtaining TV reception. In view of the potentiality of serious interference to TV service and other services, which are allocated to the very congested vhf band, the Commission could not conclude that the public interest would be served by licensing vhf boosters or repeater stations." Craven concurred in decision only to extent that he agreed operators

shouldn't be blacked out immediately -- but insisted that "the Commission can and should establish reasonable rules providing for the authorization of vhf boosters on a practical basis." Cross said he favors giving boosters 2-3 years for changeover.

Booster operators have 90 days to file applications for uhf translators "or some other type of authorized TV station" or else FCC will "take steps" to knock them off air. It's estimated there are 1000-1500 now operating. Commission also made it clear that it will move immediately against any new starters.

It's all over but the shouting -- but there will be some shouting. For example, it's hard to believe that some Western Senators, probably including chairman of Commerce Committee Sen. Magnuson (D-Wash.), won't gripe about it. Virtually all boosters are in West, and Washington has very heavy concentration. Committee staff report on small-town TV, including the booster situation, will be issued next week. Written by attorneys Ken Cox & Nick Zapple, it's expected to urge favorable FCC consideration of boosters -- but it follows a *fait accompli*, thus vastly weakening an impact which otherwise might have been considerable.

Appeals to the courts by booster operators, if any, will have slim chances. Court of Appeals has affirmed FCC's right to control or eliminate boosters, though it was sympathetic to needs of isolated viewers (Vol. 13:18). [For further details, impact on translator growth, community antennas, etc., see p. 9.]

CONGRESSIONAL SHAPE OF THINGS TO COME: What's in store for FCC, networks & stations at hands of 86th Congress -- if House investigators have their way in upcoming session -- was sketched in bold & black outlines this week by 92pp. final report and recommendations of Commerce legislative oversight (Harris) subcommittee (see p. 5).

Sweeping reform legislation -- proposed for all Federal regulatory agencies -- would range from laws to eliminate outside "influence" to criminal penalties for any infractions of codes of ethics. Specific FCC legislation would outlaw such evils as license "trafficking" & "payoffs." And subcommittee lays out 12 housekeeping chores for FCC itself to perform to clean up its practices & procedures.

But after all that, subcommittee isn't through yet -- even though it closed its own shop Jan. 3 after year of more-or-less happy headline-hunting (Vol. 14:2 et seq). "We know that we have not covered all that should be covered," said Chairman Harris (D-Ark.). For its investigative successors on Capitol Hill, the subcommittee outlines specific FCC "matters requiring further legislative inquiry."

Another sure sign that session won't be dull one for FCC and broadcasters is scope of investigative agenda proposed. It includes: (1) Use of spectrum & allocations. (2) Problems of vhf vs. uhf. (3) "Nuisance filings." (4) Option-time vs. "local control" of programs. (5) Clear channels. (6) Licensing of the networks. (7) Multiple station ownership. (8) "Centralization of economic power." All these subjects and more are fair grist for the Congressional mill, which has never failed to grind away at one aspect of radio or another since beginnings of broadcasting.

One of the few subjects untouched in the Harris committee report is pay TV -- and Harris, an adamant opponent, will be trying to take care of that himself in the Commerce Committee hearings expected to start some time this month. Also untouched in the oversight subcommittee's report are such holdover subjects from the last session (Vol. 14:34) as TV ratings and anti-trust exemptions for professional sports so that broadcasts of games can be blacked out.

But those subjects won't be overlooked, for the Senate Interstate Commerce Committee will look into ratings again -- and it can be presumed that Senate & House supporters of the blackout bill will be back at it again.

The Harris report is only symptomatic. Every Senator and Congressman has his own ideas about what ought to be done, and cries of "there ought to be a law" will echo through the sacred halls of Congress again and again. Certainly, the outcries against certain types of programming won't be overlooked as a sure-fire publicity vehicle. All in all, session looks like another open season on broadcasting.

TV's 'Danger Point': It's okay for grade school children to spend 20 hours per week in front of home TV sets—but parents should watch out if kiddies begin stretching it to 21-26 hours, director Dr. Paul Witty of Northwestern U's Psycho-Educational Clinic warned this week. Reporting on 9-year survey of 2000 Chicago children and their parents & teachers, Dr. Witty filed these findings with educational section, American Assn. for the Advancement of Science, at annual convention in Washington:

(1) Average youngster watches TV 20 hours per week (favorite show, ABC-TV's *Zorro*) and suffers no loss of sleep as result. Chances are his health, school work, reading, hobbies, general behavior won't be affected—and he probably reads more under TV stimulus.

(2) But "excessive" TV viewing, with "danger point" somewhere between 21 & 26 hours, can produce "behavior & adjustment problems associated with TV, such as fatigue, impoverishment of play, disinterest in school, increased nervousness, reduction in reading, eye-strain & mealtime disturbance."

(3) Children spend as much time as TV-watchers as they did when medium was new, novelty showing few signs of wearing off. They prefer westerns, crime & violence—and it's "most distressing [that they may] gradually come to accept violence, hate & destruction as almost normal ways of life."

(4) Some youngsters find it hard to imagine world without TV. One 10-year-old boy started letter with: "In prehistoric times, before people had TV . . ."

In another paper read to AAAS session, Prof. Daniel Tanner of San Francisco State College said TV "shows tremendous promise as a medium of supplementing & enriching existing classroom practices." But he argued that TV is no substitute for classroom teachers, that "students tend to become increasingly disenchanting with classroom TV [and its] lack of direct contact with the instructor."

'A Star of First Magnitude': TV's newest star has a show with negligible audience by network standards, no commercial sponsorship, no income to its network—yet he has such "strange and compelling powers before a camera" that some Catholic orders have revised their schedule of masses to catch it, San Quentin Penitentiary has some inmates watching it regularly, kines are in demand in several foreign countries. Thus NEC chairman Robert Sarnoff describes "Harvey"—Dr. Harvey White, U of California's physics professor, whose 6:30-7 a.m. *Continental Classroom* each weekday, carried on 149 stations, with 250 colleges offering full academic credit, now has 5000 high school teachers and trainees registered while 27,000 others have mailed in 50¢ each for a syllabus. Total daily audience is reckoned at only about 270,000—but Sarnoff, in his latest newsletter to editors, asserts it's "the most dramatic, and perhaps the most useful, of all post-sputnik efforts to close the perilous gap of America's science education." He pays high tribute to Dr. White, who "works slave-labor hours to keep the show going," acknowledges partnership of American Association of Colleges for Teacher Education and financial support from Bell Telephone System, Ford Foundation, Fund for Advancement of Education, General Foods Fund, IBM, Pittsburgh Plate Glass Foundation, Standard Oil of California, U. S. Steel. "We are blessed," he writes, "with a star of the first academic magnitude, who enjoys working in TV and even watches it occasionally (preferably westerns) for relaxation. I think our principal contribution is that we exist. Only because of our structure as a national network, able to reach Americans everywhere, can this massive infusion of scientific knowledge be attempted."

U. S. population as of Jan. 1, 1959 was estimated at 175,600,000 by U. S. Census Bureau, up 2,900,000 from year ago and 24,500,000 more than count in national census of April, 1950.

The Defiant Miss Torre: TV-radio columnist Marie Torre of *N. Y. Herald Tribune* refused this week to purge herself of contempt of U. S. District Court—and escape 10-day jail sentence—in \$1,393,333 libel-breach-of contract suit by singer Judy Garland against CBS (Vol. 14:52). She was promptly ordered by Federal Judge Sylvester J. Ryan to surrender in court Jan. 5 to start serving her term, imposed when she defied his instructions to identify the CBS v.p. she quoted in derogatory remarks about Miss Garland. Judge turned down plea by her counsel Mathias Correa that she be given 2 weeks to arrange her affairs (she's mother of 2) before going to jail. Judge Ryan warned that she'd be liable to further contempt action if she persists in her defiance after completing sentence, said she was "setting a bad example to your fellow citizens for your refusal to comply with reasonable obedience to a court which has passed upon this matter." Judge also admonished Miss Torre to "seriously consider your position and meditate and change your mind and obey the mandates of the court."

How to Teach on TV is explained by experts in *College Teaching by Television* published by editorial dept. of American Council on Education, 1785 Massachusetts Ave. NW, Washington, D. C. (234pp., \$4). Book includes transcripts of sessions of ETV conference co-sponsored in 1957 at University Park, Pa. by Council and Pa. State U—plus supplementary papers and bibliography for TV teachers.

Current vogue for westerns on TV is traced from early fiction writers (Zane Grey, O. Henry, Owen Wister) through movies (Wm. S. Hart, Tom Mix, Will Rogers, Gene Autry, Roy Rogers, John Wayne, Gary Cooper) to today's resurgence of Hopalong Cassidy on Japanese TV and in France, Germany, Australia & England, in article in Jan. *Reader's Digest*, titled "TV Westerns: The Shots Heard Round the World." Article is condensed from *Television Age*, written by John Reddy, who produced the notable documentary "The Western" on NBC-TV's *Wide Wide World*. It notes that some \$50,000,000 will be spent on TV westerns this season, with 28 shows comprising some 570 hours of new footage, equal to 400 western movies or far more than Hollywood made at peak of western-movie production.

Option-time was discussed by FCC again this week, and Commission returned staff's memo for redrafting, to be reconsidered Jan. 9. Commission has been weighing staff's evaluation of need for option time, and has been considering whether to submit it directly for legal opinion of Justice Dept. or to seek industry comments on it first (Vol. 14:50).

Reminder to "men in white": NAB TV Code's ban on use of actors to portray physicians, nurses or dentists in commercials (Vol. 14:41) became effective Jan. 1. That also was cut-off date for permissible use of "men in white coats" in commercials already filmed when Code Review Board voted amendment in rule last June.

The Misfortune of 'Fortune': Somewhat sarcastically, but none the less cogently, Corinthian station group's pres. C. Wrede Petersmeyer takes the editor of *Fortune* and management of Time Inc. to task for "jeopardizing [their] reputation by publishing an article so obviously biased and distorted as the piece in the Dec. issue entitled 'Television: The Light That Failed'" (Vol. 14:48, 51). The able young John Hay Whitney partner, plumbing motivations, observes in Dec. 29 letter to *Fortune*:

"If the article dealt with a business other than a competing advertising medium, it might be dismissed as simply a classic example of sloppy and uninformed coverage of the subject. But since the subject is the TV broadcasting business, one cannot escape concluding that the article is a carefully loaded gun aimed at 'the enemy.'

"I have made a point of checking with a number of people prominent in the TV industry to assess the thoroughness with which your staff may have researched the material for this article. Members of your staff had contacted many of them. All of the men I talked to agreed that any information or opinion given by them to your reporters that was in conflict or at variance with the critical and negative tone of the article had been carefully screened out. It would have been much less upsetting to have found that your staff had merely done a poor job of research, instead of confirming my conviction that the article was designed as an all-out attack on the TV in-

dustry with the purpose of discrediting it, by fair means or foul, with advertisers and the public.

"It is fortunate that the management of Time Inc. is in the hands of men whose business judgment is too sound to be swayed by the editorial policy of its own publications. Otherwise, one might expect that Time Inc., in a state of panic over *Fortune's* analysis of the financial instability of TV broadcasting and acutely embarrassed over its association with so shoddy a medium of entertainment as that described in *Fortune*, would forthwith throw on the market the 5 TV stations it has quite recently spent many millions of dollars to acquire.

"Should I be as disappointingly mistaken in my confidence in the business acumen of Time Inc. as I was in my previous evaluation of *Fortune* as an honorable publication, I am sure your parent company will find a host of sound businessmen eager to acquire their TV properties—men, incidentally, with great faith in the future of this medium, who are willing to give of their hard dollars, energy, enthusiasm and loyalty to support that faith."

Note: The Corinthian group now comprises 4 vhf and one uhf station (plus 2 AMs), having this week won FCC approval of its \$4,000,000 acquisition of KBET-TV, Sacramento (Ch. 4)—presumably would be glad to "talk turkey" with Time Inc. about buying some of its 4 vhf's and 5 radios. They're competitors, incidentally, only in Indianapolis. (For lists of stations each owns, see *TV Factbook No. 27*, pp. 385 & 387.)

Swan Song by Harris: The frequently bizarre life of the year-old House Commerce legislative oversight subcommittee (Vol. 14:2 et seq) came to its official end at noon Jan. 3—with frantic, last-minute deadline filing of sweepingly drastic "reform" recommendations for Federal regulatory agencies—particularly the FCC (see p. 3).

"We fully recognize that this is not a complete job and not a complete report," said Chairman Harris (D-Ark.). "We know we have not covered all that should be covered." But few FCC areas that were covered—and left uncovered—by his subcommittee in headlined hearings were untouched in 92pp. report.

It called for 14 pieces of legislation applying to all Federal agencies, 6 amendments to the Communications Act to correct FCC practices—and for additional House probes (presumably to be carried on by regular Commerce subcommittees) into 8 specific FCC areas that weren't explored, including "use of the entire spectrum." Also listed was a set of office rules for FCC to follow.

For a time this week it looked like report wouldn't be ready in time for Jan. 3 filing, as scheduled under House resolution setting up subcommittee. Subcommittee met 2½ days, including one past-midnight session, and was still correcting & revising proofs Jan. 2 after Harris had announced Dec. 31 that job was finished.

* * * *

We obtained copies of revised proofs before they were sent officially to Govt. Printing Office. Subject to additional afterthoughts by subcommittee members, report, in its across-the-board recommendations, calls for:

(1) Agency code of ethics enforceable by "civil & criminal sanctions." (2) Rigid rules for ex parte communications (written or oral) which make unauthorized representations subject to civil or criminal action—and all of them part of public record. (3) Civil & criminal

penalties for Commissioners & employes who make "unauthorized disclosure of any vote, opinion, or recommendation or information in the Commission pertaining to any proceeding or projected proceeding."

(4) Action within 60 days by Commission on motions in cases. (5) Participation—"as a matter of right"—by Commissions in court cases. (6) Election of chairmen—for 3-year terms—by Commission members instead of appointment by President. (7) Removal of Commission members by President "for neglect of duty or malfeasance in office, and for no other cause."

For FCC alone, subcommittee made these legislative proposals:

(1) Section 310 of Communications Act should be amended "to prevent trafficking in licenses" so that sellers or buyers would be required first to get approval from Commission, which would make application and amount involved public. (2) Section 310 clause preventing FCC from considering "public interest" in transfer of license or CP "should be repealed." (3) FCC should be required to hold public hearings before approving transfers—or at least to put into public record any "special circumstances" which make public hearing undesirable. (4) "Direct or indirect payoffs of competing applicants, except in the proved amount of out-of-pocket expenses," should be prohibited, as well as "swapoffs between applicants for other licenses." (5) Public hearings should be held before granting any TV license. (6) Honorariums for speeches, etc., by FCC members should be forbidden.

* * * *

As for "further legislative inquiry" into FCC areas, subcommittee outlined these subjects for exploration:

(1) "Study of the use of the entire spectrum and a determination as to its allocation & use is urgently needed" by Congress, Presidential commission having "natural predisposition of the Executive to favor its own interest." (2) "A study of the uhf-vhf problem." (3) Prevention of "nuisance filings" for TV & radio CPs and

elimination of "dropouts" in deals between contestants. (4) "Problem of option time agreements . . . and their relationship to the duty & responsibility of the individual licensee to control the programming of his station." (5) "Solution must be found for the 25-year-old problem [of clear channels]." (6) Question of "whether or not networks should be licensed, since they provide a very considerable amount of the programs which stations themselves broadcast." (7) "Problems of multiple ownership." (8) "Centralization of economic power resulting from technical developments in the broadcast field."

Subcommittee also had some advice on how FCC should handle intra-office work. Samples: (1) "Quality & content of the annual report of the Commission should be improved" so that more than "minimum amount" of information is supplied. (2) FCC "should take effective action to investigate & consider all outstanding anti-trust matters." (3) Technical standards should be reviewed to make sure they "are not tied in with a patent or other monopoly." (4) Hearing rules should be reexamined and made consistent. (5) Technical qualifications of hearing examiners should be studied before assignments. (6) FCC should be on guard against unethical conduct by lawyers practicing before it. (7) Office filing systems leave much to be desired; "systematic, central filing system in this agency is a must."

Harris told reporters he planned to introduce series of bills soon after Jan. 7 opening of 86th Congress to carry out recommendations of his subcommittee. He

wouldn't predict what chances they have for enactment. Following interim report last April by subcommittee (Vol. 14:14), he introduced bill calling for agency ethics code, forbidding ex parte communications unless part of record, providing for removal of Commissioners, cutting honorariums for speeches. Subcommittee approved his measure, but it never got past his own Commerce Committee (Vol. 14:34).

Legislative and agency recommendations in subcommittee's final report were unanimous. But narrative sections, dealing with FCC hearings and with SEC-FTC hearings which led to Bernard Goldfine-Sherman Adams sensation, were put into report over objections of Republican members who planned minority reports.

* * * *

Continuation of investigative activity could run on for years in Congress if all of report's recommendations are accepted. If inquiries into FCC and 5 other regulatory agencies are completed, Harris suggests that investigators could go on through other agencies, running gamut from Weather Bureau to National Institutes of Health.

Meanwhile, Dr. Bernard Schwartz, subcommittee's first counsel who was fired soon after he began making headlines in early phases of hearings, was out to make some more. He took some subcommittee files with him when he went back to NYU (Harris has asked Justice Dept. to get after him for that) and has completed book, *The Professor and the Commissions*, which Knopf has scheduled for Feb. publication.

ADVERTISING AGENCIES: Peter G. Levathes, media v.p. of Young & Rubicam, promoted to TV-radio v.p. in charge of network syndication timebuying in new lineup combining programming with timebuying; he takes over duties of Robert P. Mountain, now heading agency's new business div. . . . Richard N. Heath, pres. of Leo Burnett, Chicago, named exec. committee chairman in top echelon realignment, succeeded as pres. by exec. v.p. W. T. Young Jr.; Leo Burnett continues as chairman; DeWitt O'Kieffe promoted to senior v.p.; Draper Daniels, to exec. v.p. . . . Richard Bean, ex-McCann-Erickson, named v.p. of Warwick & Legler, succeeding H. H. Dobberteen, resigned . . . John Doherty, Stewart P. Brown & Jules J. Dickely promoted to v.p.'s of Ted Bates Adv. . . . Clayton Huff promoted to v.p. of BBDO; Thomas C. Dillon, ex-Los Angeles mgr., promoted to treas., succeeding Fred B. Manchee, resigned . . . Hugh L. Lucas and Kensingler Jones promoted to v.p.'s of Campbell-Ewald . . . Kelso M. Taeger promoted to v.p. of McCann-Erickson Detroit office . . . Arnold E. Johnson, broadcast facilities director, elected v.p. of Needham, Louis & Brorby . . . Ellsworth L. Timberman and Andrew J. Shepard named v.p.'s of Kenyon & Eckhardt . . . Everett W. Hencke, Sherman E. Rogers, Murray C. Thomas and Edmund C. Ridley promoted to v.p.'s of Anderson & Cairns, N. Y. . . . Joe K. Hughes promoted to v.p. of Grant Adv. Dallas office . . . Peter Finney resigns as exec. v.p. of Southern Adv. to open own agency at 529 W. Flagler St., Miami.

Dr. Edgar Dale, Ohio State U professor of education, elected to board of National Assn. for Better Radio & TV (NAFBRAT), filling vacancy caused by death of Mrs. Helen Rachford in Las Vegas plane crash last April.

J. Davis Danforth, exec. v.p. of BBDO, is chairman of Advertising Federation of America jury of awards to be made at Minneapolis convention, June 7-10.

More changes in law firms specializing in TV-radio, since publication of directory in *TV Factbook No. 27*, pp. 376-382: Victor Kramer, ex-chief of Justice Dept. litigation div., named partner in Arnold, Fortas & Porter, which also adds as an associate Robert Hertzstein, ex-Army Judge Advocate General's office; Howard F. Roycroft, 1958 Georgetown graduate, joins Hogan & Hartson; Mitchell S. Cutler, 1958 George Washington U graduate, new associate of Welch, Mott & Morgan; Jack M. Merelman & Edward F. Kearney, resigned from Rhyne, Mullin, Connor & Rhyne. In N. Y., Irwin Schneiderman advances to membership in Cahill, Gordon, Reindel & Ohl.

Queen Elizabeth's honors list on New Year's Day included awards of Companion of Honor to Sir Kenneth Clark, chairman of British Arts Council, and original chairman of the Independent TV Authority, set up to supervise commercial telecasting; O.B.E. (Order of the British Empire) to Mrs. Joyce Wright, director of British Information Services in N. Y., and to Stanley Rumsam, chief of BBC news; C.B.E. (Companion of the British Empire) to Geoffrey Cox, editor of ITA news.

E. P. H. (Jimmy) James, A. C. Nielsen Co. v.p., one-time NBC & MBS v.p., reviews U. S. radio history & prospects in 2-part article in British trade journal *Audio-Visual Selling*, which tries to answer questions currently posed by British commercial TV operators: "Is there room for commercial radio? If so, how much?" He concludes that "addition of a new & effective advertising medium can hardly fail in the long run to be of benefit to all selling & advertising."

Wallace E. Johnson promoted to chief of broadcast facilities div., FCC Broadcast Bureau, succeeding Walther E. Guenther, named asst. chief of Office of Opinions & Review; in Safety & Special Radio Services Bureau, John J. McCue advances to succeed late George K. Rollins as chief of public safety & amateur div.

Television Digest

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Personal Notes: Edward E. Voynow, exec. v.p. of rep Petry in charge of Chicago area, becomes pres., succeeding Edward Petry, now chairman; Martin L. Nierman promoted to exec. v.p.; Ernest Lee Jahncke Jr., to v.p. . . . Alexander (Sandy) Stronach Jr., ex-ABC v.p., ex-William Morris Agency, has resigned as v.p. of MCA-TV, expects to announce affiliation with adv. agency shortly . . . Willet Brown, veteran Don Lee executive who resigned as its pres. several months ago, is retiring from all active operations, has informed staff he will continue to be associated with Thomas F. O'Neil in "other areas of RKO Teleradio Pictures Inc."; now reporting directly to O'Neil instead of Brown are John T. Reynolds, v.p.-gen. mgr. in charge of KHJ-TV, Los Angeles; Norman Boggs, v.p.-gen. mgr., KHJ; Wendell Campbell, v.p.-gen. mgr., KFRC, San Francisco . . . George M. Burbach, retired ex-gen. mgr. of *St. Louis Post-Dispatch's* KSD-TV & KSD, has been discharged from hospital after siege of nervous exhaustion, will spend part of winter with Mrs. Burbach at The Breakers, Palm Beach, Fla., starting Jan. 24 . . . Thad H. Brown, NAB v.p. for TV, and Mrs. Brown are parents of a 6-lb. son, Lauren, born Dec. 30 in Washington Hospital Center . . . Paul H. Goldman, v.p.-gen. mgr. of KNOE-TV, Monroe, La. & WNOE, New Orleans, promoted to exec. v.p.; Ray Boyd named engineering v.p. of stations owned by ex-Lt. Gov. James A. Noe; Jack Ansell Jr. named sales v.p.; Harry Arthur, program v.p.; Ansel Smith, operations v.p., Mac Ward, news v.p. . . . S. B. Tremble promoted to station mgr. of Meredith's KCMO-TV, Kansas City; Richard C. Evans promoted to mgr. of KCMO . . . Monte Strohl, ex-mgr. of KEPR-TV, Pasco, Wash., promoted to sales mgr. of Cascade Bestg. Co., Yakima, succeeded by Wm. Grogan . . . George W. Bowling III moves to N. Y. headquarters of rep Bolling Co., succeeded as Beverly Hills office mgr. by David Cassidy, ex-Adam Young . . . Robert W. Jensen, ex-radios WGST & WIIN, Atlanta, named

John F. Lewis, news director of WBAL-TV & WBAL, Baltimore, named chairman of Freedom of Information Committee, Radio-TV News Directors Assn. James Bennett of KLZ-TV & KLZ, Denver, is vice chairman. Other members: Nick Bazzo, WSAZ-TV, Huntington, W. Va.; Edward Ryan, WTOP, Washington; Sam Zelman, KNXT, Los Angeles; Gabe Pressman, WRCA, N. Y.; Ray Moore, WSB-TV, Atlanta; Wm. Sheehan, WJR, Detroit; Bill Minshall, WIS-TV, Columbia, S. C.

CBS's Robert Trout has been elected pres. of Assn. of Radio & TV News Analysts, same network's Bill Downs (Washington) and John MacVane (UN) elected v.p.'s. Other officers: Blair Clark, CBS, secy.; Cesar Saerchinger, treas.; ABC's Quincy Howe (retiring pres.), NBC's H. V. Kaltenborn & Leon Pearson, exec. board.

Complete Videotown survey (Vol. 14:46) now available in brochure form from Cunningham & Walsh Inc., 260 Madison Ave., N. Y. 16.

southern sales div. mgr. of rep Forjoe & Co., Atlanta, succeeding Barney Ochs . . . Robert Schulman, ex-*Time-Life-Fortune* Northwest bureau chief, named special features director of KING-TV & KING, Seattle . . . Charles F. Cremer promoted to news director of WREX-TV, Rockford, Ill. . . . Abe Mandel, ex-Ziv, named western hemisphere sales mgr., Independent TV Corp.

Obituary

Edward John Noble, 76, who earned a fortune making Life Saver mints, purchased old Blue Network from RCA for \$8,000,000 in 1943, was first head of newly named ABC Network and engineered its merger with Paramount Theatres Inc. in 1953 to form ABC-Paramount, died at his home in Greenwich, Conn., Dec. 28. He was chairman of the AB-PT finance committee, had been chairman of exec. committee of Life Savers Corp. when it was merged with Beech-Nut Packing Co. in 1956. He first got into radio as purchaser of New York's WMCA in 1941 when owner Donald Flamm ran afoul FCC regulations. He had been original chairman of Civil Aeronautics Authority, 1938-39, then Under Secretary of Commerce for about year; on CAA, he served with Robert H. Hinckley, who is still an AB-PT director and ABC's Washington v.p. Survivors are his widow, a daughter, Mrs. David S. Smith whose husband is Asst. Secy. of the Air Force, brother R. P. Noble.

Col. Joseph Harvey Long, 95, chairman of Huntington Publishing Co., publishing *Huntington* (W. Va.) *Herald-Dispatch* and *Advertiser* and operating WSAZ-TV & WSAZ, died Dec. 28 after 3-year illness. His youngest son Edward Harvey Long, treas. of the operating companies, died at age 60 last Nov. 18 of cancer (Vol. 14:47). His wife died in 1944. Surviving are his son Walker and a brother Harry, of Kokomo, Ind. Walker Long is pres. of the company and father-in-law of Lawrence H. (Bud) Rogers II, pres. & gen. mgr. of the stations.

William Phillipson, 50, independent TV producer, ex-ABC v.p. in Hollywood, later partner in Henry Jaffe Enterprises handling *Texaco Star Theatre* and *Producers Showcase*, died in N.Y. Jan. 1 after short illness. Surviving are widow, daughter, mother.

Robert J. Laubengayer, 74, one of earliest newspaper publishers to go into radio, founding KSAL, Salina, Kan. died Dec. 27 in Topeka. He formerly published *Salina Journal*.

Edward B. Noakes, 55, v.p. of McCann-Erickson, died Dec. 23 in Queens General Hospital, N. Y.

Another broadcaster turned priest is 54-year-old Father Aurele Seguin, who quit Quebec staff of Canadian Broadcasting Corp. on death of his wife 11 years ago to enter a seminary and was ordained recently in Ottawa—the ordination ceremonies on TV-radio networks being supervised by one of his sons, Robert. Onetime NBC Washington & European newsman Max Jordan, now Father Placid Jordan, O.S.B., stationed at Beuron Abbey, Germany, is currently in U. S. on special mission, headquartering at 125 Home Ave., Rutherford, N. J.

Record high NAB membership of 2326 was reported this week by membership committee (Ben B. Sanders, KICD, Spencer, Ia. & Joseph J. Bernard, KTVI, St. Louis, co-chairmen).

Thomas D'Arcy Brophy, ex-pres. of Kenyon & Eckhardt, named head of advisory council, Syracuse U School of Journalism.

ANPA's New Onslaught on TV: Avowedly its "newest competitive tool" in now-in-the-open battle of newspapers against TV inroads on advertising budgets, ANPA Bureau of Adv. pres. Charles T. Lipscomb Jr. disclosed this week that a new slide film presentation has been readied for distribution to its members for use by their salesmen. Presentation makes these contentions:

(1) Whereas newspaper circulation is guaranteed & constant, TV audiences can only be estimated and vary from program to program.

(2) Newspaper readers are loyal to features and depts., while TV viewers are fickle. Witness: short-lived popularity of quiz shows and other fads.

(3) People want newspaper advertising but resent TV commercials.

(4) TV advertisers are obliged to share time with network promotions, co-sponsors and free-riding plugs; newspaper advertisers get exclusive use of space they buy.

(5) TV time segments, different types of programs, deliver varying audiences; newspaper advertisements of all sizes are guaranteed same circulation, to same people, day after day.

(6) There's seldom tangible proof TV commercials run as intended.

(7) Newspaper sections & features provide a friendly editorial climate for advertisers; on TV, advertiser is lucky if he is not preceded or followed by a program that clashes with his.

(8) Newspaper advertiser knows in advance what his readership will be; TV cannot foretell coverage.

(9) It costs \$6.48 to reach 1000 adults with a half-hour network program; it costs an average of \$2.40 to get 1000-line message to each 1000 adult newspaper readers.

(10) Newspapers are 40% more effective in delivering messages than spot TV.

Networks and stations apparently aren't excited about latest anti-TV presentation, regard it as part of pattern of attacks being made against TV. Said TvB pres. Norman Cash: "I don't like these inter-media squabbles. TvB is interested in telling advertisers what's good about TV, not what's bad about newspapers."

■
New CBS Radio program setup—Program Consolidation Plan (Vol. 14:44)—begins Jan. 5, stations representing 85% of network rate card having confirmed acceptance. Said pres. Arthur Hull Hayes: "The few stations which may decide or have elected not to subscribe to the Plan will continue to carry our programs under the terms of their existing affiliation agreements for a period of 6 months. During this period we will make affiliation agreements with other stations in these markets as replacements so that our advertisers may continue to receive complete nationwide coverage." He reports receipt of over \$4,000,000 in net billings during the 30 days following announcement of PCP.

CBC was struck in Montreal this week by 75 French TV network producers who threw picket line around facilities, demanding recognition of new union (Association des Realisateurs) and raises in existing \$5000-\$10,000 pay scale. CBC claimed strike was illegal because producers are part of management, reported no progress toward settlement in 5-hour meeting with union leaders ending early Jan. 1.

All-network contracts with Radio & TV Directors Guild expired at midnight Dec. 31 with no settlement on new terms in sight, but no immediate strike was threatened. Guild extended deadline for agreement to Jan. 14.

Literacy Lessons via TV: "Honestly, there ain't no more illiterate folkses in the Carolinas than nowhere else. We're just *doing something* about it." Thus, jestingly serious, the ever public service-minded Charles H. Crutchfield, veteran founder & exec. v.p.-gen. mgr. of Charlotte's WBTB (Ch. 3) and WBTW, Florence (Ch. 8), calls our attention to fact that his station on Jan. 5 starts series of 100 literacy lessons "designed especially to teach adults how to read and write . . . enabling [them] to reach the 4th grade level, enough to read traffic signs, write letters to relatives and read the Bible." Called *Reading Program*, lessons will be carried 30 min., 4 times weekly, presented by John C. Campbell Folk School, of Brasstown, Tenn. and based on reading methods of famed Dr. Frank C. Laubach. Classes have been organized in 20 Carolina communities, assisted by 15 newspapers, each lesson to be followed by 30 minutes of individual instruction by local volunteer teachers. Only cost to students will be \$3.50 to pay for books. Expenses are being underwritten by Blumenthal Foundation, R. S. Dickson Foundation, WBTB advertiser W. T. Harris and station's parent Jefferson Standard Life Insurance Co. Kine series was originally produced by WKNO-TV, Memphis (Ch. 10), is also presumably available to other commercial TV outlets with back-country audiences that might welcome such a service.

New Orleans' VHF WJMR-TV Dark: Disagreement among 3 competitors for New Orleans' Ch. 12 resulted in failure of WJMR-TV to start with Ch. 13 this week. It continued with uhf Ch. 20 only, prohibited by court order from continuing with Ch. 12 (Vol. 14:51). FCC had authorized WJMR-TV to operate on Ch. 13 during Jan.—provided the 3 Ch. 12 applicants agreed on method of joint operation of Ch. 13 after Jan. WJMR-TV & Coastal TV wired FCC that they had agreed, but that Okla. TV wouldn't go along; Okla. TV Corp. wired that Coastal agrees with it but that WJMR-TV dissented. Argument is over makeup of 5-man board. WJMR-TV wants to appoint 2, other applicants one each, with the fifth member chosen by other 4. Okla. TV proposes that each choose one; that impartial organization pick other 2. Coastal TV counsel says his client is agreeable to either plan. FCC Chairman Doerfer said he's very concerned about loss of service to New Orleans but that Commission doesn't want to risk violating court order by stepping in. Court had ordered WJMR-TV's experimental grant on Ch. 12 cancelled because it concluded FCC should have conducted hearing on WJMR-TV's proposal before authorizing transmissions (Vol. 14:21, 44).

■
One Big TV Actors' Union? Members of Screen Actors Guild, which claims TV film & filmed commercial jurisdiction, began balloting this week on Hollywood proposal which could lead—after 20 years of inter-union bickering—to merger with AFTRA, which claims live TV jurisdiction. Question in referendum of SAG's 12,000 members is whether "impartial research organization" should undertake study of "feasibility" of combining with 12,000-member AFTRA. Ballots will be counted after Jan. 26. Big jurisdictional issue between SAG & AFTRA now is TV tape, and SAG's board has repeatedly rejected pleas by AFTRA to resolve it by joining into single union. Compromise plan for referendum on research survey was submitted by SAG directors and approved by Hollywood membership meeting after N. Y. branch demanded that board "take immediate steps" toward merger (Vol. 14:40).

Allocation Studies Wind Up: One important allocations report was completed this week and another was almost finished. President's Special Advisory Committee on Telecommunications (Vol. 14:47) sent its brief document to Leo Hoegh, director of Office of Civilian & Defense Mobilization, and Dr. George Town sent nearly completed TV study to board of TV Allocations Study Organization.

Nothing is known about SACT report, except that it deals with govt. communications machinery, including handling of spectrum allocation—and that one member said recommendations were “emphatically unanimous.” Hoegh will transmit report to President Eisenhower, who can do as he chooses with it—use it for recommendations to Congress or even ignore it.

TASO report is a collection of technical data on vhf & uhf performance to be submitted to FCC without recommendation. In opinion of one of its most experienced panelists, “it documents what has been fairly well known” in propagation, receiver & antenna performance, transmitter operation, etc.

TASO report runs several hundred pages, backed by big volume of committee reports. TASO board will discuss in Washington meeting, possibly next week. After agreeing on it, board will have it printed, turned over to FCC, released publicly. This could take several weeks. Some 2500-3000 copies will be distributed.

Doerfer Evaluates 1958: Year-end statement by FCC chairman John C. Doerfer emphasizes handicaps under which Commission operates because of “unusual legislative & judicial decisions which complicate its processes.” He said FCC is recommending that Congress permit commissioners to consult with staff on adjudicatory proceedings, curtail abuses of protest proceedings, prohibit anyone from making off-the-record approaches to Commission. Doerfer also called attention to “a workload which has practically doubled in the past 5 years with no more personnel and little increases in appropriations.” He noted increase in radio authorizations to 2,100,000 in 1958—a rise of 200,000 during year. These cover 1,500,000 transmitters and 1,500,000 operators. Breakdown of safety & special service transmitters: police, 167,000; fire, 60,000; forestry, 34,000; highway maintenance, 28,000; special emergency, 13,000; marine, 80,000; aviation, 81,000; taxi, 100,000; railroad, 65,000; truck, 38,000; buses, 2700; auto emergency aid, 9000; private business, 420,000; amateur, 185,000; individual citizen, 125,000.

A bit of sarcasm came from FCC Comr. Bartley this week, as he dissented in sale of radio WBUZ, Fredonia, N. Y. to Dunkirk-Fredonia Bcstg. Inc., owners of *Dunkirk Observer*: “The assignee gives as its reason for requesting Commission consent to this assignment of license that ‘operation of a radio station will provide a needed diversification of assignee’s interests in the field of public communications and will enable it to better serve the public needs.’ If this means, as the facts would appear to indicate, that the community’s only radio station will now be taken over by the community’s only newspaper (owned by the assignee), then the assignee apparently confuses the Commission’s policy of diversification of ownership of the media of mass communications in the public interest with ‘diversification’ of its own private interests.”

“Day-Glo” high visibility orange paint will be used by radio WABC, N. Y., FCC & CAA cooperating in tests. Top 100-ft. of 648-ft. tower will have new paint, balance regular paint, for comparison.

Boosters, Translators, CATV: FCC said it expects many translator applications to be filed, now that vhf boosters are verboten (see p. 2)—and promised that it will process them fast as possible. There’s no doubt demand will be substantial. For example, on day decision was announced, Dec. 31, booster operator in Quincy, Wash. ordered unit from Adler Electronics. This is significant, because Quincy system was one of 3 guinea pigs in FCC’s main court fight against boosters.

Pres. Ben Adler foresees brisk demand, notes orders already in for the 100-watt units recently authorized by FCC. At week’s end, he had 10 firm orders, 30-40 in negotiation. The basic 10-watt transmitter is \$3025. A 4-stack antenna giving 200-watt ERP is \$1130. The 100-watt amplifier runs \$5200; with 4-stack antenna, it produces 2-kw ERP. FCC is now checking the amplifier, is expected to approve it soon.

Adler is concerned about phone companies’ demands for uhf spectrum—notably their petitions to FCC asking that 840-890-mc be allocated for point-to-point use (Vol. 14:37, 40, 41, 51). This band encompasses translators. He’s hopeful, however, that the outlawing of vhf boosters and the emphasis FCC now places on translators means the Commission will resist phone companies’ appeals.

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Community antenna operators are jubilant, naturally. Spokesmen for National Community TV Assn. give these 3 main reasons:

- (1) Boosters interfered with their pickups of originating stations.
- (2) Elimination of boosters may open new CATV markets.
- (3) CATV operators now can plan more firmly, no longer fearing boosters may invade their towns at any moment—with FCC’s blessing.

CATV operators aren’t concerned seriously about uhf translators. Some competition is expected, as in past, but attitude so far is: “We can live with them.”

CP granted: Ch. 17, Bakersfield, Cal., to Kern County Bcstg. Co., headed by Lincoln Dellar, former owner of off-air KCCC-TV, Sacramento (Ch. 40), and Edward E. Urner, owner of radio KLYD, Bakersfield, and former sales mgr. of KERO-TV, Bakersfield (Ch. 14). Translator CPs granted: Ch. 83, Roseburg Ore., to Teleservice Co., to repeat KOIN-TV, Portland; Ch. 75, Empire, North Bend & Charleston, Ore., to repeat KOIN-TV; Ch. 79, Palmerton, Slatedale & Slatington, Pa., to repeat WOR-TV, N. Y.

Two TV applications filed this week were for Ch. 10, Terre Haute, Ind., by owners of WICS, Springfield, Ill. (Ch. 20) and for Ch. 23, Yakima, Wash., by realtor Ralph Trounsrud there. Total applications pending are now 89 (21 uhf). [For details, see *TV Addenda 27-R.*]

Shift from Ch. 11 to Ch. 2 is sought by KFJZ-TV, Ft. Worth, which filed petition with FCC this week asking swap of channels with Denton, Tex. It requested show-case to permit it to go to Ch. 2.

Studio & facilities of WBUF, Buffalo (Ch. 17), discontinued by NBC last Sept. 30 (Vol. 14:39), have been sold to WBEN-TV, Buffalo (Ch. 4) and 620-ft. tower has been sold to WGR-TV (Ch. 2).

Translator starts: K7IAM & K79AF, Olivia, Minn. began Jan. 1 repeating KSTP-TV & KMSP-TV, St. Paul-Minneapolis.

Eidophor & Its Market: Logical potential customers of Eidophor color projectors (see p. 2)—in addition to scientific, military & educational organizations—are producers of closed-circuit entertainment & business meetings, such as TelePrompTer and Theatre Network TV.

TelePrompTer pres. Irving Kahn is excited about it, looks for day when equipment is cheap and simple enough to rival monochrome. He and his engineering chief Hubert Schlafly headed Eidophor project years ago when they were employed by 20th Century-Fox, still believe it has greatest potential of any color projection device.

TNT pres. Nathan Halpern said that he has watched Eidophor development for 10 years, saw it evolve from "a 2-story behemoth into the new slimline model . . . definite progress." However, he said, it can't be used for closed-circuit network until "engineers develop a system of intercity transmission on a wider bandwidth basis required by the field-sequential system of Eidophor and not presently available in this country."

Manufacturing arrangements for Eidophor haven't been made clear to us. CIBA is 100% owner of Dr. Edgar Gretener A.G., the Swiss company which developed it and built prototypes. CIBA spokesman said orders for units have been accepted from U. S. & overseas—companies undisclosed.

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GE has some sort of arrangement with CIBA and/or Fox, but Frank P. Barnes, mgr. of closed-circuit TV marketing, says: "As of now, we have no commitment to make equipment." He confirmed that GE is working on monochrome & color Eidophor—latter using NTSC system, in contrast with CIBA's, which employs field-sequential (Vol. 14:48). Barnes noted that GE supplied

Two major TV station transfers receiving FCC approval this week are \$3,000,000 sale of KFRE-TV, Fresno (Ch. 12), with radio KFRE and FM adjunct KRFM, to Triangle Publications Inc. by Paul R. Bartlett and associates (Vol. 14:47), and \$2,800,000 sale of WKTV, Utica, N. Y. (Ch. 2, having shifted from Ch. 13 on Jan. 1), with radio WKAL, Rome, N. Y., to Paul F. Harron and associates by Kallet Theatres group (Vol. 14:46, 49). Also approved was sale of 66% of radio WCMB, Harrisburg, Pa., along with its CP for off-air WCMB-TV (Ch. 71), to Washington attorney James A. McKenna Jr. for \$160,000 by Edgar T. Shepard Jr. (Vol. 14:49).

KSAL, Salina, Kan. (1150 kc, 5 kw) was sold this week for \$350,000 to James Stuart (owner of KFOR, Lincoln, Neb.; KRGI, Grand Island, Neb.; KMNS, Sioux City, Ia.) by John P. Harris and estate of Sidney Harris, also owners of KIUL, Garden City, Kan. and *Garden City Telegram, Hutcheson News-Herald, Ottawa Herald, Chautauque Tribune, Salina Journal*, all Kansas, and *Burlington (Ia.) Hawkeye-Gazette*. Broker was Blackburn & Co. [For details about other radio station sales this week, see *AM-FM Addenda A.*]

Temporary operation on Ch. 35, along with new Ch. 13, was granted by FCC this week to WAST, Albany (formerly WTRI), "in order to provide time, if necessary, for the viewing public to reorient existing TV receiving antennas or to put up new outdoor receiving antennas for the best reception on Ch. 13."

cameras and mobile unit for CIBA, which has put \$336,000 into equipment. Advantages of NTSC color over field-sequential, he said, include: (1) Ability to pick up regular U. S. color transmissions. (2) Use of 6-mc bandwidth, compared with 10-mc or more, thus saving cable & microwave costs.

RCA is satisfied that its present 3-CR-tube projectors are excellent for the "rather small market" now in sight, according to Theodore A. Smith, exec. v.p. of industrial products. He noted that RCA equipment handles standard NTSC color.

General Precision Lab, big maker of black-&-white projection equipment, also believes "there's not a very exciting market for color projectors," according to v.p. Blair Foulds. "We're not arguing with Eidophor," he said. "In fact, we're buying some monochrome units under sub-contract for military work we're doing. It gives a very bright picture, and the military are the only people who can afford it. For color, it's darned expensive, still pretty complex. If you've got to have that brightness, it's justified. However, the 3-CR-tube unit is okay for most uses. We've demonstrated one and we're pleased with it—but the market is small."

* * * *

CIBA engineers gave us these technical details: throw (distance to screen), 105 ft.; standards, 441 lines, 180 color fields; bandwidth, 10-12-mc; brightness, 450 lumens, 5 ft. lamberts; resolution, 400 lines; contrast, 100-to-1. They said that system is good for 800 lines of resolution with 30-mc bandwidth; that brightness is 4-5 times that obtainable with 3-CR-tube system; that black-&-white Eidophor brightness is 2000 lumens.

Light source is 2000-watt xenon lamp; carbon arc would be used for Cinemascope-sized picture. Projector measures 65x25x48-in., weighs 800 lbs. CIBA estimates color projectors would sell for \$16,000, monochrome \$13,000, in commercial production.

Negotiations to sell KLAS-TV, Las Vegas, Nev. (Ch. 8) were in progress at week's end in that 3-station community, asking price understood to be \$600,000. Purchaser is expected to be Helen Maria Alvarez, founder & onetime half owner of KOTV, Tulsa (Ch. 6), which she and partner Jack Wrather sold in 1954 for \$4,000,000 (Vol. 10:14, 20). Early in 1958, she also sold her 38.89% interest in KFMB-TV, San Diego (Ch. 8), radio KFMB, and KERO-TV, Bakersfield, Cal. (Ch. 10) for \$2,916,750 to group including Wrather and rep Edward Petry (Vol. 14:20, 24, 27). Present owners of KLAS-TV, CBS outlet founded in 1953, are Herman M. Greenspun, publisher of *Las Vegas Sun*, 68.8%; J. D. Solomon, 10.92%; Oran Gragson, 5.05%, et al.

CBS grants to alma maters of its women employes will go this year to Cornell U. (\$1000), for Dorothy M. Leffler, mgr. of press information dept. magazine div.; St. Joseph's College for Women (\$500), for Rose Marie O'Reilly, CBS-TV ratings mgr.; St. Lawrence U. (\$1000), for Betty Lippold, adm. asst. to gen. mgr. of CBS Radio's *Housewives' Protective League*. The \$1000 grants are made as each woman employe achieves 15 years' service with CBS; \$500 is granted for each additional 5 years.

ASCAP reports it has signed ABC, CBS, NBC, their owned-&-operated stations, MBS and about 50% of all local radio stations for license extensions from Jan. 1.

Chicago Tribune's WGN-TV & WGN have acquired 12-acre plot in Northwest section for proposed studio building, hope to move from Tribune Tower by end of 1959.

WHAT THE LEADERS FORESEE FOR THIS YEAR: We asked leading TV-radio and related amusement electronics manufacturers to set forth their views of 1959 trade prospects as a sort of postlude to our own brief forecasts in these columns last week -- and it's really quite surprising how most of those views jibe with what we published before hearing from them (Vol. 14:52). In essence, they agree that the first half of this year will turn modestly upward, running better than same recession-bound period in 1958; that second half should be good; and that there won't be any boom.

Their predictions of TV output ranged from 6,000,000 to 6,300,000, with general agreement that the inventory situation continues favorable. They place considerable reliance on the replacement market, especially the prospect of more customers among owners of small-screen sets estimated as numbering up to 16,000,000. They plan big pitches for second and even third-set customers, for best dope is that only 10% of present TV homes have more than one set.

They observe that higher prices will prevail, with accent on quality rather than price. They look happily on steady radio sales, especially as the automobile market improves, though there's some fear of Japanese transistor inroads. The surge in phono sales, thanks to the intense interest in hi-fi and stereo, is a distinct plus. Some wonder whether so many companies can survive the intense competition.

Not all of those queried would reply -- but those who did offered something more than mere hoopla and platitudes. What they said is digested below.

P. J. Casella, consumer products v.p., RCA: We anticipate 1959 will be one of the greatest sales years for the home entertainment industry. Our optimism is based on public's rapidly increasing acceptance of the 2 most promising fields in our industry—color TV and stereophonic sound—as well as an anticipated upturn in black-&-white sales due to the improved economic picture, new convenience features and engineering developments.

With nearly 15,000,000 old, small screen sets nearing retirement age, we see a larger replacement market in black-&-white TV as well as a promising second-set trend. Stereo and color showed healthy and sustained growth during 1958, indicating that both will continue their sales climb at an even faster rate in 1959. Both answer the public's demand for products that are exciting and different while offering a realistic profit for dealer, distributor and manufacturer.

Color TV sales achieved consistently higher monthly sales than in the previous year. Meanwhile, dealers throughout the country discovered that color was easier to sell than they thought—and at a profit. With an improved economic situation in months ahead, we expect color TV sales to continue to increase at an even higher rate.

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A. L. Chapman, pres., CBS-Hytron: Industry sales in the radio, TV and phonograph industries in 1959 will be substantially ahead of 1958; however, we do not believe they will set any records. We expect TV sales at factory levels to show an increase of approximately 10% over 1958. Radio sales at manufacturers' level will be substantially the same as in 1958, with additional auto radio sales offsetting heavy imports of Japanese home radios. Advent of stereo phonographs in 1958 had a confusing and

adverse effect on the general market. The year 1959 should clear up this confusion, and we are looking for a substantial increase in sales in this field and estimate that it could very well be between 15% and 20% higher than 1958, especially now that stereo has been announced in the lower price ranges.

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Robert W. Galvin, pres., Motorola: The consumer products segment of the electronics business can look forward to a good sales volume in 1959. In the TV category for 1959, we estimate unit sales of 6,200,000, an increase of 15% over the 5,300,000 of 1958; in table radio, an estimated 2,500,000, off 10% from the 2,800,000 this year; clock radio, 2,300,000, up 2% from 2,250,000; portable radio, 3,000,000, up 7% from 2,800,000. Monaural phonographs and hi-fi will give way 63% to 1,000,000 units from 2,700,000 this year. At the same time, stereophonic hi-fi will soar to 3,000,000 units from 750,000. Car radio will enjoy a resurgence of some 32% to 4,500,000 compared with 3,400,000 units in 1958.

Taken altogether, this will represent a good, solid year, but no record and no boom. Competition will be exceptionally keen, but more on a quality-value basis than on price.

Significant developments in the field of electronic consumer products likely to appear in 1959 include binaural tape for stereo equipment, and the adoption of standards for stereophonic radio. Ultimately, stereo may be as large a factor as TV today.

* * * *

H. Leslie Hoffman, pres., Hoffmann Electronics: The electronics home entertainment industry should have one of its best years in 1959. However, the industry and individual companies must compete with more imagination for

the consumer dollar than they have in the last 2 or 3 years.

Industry sales of TV receivers may be expected to increase a minimum of 10% over 1958. New and improved designs now on the market, as well as replacement sales, will contribute to the increase. Top-of-the-line merchandise will account for a higher ratio of total sales in 1959 as the consumer continues to assert his preference for quality.

A major factor contributing to the brighter outlook will be the stimulant of stereophonic hi-fi. Transistorized radios will continue to increase their share of the market but greater competition from Japan can be expected.

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Don G. Mitchell, chairman, Sylvania: Record breaking level of personal income and continuing downward trend in unemployment have been basic factors behind upturn in consumer confidence. We expect this confidence, and the reasons behind it, to continue through 1959. This should result in record sales for the electronics industry with significant improvement in the home electronics field. TV retail sales will approach 6,300,000 units in 1959, a 20% improvement over 1958. Home radio sales will be up approximately 5%, and phonograph factory sales will increase 14%, especially now that home stereophonic sound has moved out of the experimental category. In addition, the TV industry enters 1959 with unusually low inventories at all levels of distribution, a very healthy indication.

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Ross D. Siragusa, pres., Admiral: The electronics industry reached the high saturation point in consumer TV sales and experienced the natural dip that follows. We already see the start of another climb, generated by replacements and second sets in the home. When a replacement market increases to the point where it offsets the decline caused by saturation, you begin to see a healthy increase in total unit sales. We have reached that point. In 1959, the TV industry should hit the 6,000,000 mark.

* * * *

James M. Skinner Jr., pres., Philco: A general trend of improvement should be seen in the electronics industry during 1959. This trend should apply generally to all areas—consumer, industrial and governmental. In the field of consumer goods—TV, radio, phonographs and stereophonic high fidelity sets—we foresee a definite strengthening. Developments, particularly in transistor radios and stereophonic high fidelity sets, should account for increased sales in 1959.

We do not expect color TV to be important to the electronics industry in 1959. There's still much work to be done before color receivers of quality and reliability can be made and sold at reasonable prices. When these problems are solved, we can then foresee color TV as a good business.

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L. C. Truesdell, sales v.p., Zenith: We do not feel that the industry as a whole will show an important increase in TV and radio for the following reasons. We believe that the prime reason TV industry sales are off is because of the lack of consumer viewing interest caused by poor programming or, at the least, lack of exciting programs to induce consumers to buy new TV sets. It is our thought that the industry will be fortunate to show as much as a 10% increase for the year as a whole and that the greater part of this increase will have to come in the last 6 months of 1959. We see no reason why the industry

should immediately show improved sales when for practically the entire year sales have been behind 1957.

Radio sales will continue to be seriously affected by Japanese imports. Stereophonic sales should increase tremendously for most companies. But it is quite possible that a number of fringe manufacturers will find it hard to keep pace with this growing industry.

We believe it is extremely unfortunate for the TV industry to have a new tube type injected into the industry this year. These new developments are being hurried to a point where some products may come to market before they have been field tested and proven. The new 23-in. tube will add considerably to cost of TV receivers and industry must be prepared to accept these changes.

* * * *

Chris J. Witting, consumer products v.p., Westinghouse: Several technical improvements promise that the industries which support electronic home entertainment will do better in 1959 than they did in 1958. In TV, for example, prospects are promising for a variety of new cathode ray tubes. Their size, shape and faceplate construction will free designers and stylists so that the industry will have highly attractive cabinetry as a strong sales aid. Remote controlled TV receivers will gain in popularity. Battery-operated, transistorized TV will move substantially closer to reality. Because of all these things, we look for an increase of 10% to 12% in TV receiver sales over the 9-year low experienced this year.

Stereo-fidelity was retarded greatly this year by the confusion that attended its introduction and the previous need for too large and costly cabinets. Industry-wide sale of radio receivers was off slightly in 1958 as compared with 1957, but 1959 sales should equal those of 1957, a good year. Transistorized radio will be a strong seller.

TV-Radio Production Figures: TV output was 55,804 in week ended Dec. 27 vs. 110,021 preceding week and 96,647 in same 1957 week. Year's 51st week brought total output to 4,872,114 sets vs. 6,255,610 in same 1957 period. Radio production was 206,932 (88,112 auto) vs. 319,479 (124,976 auto) in preceding week and 308,840 (97,119 auto) same week last year. Radio production for 51 weeks was 11,547,124 (3,633,339 auto) vs. 14,187,698 (5,394,286 auto) in same period last year. For week ended Dec. 20 (figures unavailable last week), TV output was 110,021 vs. 97,172 preceding week and 116,296 in same 1957 week. Radio production was 319,479 (124,976 auto) vs. 318,844 (121,784 auto) preceding week and 373,322 (118,284 auto) in same week last year.

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New record in output by electronics industry in 1959 is forecast by U. S. Dept. of Commerce in annual outlook survey of 75 major industries. Electronics div., headed by director Donald S. Parris, expects factory output of electronics products to rise 14% above 1958, reaching total of \$7.9 billion. Said survey report: "Consumer demand for radio and TV receivers, phonographs, and other consumer products is expected to recover from dip registered in 1958, while output of industrial & commercial electronics equipment will follow trends of the expanding economy."

Zenith Radio is increasing production schedules for first quarter 1959, pres. Hugh Robertson announcing anticipated consolidated sales of about \$53,000,000, up 25% from record 1958 first quarter of \$42,173,732. TVs alone are running 25% ahead, he stated, with an unusually large percentage of orders for console models (up 53%). Transistor portable radios are running 66% ahead.

Trade Personals: Leonard F. Cramer, since 1955 TV-radio v.p. of Magnavox, ex-Avco v.p., onetime DuMont exec. v.p., has resigned, his future plans to be announced . . . Wm. P. Munro promoted to v.p. of CBS International, reporting to pres. Lewis Gordon . . . James J. Shallow, for the last year gen. mdsg. mgr. of Philco's consumer products div. and onetime gen. mgr. of its radio div., resigns; he's succeeded by John A. Rishel, marketing mgr. and ex-mgr. of refrigeration & freezer div. . . Frederick H. Guterman, ex-v.p. of DuMont's industrial & military equipment div., named ITT marketing development mgr. . . . Harold A. Strickland, gen. mgr. of GE industrial electronics div., promoted to v.p. . . . Don C. Livingston promoted to mobile radio sales mgr. of Motorola's communications & electronics div., headquartering in Dallas, succeeded as Kansas City regional mgr. by Wm. H. Hawks . . . Jared Scott Smith, ex-GE transmitter design supervisor, promoted to mobile design engineering mgr. . . . L. A. Taylor, ex-Sparton Electronics, named contract market mgr., RCA defense electronics products dept., Moorestown, N. J. . . . Thomas Preston promoted to Zenith sales training mgr. . . . Walter C. Fisher, ex-gen. sales mgr., promoted to new post of marketing director of Borg-Warner's Norge div. . . . M. J. McDonald, ex-DuMont Labs, named mgr. of new Winston-Salem office of Scientific Sales Engineering Co. . . . Joseph R. McCurdy, ex-Carl Byoir & Assoc. v.p., named RCA mgr. of product news & field relations; Joseph T. Noland becomes mgr. of editorial & publications services . . . John H. Beedle, ex-commercial equipment mgr., promoted to mgr. of newly created Raytheon equipment & systems div.; J. Penn Rutherford promoted to mgr. of industrial apparatus div. . . . Harold B. Morrison promoted to Sylvania Memphis district sales mgr.

Dr. Charles G. Smith, co-founder of Raytheon, pioneer in development of radio, retired Jan. 1.

"Radio-Phone" is RCA's new "Citizens Band" 2-way unit, to sell at about \$100. It weighs less than 10 lbs., measures 9x7x5-in., operates from 6- or 12-volt battery or regular AC power source. Says RCA: "The new radio is expected to find wide use among small-boat enthusiasts, hunters, fishermen, and farmers, as well as in homes & automobiles. It will also be useful in railroad marshaling yards, oil fields, construction projects and for many other person-to-person applications." Reception distance is estimated at "several miles."

On-campus personnel recruiting is subject of one-day U. S. Civil Service Commission conference Jan. 8 in Commerce Dept. Auditorium, Washington. Panel discussion will be led by Dr. Maynard M. Boring, GE consultant on engineering manpower; Donald Bridgeman, ex-director of college relations for AT&T; B. Brooke Bright, National Science Foundation.

Wayne Kerr Co. Ltd., of Chessington, England, which has set up distributing branch at 2920 N. 4th St., Philadelphia (Boyce M. Adams, mgr.) for measuring instruments it makes in electronics, communications, radar & other fields, is considering construction of manufacturing plant in Philadelphia area, according to managing director Richard Foxwell.

Emerson adds to 1959 TV line 5 models ranging from 17-in. portable priced at \$158 to 21-in. lowboy at \$368. Also introduced were one AM-FM stereo table radio priced at \$98; 2 transistor radios at \$44 & \$68; 5 stereo-equipped phonos ranging from \$78 to \$228.

ELECTRONICS PERSONALS: S. W. Herwald promoted to Westinghouse v.p. in charge of research; Howard S. Kaltenborn, ex-Industrial Relations Counselers, named v.p. & asst. to pres. Mark W. Cresap . . . Allan Lytel, ex-GE Labs, named proposal coordination mgr., Avco's Crosley div. . . . Frank J. Neuman promoted to marketing mgr. of Beckman's Shockley Transistor Corp. subsidiary; R. L. Biesele, ex-Fenwal Inc., Ashland, Mass., named chief applications engineer . . . Eric L. Peterson, ex-pres. of Western Coil Products, named production mgr. of Jobbins Electronics, Menlo Park, Cal. . . . Spencer H. Bellue promoted to new post of asst. v.p. of Hughes Aircraft to promote semiconductor, electron tube and components sales . . . Dr. Lawrence J. Giacoletto, mgr. of Ford Motor Co. electronic lab, named chairman of IRE Detroit section . . . Col. Robert L. Johnston (USAF ret.) promoted to v.p. of Advance Industries, Cambridge, Mass. . . . Ralph D. Saylor named gen. mgr. of Western Union Pacific div., succeeding Wilson F. Fowler, retiring after 55 years . . . Charles H. Eisengrein promoted to plant engineer mgr., RCA missile & surface radar dept., Moorestown, N. J.

Dr. Elie J. Baghdady, MIT, given award of IRE Professional Group on Vehicular Communications at recent Chicago convention for outstanding paper; J. R. Neubauer, RCA, won honorable mention.

Bound and Indexed

We will index and bind, between embossed hard book covers, a limited quantity of all 1958 issues of the Television Digest Weekly Newsletters, plus the semi-annual TV Factbook with all Addenda, plus all Supplements and Special Reports. This volume will provide a handy and handsome permanent reference for your own or your company library. Orders will be taken until Jan. 9. Price: \$25 per volume.

Four FM transmissions from one antenna is boast of Standard Telephones & Cables Ltd., ITT's British affiliate, which has completed installation at Sandale for BBC. ITT states that there are several U. S. installations with 2 transmitters fed into single antenna, none with more. Sandale facility is part of Standard construction project involving 32 ten-kw and 6 one-kw transmitters at 6 locations.

Remote-control optical unit for big-screen projectors is offered by GiantView Electronics, new manufacturer in the field (Vol. 14:40). Designed particularly for small-group use, to avoid obstruction of view caused by control cabinet, it's 16x16x22-in., weighs 25 lbs., projects 15x12-ft. picture. Control cabinet may be located up to 100 ft. away.

Videotape "advanced applications" listed by Ampex in new brochure: wind tunnel tests, operation in high-radiation areas, rocket & missile launchings, recording from moving missiles, educational TV, surgical operations, radar recording, pure data recording—"further applications are limited only by your imagination."

Use of RCA video tape recorder at WBTV, Charlotte, N. C. (Ch. 3) is subject of article in RCA's Oct. *Broadcast News*, which also includes description of closed-circuit color medical system at U of Mich.; latter employs 3 color cameras, one black-&-white, 5 color receivers.

Technical aspects of videotape recording are treated in 8 articles in Nov. *Journal of the SMPTE*—a compilation of papers first presented at SMPTE convention in Washington last year, brought up to date in recent months.

Financial Reports:

CONTINUING SHIFT of RCA "from a business oriented primarily toward entertainment to a richly diversified one in which defense and industrial products are taking on mounting importance" is reflected in chairman David Sarnoff's year-end statement Dec. 31, in which he observes that "since 1950 the non-entertainment aspects of RCA's business have risen by more than 200%." Thus, sales to the Govt. in 1958 totaled some \$300,000,000, up 14% from 1957 and accounting for nearly 26% of its total volume. Shipments to Govt. reached nearly \$100,000,000 in 4th quarter, backlog of govt. orders at year-end is about \$300,000,000.

Increased 4th quarter sales, said Gen. Sarnoff, gave RCA an annual volume approximating the record \$1,176,000,000 achieved in 1957. But profits will total about \$2 per share vs. \$2.55 in 1957. That would indicate 4th quarter sales around \$341,000,000 vs. \$322,000,000 in 1957's 4th quarter, profit about 75¢ per share vs. 68¢. (For report on first 3 quarters, see Vol. 14:43.)

RCA's role in electronics is the basic theme of Gen. Sarnoff's year-end statement, which usually has called the turn on new developments, notably in entertainment electronics. This time, he discloses that RCA is studying possible uses for special-purpose satellites, including an "orbital postoffice" to speed mail delivery anywhere in the world.

Currently, under pres. John L. Burns, company is expanding and realigning manufacturing facilities and "streamlining and strengthening its corporate structure." Twelve new units were created last year, said Gen. Sarnoff, "to move decisively into areas of greatest potential growth, such as missiles, satellites and space vehicles, automation, electronic data processing and atomic energy."

As for electronics in the home, Gen. Sarnoff stresses "sustained growth of color TV . . . the growing public acceptance was reflected in a significant increase in sales, despite the industry-wide softening of black-&-white TV sales." Its subsidiary NBC-TV, he stated, "again led all networks in number of sponsors." Its gross times sales in 1958 exceeded 1957 by 11%, more than double volume of 5 years ago. Toward end of 1958, NBC Radio, he stated, had 48% of all measured network radio sponsored time, with commercial radio up 20%.

Motorola 4th quarter results will push 1958 sales over \$200,000,000 and earnings above \$3 per share vs. \$226,361,190 & \$4.04 in 1957, pres. Robert W. Galvin reported this week. Confirming earlier prediction of improvement in final period (Vol. 14:44), he told *Wall St. Journal* 4th quarter sales would be "substantially higher" than \$90,000,000 in same 1957 period, net "well in excess" of \$1.50 vs. \$1.28 year earlier. He attributed upswing to "better discipline of the production, sales & inventory problem," said TV set sales in Oct. were 15% ahead of Oct. 1957 and stereo phono sales are far exceeding expectations. Company is "targeting for a better sales record in the 1959 first quarter," he said.

Amphenol-Borg merger into Amphenol-Borg Electronics Corp. (Vol. 14:50) was approved this week by Amphenol stockholders at meeting in Chicago, where new company was set up immediately. Amphenol pres. Arthur J. Schmitt is chairman-pres. of Amphenol-Borg; George W. Borg, exec. committee chairman.

Ampex Corp., now traded over-the-counter, has applied for listing on N. Y. Stock Exchange.

Magnavox directors at N. Y. meeting this week voted to call for Feb. 5 redemption all 4¾% convertible preferred stock at \$52 per share plus 33¢-per-share accrued dividends, after which Ft. Wayne TV-radio-phono manufacturer will have only one class of stock outstanding. Until Feb. 2, preferred may be converted at rate of 1.456 shares of common for each share of preferred—Blyth & Co. agreeing on stand-by basis to buy at \$53 per share (less transfer taxes) any preferred tendered. This week, also, Standard Coil Products announced all its outstanding 5% convertible subordinated debentures due Dec. 1, 1967, amounting to \$3,500,000, will be redeemed Feb. 16, removing restrictions on dividends and other corporate actions. Payment at 102% of principal amount & accrued interest will be made at Bankers Trust Co., N. Y. Debentures now are convertible into common stock at \$10.50.

Emerson Radio earnings in fiscal year ended Oct. 31 were "about 10 times greater" than \$138,431 (7¢ per share) in fiscal 1957, reports pres. Benjamin Abrams. Preliminary estimates indicated final quarter's net profit was about 50¢ per share—2½ times earnings of \$397,888 (20¢) in first 39 weeks of fiscal 1958 (Vol. 14:37). Sales in full fiscal year were up 8% from \$58,803,069 in 1957, according to Abrams, who predicted 20% increase in TV set sales in current year, along with "exceptionally good" stereo sales.

Muntz TV Inc., which moved into profit position in fiscal year ended Aug. 31 following reorganization deficits (Vol. 14:47), reports "marked increase" in results for first new quarter ended Nov. 30. Earnings in period were \$129,408 on sales of \$1,828,734 vs. \$123,615 on \$1,426,501 in same quarter year earlier. Backlog was up 75%, according to sales v.p. Jack Simberg.

International Resistance Co. is ending year with earnings only "slightly less" than \$469,870 (35¢ per share) in 1957 despite \$1,800,000 drop in 1958 sales from last year's \$15,374,721, pres. Charles Weyl told *Wall St. Journal*. In 42 weeks to Oct. 19, company earned \$309,825 (22¢) on \$10,642,998 vs. \$531,424 (39¢) on \$12,965,896 in same 1957 period (Vol. 14:47).

Admiral Corp., whose stock during 1958 went from low of 7 to year-end closing of 19, has been awarded CAA contract for \$5,729,116 for air traffic controls involving TV techniques.

Haydu Electronic Products Inc., through Berry & Co., Plainfield, N. J., has completed sale of \$300,000 issue of debenture bonds.

Loew's Inc. management headed by pres. Joseph R. Vogel, threatened with proxy fight by minority stockholders who opposed spinoff of N. Y. radio WMGM and 102 U. S. & Canadian theatres (Vol. 14:44), apparently won assurance of continued control this week. Describing itself as "friend of management," group led by chairman Nathan Cummings, of Consolidated Foods Corp., Chicago, acquired more than 235,000 shares of Loew's capital stock, of which about 5,336,000 are outstanding. Sellers were reported—unofficially—to be dissident holders Louis A. Green, Joseph Tomlinson & Jerome A. Newman, and N. Y. investment banking firms Lehman Bros. and Lazard Freres & Co.

Correction: Standard Coil Products earnings for 1958 will run about 60¢ a share, up from 55¢ in 1957, total sales running more than \$67,000,000, up about \$6,000,000. We regret error in Vol. 14:52.

Charles Edison, ex-Gov. of New Jersey and son of the famous inventor, has resigned from board of ITT.

Television Digest's Log of

TELEVISION STATIONS IN OPERATION

Or Due to Be Operating by Spring of 1959

(Channel Numbers in Parentheses)

* Asterisk Indicates CP Status as of Jan. 1, 1959, Station Having Reported Plans to Start This Year.

† Dagger Indicates Non-Commercial Educational Station.

ALABAMA
 Andalusia †WAIQ (2)
 Birmingham..... WBRC-TV (6)
 †WBIQ (10)
 WAPI-TV (13)
 Decatur..... WMSL-TV (23)
 Dathan..... WTVY (9)
 Florence..... WOWL-TV (15)
 Mobile..... WKRG-TV (5)
 WALA-TV (10)
 Montgomery..... WSFA-TV (12)
 WCOV-TV (20)
 Munford..... †WTIQ (7)

ALASKA
 Anchorage..... KENI-TV (2)
 KTVA (11)
 Fairbanks..... K FAR-TV (2)
 KTVF (11)
 Juneau..... KINY-TV (8)

ARIZONA
 Phoenix..... KTVK (3)
 KPHO-TV (5)
 KOOL-TV (10)
 KVAR (12)
 Tucson..... KVOA-TV (4)
 * †KUAT (6)
 KGUN-TV (9)
 KOLD-TV (13)
 Yuma..... KIVA (11)

ARKANSAS
 El Dorado..... KTVE (10)
 Ft. Smith..... KNAC-TV (5)
 Little Rock..... KARK-TV (4)
 KATV (7)
 KTHV (11)

CALIFORNIA
 Bakersfield..... KERO-TV (10)
 KBAK-TV (29)
 Chico..... KHSL-TV (12)
 Eureka..... KIEM-TV (3)
 KVIQ-TV (6)
 Fresno..... KFRE-TV (12)
 KMJ-TV (24)
 KJEO (47)
 Las Angeles..... KNXT (2)
 KRCA (4)
 KTLA (5)
 KABC-TV (7)
 KHJ-TV (9)
 KTTV (11)
 KCOP (13)

Oakland-Son
 Francisco..... KTVU (2)
 Redding..... KVIP-TV (7)
 Sacramento..... KCRA-TV (3)
 * †KVIE (6)
 KBET-TV (10)
 Salinas.....
 Monterey..... KSBW-TV (8)
 San Diego..... KFMB-TV (8)
 KFSD-TV (10)
 San Diego.....
 Tijuana..... XETV (6)
 San Francisco..... KRON-TV (5)
 KPIX (4)
 KGO-TV (7)
 †KQED (9)
 KNTV (11)
 San Luis
 Obispo..... KSBY-TV (6)
 Sonto Borboro..... KEYT (3)
 Stockton-
 Sacramento..... KOVR (13)

COLORADO
 Cola Springs..... KKTV (11)
 KRDO-TV (13)
 Denver..... KTVR (2)
 KOA-TV (4)
 †KRMA-TV (6)
 KLZ-TV (7)
 KBTV (9)
 Grand Junction..... KREX-TV (5)

Montrose..... KREY-TV (10)
 Pueblo..... KCSJ-TV (5)

CONNECTICUT
 Bridgeport..... WICC-TV (43)
 Hartford..... WTIC-TV (3)
 New Britain-
 Hartford..... WNBC (30)
 New Haven..... WNHC-TV (8)
 Waterbury..... WATR-TV (53)

DISTRICT OF COLUMBIA
 Washington..... WRC-TV (4)
 WTTG (5)
 WMAL-TV (7)
 WTOP-TV (9)

FLORIDA
 Daytona Beach..... WESH-TV (2)
 Ft. Myers..... WINK-TV (11)
 Gainesville..... †WUFT (5)
 Jacksonville..... WJXT (4)
 †WJCT (7)
 WFGA-TV (12)
 Miami..... †WTHS-TV (2)
 WTVJ (4)
 WCKT (7)
 WPST-TV (10)
 Orlando..... WDBO-TV (6)
 WLOF-TV (9)
 Palm Beach..... WPTV (5)
 Panama City..... WJDM (7)
 Pensacola..... WEAR-TV (3)
 St. Petersburg..... WSUN-TV (38)
 Tampa..... †WEDU (3)
 WFLA-TV (8)
 WTVT (13)
 W. Palm Beach..... WEAT-TV (12)

GEORGIA
 Albany..... WALB-TV (10)
 Atlanta..... WSB-TV (2)
 WAGA-TV (5)
 WLVA (11)
 †WETF (30)
 Augusta..... WJBF (6)
 WRDW-TV (12)
 Columbus..... WRBL-TV (4)
 WTVM (28)
 Macon..... WMAZ-TV (13)
 Savannah..... WSAV-TV (3)
 WTOG-TV (11)
 Thomasville..... WCTV (6)

IDAHO
 Boise..... KBOI-TV (2)
 KIDO-TV (7)
 Idaho Falls..... KID-TV (3)
 Lewiston..... KLEW-TV (3)
 Nampa..... KCIX-TV (6)
 Twin Falls..... KLIX-TV (11)

ILLINOIS
 Chompoign..... WCIA (3)
 †WILL-TV (12)
 Chicago..... WBBM-TV (2)
 WNBQ (5)
 WBKB (7)
 WGN-TV (9)
 †WTTW (11)
 Donville..... W DAN-TV (24)
 Decatur..... WTVP (17)
 Harrisburg..... WSIL-TV (22)
 Lo Salle..... WEEQ-TV (35)
 Peoria..... WTVH (19)
 WMBD-TV (31)
 WEEK-TV (43)
 Quincy..... WGEM-TV (10)
 Rackford..... WREX-TV (13)
 WTVQ (39)
 Rock Island..... WHBF-TV (4)
 Springfield..... WICS (20)

INDIANA
 Bloomington..... WTTV (4)

Evansville..... WTVW (7)
 WFIE-TV (14)
 WEHT (50)
 Ft. Wayne..... WANE-TV (15)
 WPTA (21)
 WKJG-TV (33)
 Indianapolis..... WFBM-TV (6)
 WISH-TV (8)
 WLWI (13)
 Lafayette..... WFAM-TV (59)
 Muncie..... WLBC-TV (49)
 South Bend..... WNDU-TV (16)
 WSBT-TV (22)
 South Bend-
 Elkhart..... WSJV (28)
 Terre Haute..... WTHI-TV (10)

IOWA
 Ames..... WOI-TV (5)
 Cedar Rapids..... KCRG-TV (9)
 Waterloo..... WMT-TV (2)
 Davenport..... WOC-TV (6)
 Des Moines..... KRNT-TV (8)
 * †KDPS-TV (11)
 WHO-TV (13)
 Ft. Dadge..... KQTV (21)
 Mason City..... KGLO-TV (3)
 Sioux City..... KTVI (4)
 KTVT (9)
 Waterloo-Cedar
 Rapids..... KWWL-TV (7)

KANSAS
 Ensign..... KTVK (6)
 Garden City..... KGLD (11)
 Goodland..... KBLR-TV (10)
 Great Bend..... KCKT (2)
 Hays..... KAYS-TV (7)
 Hutchinson..... KTVH (12)
 Pittsburg..... KOAM-TV (7)
 Topeka..... WIBW-TV (13)
 Wichita..... KARD-TV (3)
 KAKE-TV (10)

KENTUCKY
 Lexington..... WLEX-TV (18)
 WKYT (27)
 Louisville..... WAVE-TV (3)
 WHAS-TV (11)
 †WFPK-TV (15)
 Paducah..... WPSD-TV (6)

LOUISIANA
 Alexandria..... KALB-TV (5)
 Baton Rouge..... WBRZ (2)
 WAFB-TV (28)
 Lafayette..... KLFY-TV (10)
 Lake Charles..... KPLC-TV (7)
 KTAG-TV (25)
 Monroe..... KNOE-TV (8)
 †KLSE (13)
 New Orleans..... WWL-TV (4)
 WDSU-TV (6)
 †WYES-TV (8)
 WJMR-TV (20)
 Shreveport..... KTBS-TV (3)
 KSLA-TV (12)

MAINE
 Bangor..... WLBZ-TV (2)
 WABI-TV (5)
 Poland Spring
 (Mt. Washington)..... WMTW-TV (8)
 Portland..... WCHS-TV (6)
 WGAN-TV (13)
 Presque Isle..... WAGM-TV (8)

MARYLAND
 Baltimore..... WMAR-TV (2)
 WBAL-TV (11)
 WJZ-TV (13)
 Solisbury..... WBOC-TV (16)

MASSACHUSETTS
 Adams..... WCDC (19)

Bastan..... †WGBH-TV (2)
 WBZ-TV (4)
 WHDH-TV (5)
 WNAC-TV (7)
 Greenfield..... WRLP (32)
 Springfield-
 Holyoke..... WWLP (22)
 WHYN-TV (40)
 Worcester..... WWOR-TV (14)

MICHIGAN
 Bay City..... WNEM-TV (5)
 Cadillac..... WWTV (13)
 Cheboygan..... †WBDG-TV (4)
 Detroit..... WJBK-TV (2)
 WWJ-TV (4)
 WXYZ-TV (7)
 †WTVS (56)
 Detroit-
 Windsor..... CKLW-TV (9)
 Flint..... WJRT (12)
 Grand Rapids..... WOOD-TV (8)
 Kalamazoo..... WKZO-TV (3)
 Lansing..... WJIM-TV (6)
 Marquette..... WDMJ-TV (6)
 Onondaga-
 Parmo..... †WILX-TV (10)
 * †WMSB (10)
 Saginaw..... WKNX-TV (57)
 Traverse City..... WPBN-TV (7)

MINNESOTA
 Alexandria..... KCMT
 Austin..... KMMT
 Duluth-
 Superior..... KDAL-TV (3)
 WDSM-TV (6)
 Minneapolis-
 St. Poul..... WCCO-TV (9)
 KMSP-TV (4)
 WTCN-TV (11)
 Rochester..... KROC-TV (10)
 St. Paul-
 Minneapolis..... †KTCV-TV (2)
 KSTP-TV (5)

MISSISSIPPI
 Columbus..... WCBI-TV (4)
 Hattiesburg..... WDAM-TV (9)
 Jackson..... WJBT (3)
 WJTV (12)
 Meridian..... WTOK-TV (11)
 Tupelo..... WTVW (9)

MISSOURI
 Cape
 Girardeou..... KFVS-TV (12)
 Columbia..... KOMU-TV (8)
 Hannibal-
 Quincy..... KHQA-TV (7)
 Jefferson City..... KRGC (13)
 Joplin..... KODE-TV (12)
 Kansas City..... WDAF-TV (4)
 KCMO-TV (5)
 KMBC-TV (9)
 Kirksville..... KTVO (3)
 St. Joseph..... KFQE-TV (2)
 St. Louis..... KTVI (4)
 KMOX-TV (2)
 KSD-TV (5)
 †KETC (9)
 Sedalia..... KDRO-TV (6)
 Springfield..... KYTV (3)
 KTTS-TV (16)

MONTANA
 Billings..... KOOK-TV (2)
 KGHL-TV (2)
 Butte..... KXLF-TV (2)
 Glendive..... KXGN-TV (2)
 Great Falls..... KRTV (2)
 KFBB-TV (2)
 Helena..... KXLL-TV (2)
 Kalispell..... †KULR
 Missoula..... KMSO-TV

‡ Formerly KGEZ-TV

NEBRASKA
 Hastings.....KHAS-TV (5)
 Hayes Center.....KHPL-TV (6)
 Hay Springs.....KDUH-TV (4)
 Kearney.....KHOL-TV (13)
 Lincoln.....KOLN-TV (10)
 *KUON-TV (12)
 *KOMC (8)
 *KNOB (2)
 *KMTV (3)
 *KSHO-TV (13)
 *KOLO-TV (8)
 *KSTF (10)

NEVADA
 Henderson.....KLRJ-TV (2)
 Los Vegas.....KLAS-TV (8)
 *KSHO-TV (13)
 Reno.....KOLO-TV (8)

NEW HAMPSHIRE
 Durham.....*WENH (11)
 Manchester.....WMUR-TV (9)

NEW JERSEY
 New York-N.Y.....WNTA-TV (13)

NEW MEXICO
 Albuquerque.....KOB-TV (4)
 *KNME-TV (5)
 *KOAT-TV (7)
 *KGGM-TV (13)
 *KAVE-TV (6)
 *KICA-TV (12)
 *KSW5-TV (8)

NEW YORK
 Albany.....WTEN (10)
 *WAST (13)
 *WNB-TV (12)
 *WINR-TV (40)
 *WGR-TV (2)
 *WBEN-TV (4)
 *WKBW-TV (7)

CORTAGE
 Watertown.....WCNY-TV (7)
 Elmira.....WSYE-TV (18)
 New York.....WCBS-TV (2)
 *WRCA-TV (4)
 *WNEW-TV (5)
 *WABC-TV (7)
 *WOR-TV (9)
 *WPIX (11)
 *WNTA-TV (13)
 *WPTZ (5)
 *WROC-TV (5)
 *WHEC-TV (10)
 *WVET-TV (10)
 *WRGB (6)
 *WSYR-TV (3)
 *WHEN-TV (8)
 *WKTV (2)

NORTH CAROLINA
 Asheville.....WLOS-TV (13)
 *WISE-TV (62)
 *WUNC-TV (4)
 *WBTV (3)
 *WSOC-TV (9)
 *WTVB (9)
 *WTVD (11)
 *WFMY-TV (2)
 *WNCT (9)
 *WRAL-TV (5)
 *WITN (7)
 *WECT (6)
 *WSJS-TV (12)

NORTH DAKOTA
 Bismarck.....KFYR-TV (5)
 *KBMB-TV (12)
 *KDIX-TV (2)
 *WDAY-TV (6)
 *KNOX-TV (10)
 *KMOT (10)
 *KXMC-TV (13)
 *KXJB-TV (4)
 *KUMV-TV (8)

OHIO
 Akron.....WAKR-TV (49)
 Cincinnati.....WLWT (5)
 *WCPO-TV (9)
 *WKRC-TV (12)
 *WCET (48)
 *KYW-TV (3)
 *WEWS (5)
 *WJW-TV (8)
 *WLWC (4)
 *WTVN-TV (6)
 *WBNS-TV (10)
 *WOSU-TV (34)
 *WLWD (2)
 *WHIO-TV (7)
 *WIMA-TV (35)
 *WMMB-TV (14)
 *WSTV-TV (9)

Toledo.....WTOL-TV (11)
 *WSPD-TV (13)
 *WGTG-TV (30)
 *WFMJ-TV (21)
 *WKBN-TV (27)
 *WHIZ-TV (18)

OKLAHOMA
 Ada.....KTEN (10)
 Ardmore.....KXII (12)
 Enid-Oklahoma City.....KOCO-TV (5)
 Lawton.....KSWO-TV (7)
 Oklahoma City.....WKY-TV (4)
 KWTW (9)
 *KETA (13)
 *KVOO-TV (2)
 *KOTV (6)
 *KTUL-TV (8)
 *TKOED-TV (11)

OREGON
 Corvallis.....*KOAC-TV (7)
 Eugene.....KVAL-TV (13)
 Klamath Falls.....KOTI (2)
 Medford.....KBES-TV (5)
 Portland.....KOIN-TV (6)
 *KWG-TV (8)
 *KPTV (12)
 *KHTV (27)
 *KPIC (4)

PENNSYLVANIA
 Altoona.....WFBG-TV (10)
 Erie.....WICU-TV (12)
 *WSEE (35)
 *WTPA (27)
 *WHP-TV (55)
 *WJAC-TV (6)
 *WARD-TV (56)
 *WGAL-TV (8)
 *WLYH-TV (15)
 *WBPZ-TV (32)
 *Youngstown WKST-TV (45)
 *Philadelphia WRCV-TV (3)
 *WFIL-TV (6)
 *WCAU-TV (10)
 *WHYY-TV (35)
 *KDKA-TV (2)
 *WTAE (4)
 *WIIIC (11)
 *WQED (13)
 *WQEX (16)
 *WDAU-TV (22)
 *Scranton Wilkes-Barre WNEP-TV (16)
 *WBRE-TV (28)
 *WSBA-TV (43)

RHODE ISLAND
 Providence.....WJAR-TV (10)
 *WPRO-TV (12)

SOUTH CAROLINA
 Anderson.....WAIM-TV (40)
 Charleston.....WUSN-TV (2)
 *WCSC-TV (5)
 *WIS-TV (10)
 *WNOK-TV (67)
 *WBTW (8)
 *WFBC-TV (4)
 *WSPA-TV (7)

SOUTH DAKOTA
 Aberdeen.....KXAB-TV (9)
 Florence.....KDLO-TV (3)
 *Rapid City KOTA-TV (3)
 *KRSD-TV (7)
 *KPLO-TV (6)
 *KELO-TV (11)

TENNESSEE
 Chattanooga.....WRGP-TV (3)
 *WTVG (9)
 *WDEF-TV (12)
 *WDXI-TV (7)
 *Jahson City WJHL-TV (11)
 *WATE-TV (6)
 *WBIR-TV (10)
 *WTVK (26)
 *WREC-TV (3)
 *WMCT (5)
 *WKNO-TV (10)
 *WHBQ-TV (13)
 *WSM-TV (4)
 *WLAC-TV (5)
 *WSIX-TV (8)

TEXAS
 Abilene.....KRBC-TV (9)
 Amarillo.....KGNC-TV (4)
 *KVII (7)
 *KFDA-TV (10)
 *KTBC-TV (7)
 *KFDM-TV (6)
 *KEDY-TV (4)
 *KBTX-TV (3)
 *KRIS-TV (6)
 *KZTV (10)
 *KRLD-TV (4)
 *WFAA-TV (8)

El Paso.....KROD-TV (4)
 *KTSM-TV (9)
 *KELP-TV (13)
 *WBAP-TV (5)
 *KFJZ-TV (11)
 *KGBT-TV (4)
 *KPRC-TV (2)
 *KUHT (8)
 *KGUL-TV (11)
 *KTRK-TV (13)
 *KGN5-TV (8)
 *KCBD-TV (11)
 *KDUB-TV (13)
 *KTRE-TV (9)
 *KMID-TV (2)
 *KVKM-TV (9)
 *KTES (19)
 *KOSA-TV (7)
 *KPAC-TV (4)
 *KCTV (8)
 *WOAI-TV (4)
 *KENS-TV (5)
 *KONO-TV (12)
 *KCOR-TV (41)
 *KPAR-TV (12)
 *KCNV-TV (6)
 *KCMC-TV (6)
 *KLTW (7)
 *KWTX-TV (10)
 *KRGV-TV (5)
 *KFDX-TV (3)
 *KSYD-TV (6)

UTAH
 Provo.....KLOR-TV (11)
 Salt Lake City.....KUTV (2)
 *KTVI (4)
 *KSL-TV (5)
 *KUED (7)

VERMONT
 Burlington.....WCAX-TV (3)

VIRGINIA
 Bristol.....WCYB-TV (5)
 *Hampton WVEC-TV (15)
 *Harrisburg WSWA-TV (3)
 *Lynchburg WLVA-TV (13)
 *Norfolk WVAR-TV (3)
 *WTOV-TV (27)
 *Richmond WXEX-TV (8)
 *Portsmouth WAVY-TV (10)
 *WTVR (6)
 *WRVA-TV (12)
 *WDBJ-TV (7)
 *WLSL-TV (10)

WASHINGTON
 Bellingham.....KVOS-TV (12)
 Ephrata.....KBAS-TV (16)
 Pasco.....KEPR-TV (19)
 Seattle.....KOMO-TV (4)
 *KING-TV (5)
 *KIRO-TV (7)
 *KCTS (9)
 *KREM-TV (2)
 *KXLY-TV (4)
 *KHQ-TV (6)
 *KTNT-TV (11)
 *KTVM (13)
 *KIMA-TV (29)

WEST VIRGINIA
 Bluefield.....WHIS-TV (6)
 Charleston.....WCHS-TV (8)
 *Clarksburg WBOY-TV (12)
 *Huntington WSAZ-TV (3)
 *WHTN-TV (13)
 *WOAY-TV (4)
 *WTPA (15)
 *WTRF-TV (7)

WISCONSIN
 Eau Claire.....WEAU-TV (13)
 Green Bay.....WBAY-TV (2)
 *WFRV-TV (5)
 *WKBW (8)
 *WISC-TV (3)
 *WHA-TV (21)
 *WKOW-TV (27)
 *WMTV (33)
 *WMBV-TV (11)
 *WTMJ-TV (4)
 *WITI-TV (6)
 *WMMV-TV (10)
 *WISN-TV (12)
 *WXIX (18)
 *WSAU-TV (7)

WYOMING
 Casper.....KTWO-TV (2)
 *KSPR-TV (6)
 *KFBC-TV (5)
 *KWRB-TV (10)
 *Formerly KHAD-TV.

TERRITORIES

GUAM
 Agaña.....KUAM-TV (8)

HAWAII
 Hilo.....KHBC-TV (9)
 Hanalei.....KONA (2)
 *KHVH-TV (4)
 *KGMH-TV (9)
 *KMAU-TV (3)
 *KALA (7)
 *KMVI-TV (12)

PUERTO RICO
 Caguas.....*WKBM-TV (11)
 Mayaguez.....WORA-TV (5)
 Ponce.....WRIK-TV (7)
 *WSUR-TV (9)
 *WKAQ-TV (2)
 *WAPA-TV (4)
 *WIPR-TV (6)

CANADA

Argentina, Nfld. CJOX-TV (10)
 Barrie, Ont. CKVR-TV (3)
 Brandon, Man. CKX-TV (5)
 Calgary, Alta. CHCT-TV (2)
 Charlottetown, P.E.I. CFCY-TV (13)
 Dawson Creek, B.C. *CJDC-TV (5)
 Edmonton, Ala. CFRN-TV (3)
 Elk Lake, Ont. CFCL-TV-2 (2)
 Elliot Lake, Ont. CKSO-TV-1 (3)
 Halifax, N.S. CBHT (3)
 Hamilton, Ont. CHCH-TV (11)
 Jonquiere, Que. CKRS-TV (12)
 Kamloops, B.C. CFRP-TV (4)
 Kapuskasing, Ont. CFCL-TV-1 (3)
 Kelowna, B.C. CHBC-TV (2)
 Kingston, Ont. CKWS-TV (11)
 Kitchener, Ont. CKCO-TV (13)
 Lethbridge, Alta. CJLH-TV (7)
 London, Ont. CFPL-TV (10)
 Matane, Que. CKBL-TV (9)
 Medicine Hat, Alta. CHAT-TV (6)
 Moncton, N.B. CKCW-TV (2)
 Montreal, Que. CBFT (2)
 CBMT (6)

Maase Jaw, Sask. *CHAB-TV (4)
 North Bay, Ont. CKGN-TV (10)
 Ottawa, Ont. CBOT (9)
 *CBOFT (9)
 *Penticton, B.C. CHBC-TV-1 (13)
 Peterborough, Ont. CHEX-TV (12)
 *Ont. CFCJ-TV (2)
 Prince Albert, Sask. CKBi-TV (5)
 Quebec City, Que. CFCM-TV (4)
 *CKMI-TV (5)
 *Red Deer, Alta. CHCA-TV (6)
 Regina, Sask. CKCK-TV (2)
 Rimouski, Que. CJBR-TV (3)
 Rouyn, Que. CKRN-TV (4)
 St. John, N.B. CHSJ-TV (4)
 St. John's, Nfld. CJON-TV (6)
 Saskatoon, Sask. CFQC-TV (8)
 *Sault Ste. Marie, Ont. CJIC-TV (2)
 Sherbrooke, Que. CHLT-TV (7)
 Sudbury, Ont. CKSO-TV (5)
 *Swift Current, Sask. CJFB-TV (5)
 Sydney, N.S. CJCB-TV (4)
 Timmins, Ont. CFCL-TV (6)
 Toronto, Ont. CBLT (6)
 Trois-Rivieres, Que. CKTM-TV (13)
 Vancouver, B.C. CBUT (2)
 *Vernon, B.C. CHBC-TV-2 (7)
 Victoria, B.C. CHEK-TV (6)
 Windsor, Ont. CKLW-TV (9)
 *Wingham, Ont. CKNW-TV (8)
 *Winnipeg, Man. CBWT (3)
 *Yorkton, Sask. CKOS-TV (3)

MEXICAN BORDER

Juarez (El Paso, Tex.) XEJ-TV (5)
 Mexicali (El Centro, Cal.) XEM-TV (3)
 Tijuana (San Diego, Cal.) XETV (6)

JAN 6 1959

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**THE
AUTHORITATIVE**

WEEKLY NEWS DIGEST
FOR EXECUTIVES OF THE
VISUAL BROADCASTING
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RADIO & ELECTRONICS
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Television Digest

with **ELECTRONICS REPORTS**

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SUMMARY-INDEX OF THE WEEK'S NEWS — January 10, 1959

TV-RADIO BILLS START FLOWING as new Congress convenes, promising another spectacular session for broadcasters. Anti-pay-TV measures up first (pp. 1 & 5).

OPTION-TIME MUST GO, Justice Dept. insists, regardless of FCC opinion. No plans afoot to attack network multiple-station-ownership (p. 1).

REGULATION OF CATV and control of translators & boosters, to protect local TV stations, urged in Cox Report to Senate Commerce Committee (pp. 2 & 5).

FINAL DRAFT OF TASSO REPORT discussed by board. Excerpts from report compare vhf-uhf performance—in propagation, receivers, etc. (pp. 3 & 6).

FUND FOR THE REPUBLIC studies almost ready. Pay TV probe extended to include all facets of industry; ratings study covers effects on programming (p. 4).

MARIE TORRE GOES TO JAIL for 10-day contempt of court sentence rather than divulge CBS source of *N. Y. Herald Tribune* column item about Judy Garland (p. 7).

COMPILATION OF MULTIPLE CATV OWNERS shows 40 U.S. operators with 148 of nation's 600-plus systems; 6 operate 15 in Canada (p. 12).

Manufacturing-Distribution-Finance

HIGH-PRICED, QUALITY PRODUCTS feature manufacturers' displays at Chicago Winter Market. Influx of buyers spurs new year optimism (p. 13).

CO-OP AD TAX FIGHT goes to Congress as group of manufacturers, admen and press organize to press for legislation to upset IRS ruling (p. 13).

NEW GE SERVICE POLICY includes independents, soothing "captive service" strife (p. 14).

MORE INVESTIGATION THAN LEGISLATION: More than 150 laws involving broadcasters in one way or another -- regulating, harassing, or helping them -- were proposed in the last Congress. And the 86th Congress which started this week also promises to match that bill-introducing record (see p. 5).

Yet not a single TV-radio bill was passed by the 85th Congress -- despite much weighty talk, marathon hearings and sometimes sensational probes (Vol. 14:34). The record of the false-&-half starts at law-making showed that when it comes to legislating, Congress can be a great investigating body.

This was a good thing, by and large, for broadcasters at the last session. They were threatened by law with almost everything from loss of beer commercials to blackouts of telecasts of baseball games. They'll face the same threats in the new Congress. And some of the bills which were worked over last time -- notably those reforming some FCC practices -- probably will become law this time.

We're sure of one thing about Congress as it begins moving once again into the headline-inviting TV-radio area, where a big public audience is always assured. That is that once more there'll be more investigation than legislation. Rep. Harris and his unlamented oversight subcommittee made too good a political thing of it in the 85th for headline-making probes to be dropped now.

INDEX TO TV-RADIO NEWS DEVELOPMENTS OF 1958: The only source of its kind in the broadcast & electronics industry, our 8-page Index of 1958 news events is included herewith for all subscribers. It's our 10th annual edition, and it has been a valuable time saver for those who need to know what happened when.

We assume that you've maintained your complete file of Newsletters, Special Reports & Factbooks for 1958, to which Index refers. However, if you prefer them in more convenient form, we are preparing bound volumes of our 1958 output, prefaced by the new Index, and can still take orders at \$25 per copy.

JUSTICE DEPT. STILL ADAMANT ON OPTION-TIME: Justice Dept. won't relent in its drive to eliminate network option-time practice, regardless what FCC does. That position was stated emphatically to us this week by Justice spokesman, even as Commission again debated position it should take on option-time.

Justice Dept. believes option-time is an illegal "monopoly" practice, and that's that. When FCC submits its findings to Justice, for its official legal opinion, Justice will reiterate its frequently stated conclusions (Vol. 14:25). Justice spokesman assumes that some party to network hearing, such as option-time opponent KTTV, Los Angeles (Richard Moore), would challenge in the Court of Appeals any pro-option-time ruling which FCC may issue, using Justice's opinion to buttress its case. He believes Court of Appeals would favor Justice's position. And, if Commission goes to Congress to seek exemption of option-time from anti-trust laws, he predicts a most indifferent reception. As you can see, he can visualize no fate for option-time other than eventual demise.

Fact that all networks have dropped must-buy, which Justice had also termed illegal, cuts little ice with top Justice officials -- scarcely a "compromise" big enough to preserve option-time. There's no disposition, on other hand, to move against multiple-ownership of TV stations -- networks' most valued possession.

* * * *

FCC hasn't finished option-time discussions yet -- to determine what to say to Justice Dept. -- but it's understood to have agreed by 4-3 vote to state that option-time is essential & legal -- Comrs. Hyde, Bartley & Ford disagreeing. Commission discussed it further Jan. 9, didn't end work (Lee absent), meets Jan. 14.

Some network affiliates decided to take bull by horns last week, go directly to Attorney General Wm. Rogers, state the non-legal case for option-time. However, both the affiliates and Rogers had second thoughts on it, and current plan is for them to meet with anti-trust chief Victor Hansen and his asst. Robert Bicks on Jan. 13. Due for conference: C. Wrede Petersmeyer, Corinthian stations; Jack Harris, KPRC-TV, Houston; Lawrence Rogers, WSAZ-TV, Huntington; John Hayes, WTOP-TV, Washington & WJXT, Jacksonville; Alex Keese, WFAA-TV, Dallas. All were active in defense of networks during FCC hearing.

NBC's abandonment of must-buy was foreshadowed by CBS's recent dropping of the practice (Vol. 14:49). Like ABC & CBS, NBC adopts "minimum-buy." It requires advertisers to take stations whose aggregate Class A rate is at least \$95,000; Class C, \$42,500. Like others, it will take smaller lineups on case-to-case basis of "program & advertising suitability and other public-interest considerations." The new minimum-buy policy goes into effect March 15.

NBC makes point of fact that during FCC network hearings chairman Robert W. Sarnoff testified that abandonment of must-buy "would not raise any major problem in NBC's network operation." TV network sales v.p. Walter D. Scott noted that all current nighttime advertisers buy lineups whose Class A total is more than \$100,000 and that "typical" daytime sponsor takes more than the Class C minimum.

COX ATTACKS FCC FOR 'DRIFT' & 'CONFUSION': The expected criticism of FCC's handling of small-town TV growth came this week in "Cox Report," a document written by Kenneth Cox, special counsel to Senate Commerce Committee. Touchstone of report is assertion that Commission is lax in protecting local TV stations by failing to regulate community antenna systems and set limits to translator-booster development. Report also urges legitimization of unauthorized boosters, but it was written before FCC finally outlawed them last week (Vol. 15:1).

Though Cox's report on vhf-uhf allocations is due some time in future, current report touches on that subject briefly & importantly -- by urging drop-ins of vhf channels at substandard spacings, as committee recommended once before.

It should be remembered that this is a staff report, doesn't have imprimatur of Committee. Chairman Magnuson (D-Wash.), transmitting report to FCC for comment,

gives no indication of Committee's opinion of Cox's work. Fact is, of course, that Committee hasn't studied it yet. If Committee and/or other Senators are burned up about FCC's vote against boosters, it looks as if they're going to have to pass a law -- because Commission vote was 6-1, and it was the third time it has turned thumbs down on suggestions to let boosters continue.

Since this is a critical period in FCC's consideration of allocations problems, Cox's comment about vhf drop-ins is worth quoting:

"It still seems that the Committee's conclusion in its interim report was sound, and that in view of the failure of the Commission to make any progress toward the achievement of an all-uhf system for all, or a major part, of the U.S., it should proceed forthwith to provide one or more vhf channels for at least those overshadowed communities which qualify as among the 100 largest markets in the country. Only thus can these cities be given a measure of the local service which is already available to many smaller communities."

* * * *

Cox suggests that FCC should control all means of bringing TV to the public, and regulate them in such fashion as to promote local expression. Thus, he believes that services should be favored in the following descending scale of desirability: (1) Local stations. (2) Semi-satellites. (3) Satellites. (4) Boosters & translators. (5) CATV systems. None of the "lower forms" of TV, he says, should be permitted to frustrate development of any higher one.

Each device has a useful role, Cox states, but role should be played according to clear-cut FCC rules. Up to now, he says, FCC policy has been "drift" and "confusion" [For details of Cox Report, see p. 5.]

THE TASO REPORT--STATUS AND SUMMARY: Windup stage has been reached in industry's massive study of vhf & uhf TV service, through TV Allocations Study Organization (TASO). On Jan. 9, TASO board met in Washington to begin considering its draft of final report to be submitted to FCC. Bare start was made; next meeting is Jan. 24.

Conclusion of report, drafted by exec. director Dr. George Town, compares vhf & uhf performance in terms meant to be intelligible to laymen. It goes directly to vhf-uhf contrasts, digesting engineers' elaborate findings as to the distances covered by each type of signal, vagaries within service areas and reasons therefore, prospects for improvement, performance of sets, antennas, transmission lines, etc.

More precise figures on uhf's generally less extensive coverage, with definite exceptions, are given to aid FCC in its current allocations deliberations. The report hasn't been made public yet, but we've been made privy to its more important conclusions. Details are offered on p. 6, and they're subject to modification, of course. Here's basic summary:

"Speaking very generally, the field surveys conducted by TASO showed that, near a TV transmitter, excellent service was provided by both uhf and vhf stations, but that as one went farther from the transmitter, uhf service deteriorated much more rapidly than did vhf service. In areas of adequately high signal strength, uhf provided both the best and the poorest pictures -- the best primarily because of freedom from man-made electrical noise, and the poorest primarily because of greater deterioration of receiving installations.

"One significant factor was noted over and over again in all sections of the country. This is that there is no such thing as a 'standard' receiving installation. Rather, as one goes farther and farther from a transmitter, one finds the quality of the receiver installations, and particularly the quality of the receiving antennas, improves so that the decrease in signal strength is to a considerable extent compensated. As one goes farther yet, a region is reached in which the signal strength is so low that only relatively poor pictures are obtained; and soon thereafter, it is found that no receivers are purchased.

"This increase in quality of receiving installations with increasing distance

is, of course, to be expected; but it leads to interesting results. The effect produced is that, over a considerable range of distances from a TV transmitter, picture quality, as observed in the home, remains at approximately the same satisfactory level; but that when some more or less critical distance is exceeded, the service deteriorates very rapidly. This critical distance depends upon many local factors; but the significant fact is that, in practically all cases, this critical distance is much less for uhf than for vhf. It is even markedly less for high-band vhf than for low-band vhf...

"Moreover, at the critical distance, uhf service fell off more rapidly and more completely than did vhf service. Within the critical distance, service was more variable at uhf than at vhf and was, on the average, poorer. The TASO studies showed clearly that some of the reasons for the poorer performance at uhf are truly basic in their nature and are not susceptible to complete compensation by the application of known techniques, while other reasons stem from equipment limitations which may or may not change as the art progresses."

TV Studies Ready Soon: At least three of the communications studies now in progress for the Fund for the Republic will be completed "in a few weeks," in the words of the men in charge—J. E. Patterson, who is doing audience rating systems, Robert W. Horton, handling the pay TV controversy, and Dr. Charles Winick who is covering censorship.

Horton reveals that during course of his study, it became evident that pay TV was only a small slice of the whole pie, so final report will emerge as a comprehensive study of TV as a medium of mass communication. "It's not to be egghead," explains Horton, "we are not crusading. We simply want to present a realistic, reasonably good overall statement of everybody's problems: agencies, sponsors, program producers, writers, commissioners—everybody."

Horton's year-long fact-finding task has involved 19,000 miles of travel and a series of round-table discussions at Princeton to bring various elements of the industry together for face-to-face talk. Although his work will be completed shortly, he expects more time will be needed for checking with the persons involved. Final shape of the study has not yet been decided. Could be a book, pamphlet, series of interim reports—or all three. Horton, former information director of the National Defense Advisory Commission, also was at one time Washington correspondent for the N. Y. *World-Telegram*.

The Patterson study, explains its author, although detailing the 5 audience measurement systems—Nielsen, ARB, Pulse, Trendex, Videodex—will not be concerned with examining their effectiveness or relative accuracy from the standpoint of the time-buyer, but with the results of their measurements on TV itself—a matter of community interest. It is not intended to be "a bludgeon against the rating systems," but a report on them from the standpoint of their effect on the people who use them and who control TV programming. Says Patterson: "This is in no sense an exposé or a recital of case histories of shows unjustly thrown off the air because of ratings. It is an attempt to tell what ratings are—the qualitative kind as well as the quantitative—and how this information affects programming. We are not presenting opinion—primarily we are reporting—but of course that involves raising questions and suggested answers." Finished report will run about 30,000 words.

Patterson, formerly on *The New Yorker*, has been carrying his full-time responsibilities as assistant market-

ing editor at *Business Week*, while working on the Fund study—which he started last summer.

Winick's report on censorship will run about 40,000 words. He is also associated with M.I.T.'s leisure time project.

Processing of the reports from here on involves evaluation by the Fund, followed probably by decision to make them available, in one form or another, to all interested parties.

Live Revolution: First network ever to present a foreign revolution live is the latest milestone claim of NBC as result of its 3 live video pickups of the Havana street rioting on Friday, Jan. 2 at climax of the successful Cuban revolt. Cameras outside the studios of CMQ, NBC affiliate, picked up the action periodically during the day. Picture went by microwave to relay station at Key West, then to affiliate, WCKT, Miami, and out to the network.

All 3 nets moved quickly to cover, NBC sending crew of 9, CBS 6, ABC 5. CBS showed its first film on the revolt New Year's Day. Sound film in interviews of Castro and Urrutia, shipped Monday, Jan. 5 by Stuart Novins, made CBS New York outlet at 7:30 a.m. Tuesday and a net news show 75 minutes later.

NBC followed up its first live shots with a mobile-unit capture of Castro himself on Thursday Jan. 8 as he rode his tank through Catoro, 27 miles from Havana. The combination of mobile unit, CMQ, Havana, and microwave to Key West brought in a good clear picture. The live technique was used again later in the day to catch 43 minutes of the successful rebel's triumphal entry into Cuba's capital.

For Friday, Jan. 9, NBC offered a live special from Cuba at 7:30 p.m., and ABC was readying a film run-down on revolt for Sunday (Jan. 11) on *Open Hearing* at 3 p.m. For same day, newsminded Ed Sullivan planned to present a filmed interview with Fidel Castro.

ABC Counts Blessings: Kick-off statement for the new year by ABC-TV pres. Oliver Treyz says net is in strongest position of its history, claims to lead its competitors in audience size on 4 of the week's 7 nights. Primary affiliates are up from 79 to 88 in last year; advertisers up from 50 to 63; commercial hours sold, up from 27 to 48. Treyz also pointed to net's expanded use of tape; experimentation with stereophonic sound; facility expansion in L. A., N. Y., Detroit; and installation of new-type vidicon tube for improved reception of film shows.

Avalanche Poised on Hill: Biggest-ever batch of bills directly affecting TV & radio was in sight for FCC & broadcasters as 86th Congress got under way this week. It included legislative proposals to implement sweeping reforms of Federal agencies demanded by House investigators (Vol. 15:1).

Drafting of measures promised by Commerce Committee Chairman Harris (D-Ark.), who led oversight subcommittee in year-long probe of FCC practices, was not yet completed. He said he wanted to give priority to another pet proposal—a ban on broadcast pay TV. And House Committee itself was not yet reorganized for session which is sure to bring new probes of broadcasting fields.

Trickle of what is expected to be avalanche of bills on broadcasting was already started by others in House, however. On Senate side, where wrangle over rules on filibusters delayed start of legislative process, few bills had been introduced at our press time, but pile-up there will begin next week.

First order of broadcast legislative business on House side is expected to be hearings on pay TV which Commerce Committee is scheduled to start before end of Jan., probably followed by Senate Commerce hearings on same subject. As of now, Senate Committee plans to open hearing season with resumption of crusade by Sen. Monroney (D-Okla.) against TV rating systems—probably in N. Y. in late Jan. or early Feb.

Harris bill to prohibit FCC licensing of any broadcast pay-TV system will be introduced Jan. 12. Beating him to gun on opening day of new session with similar House measures were Chairman Celler (D-N.Y.) of Judiciary Committee and Rep. Lane (D-Mass.).

Both Celler's measure (HR-68) and Lane's bill (HR-166) would "prohibit the charging of a fee to view telecasts in the home." They were the vanguard of the new flock of anti-pay-TV bills whose predecessors were stilled last session when resolutions by Senate & House Commerce Committees held up FCC tests pending action at this session.

Ready to be introduced next week is companion Senate bill by Sen. Thurmond (D-S.C.), leading opponent of pay TV last year in Senate Commerce Committee, whose Chairman Magnuson (D-Wash.) is an advocate.

Other early bills on House side—where office of House bill clerk was trying to catch up at week's end with tabulation of more than 2000 dropped in hopper on first day—included:

Federal aid to educational TV measure (HR-32) by Rep. Boggs (D-La.), reinstating last session's plan to grant up to \$1,000,000 in govt. funds to each state & territory for purchase of ETV equipment. Sen. Magnuson and Rep. Udall (D-Ariz.), co-sponsors of \$51,000,000 program last year, when it passed Senate but died before reaching House floor, also had bills ready.

Perennial (but so far hopeless) bill (HR-51) by Rep. Boland (D-Mass.) to exempt uhf receiving sets from Federal excise tax.

Other old subjects certain to be covered by new bills (by Celler, for one) include anti-trust exemptions for professional sports to permit agreement by club owners on blackout of telecasts of some games. Sen. Langer (R-N.D.) will again dust off his measure to ban liquor advertising from TV, radio and all other interstate media. Direct FCC

regulation of networks—pet project of defeated Sen. Bricker (R-O.)—may have a new advocate in Sen. Douglas (D-Ill.).

And when bills based on House oversight subcommittee's report begin flowing from Harris and his Commerce Committee—covering everything from agency codes of ethics and ex parte influence to payoffs for FCC license contestants—session really will be under way for TV-radio industry. General ethics bill hit hopper early.

Note: Staff of Celler's Judiciary anti-trust subcommittee has issued Parts III-V of scholarly study of "Federal Conflict of Interest Legislation." Buttressing oversight subcommittee's conclusions that agencies need a law to guide their conduct, anti-trust report singles out FCC for particular attention: "It is regrettable that legislative prodding should still be necessary to induce this agency to adopt a code of ethics."

How to Protect Local TV: Cox Report on small-town TV (p. 2) belabors FCC brusquely but its final recommendations recognize that the Commission still has to administer law on a broad "public interest" basis. Report says that FCC should:

"(1) Recognize and accept its duty to effect a nationwide TV system, making appropriate use of all available devices & facilities.

"(2) If it lacks adequate authority over any of these elements, seek the necessary power from Congress during the coming session.

"(3) Lay down clear rules applicable to the respective elements of the TV industry so that all may know exactly where they stand and none may resort to unfair competitive practices which will ultimately impair the service available to the public.

"(4) Develop a schedule of priorities [for] the various forms of service available, taking due account of such factors as local service, broad coverage, multiple program choices, and cost to the viewer.

"(5) Apply the broad public interest standards of the Communications Act to each case in order to arrive at the best solution in terms of the general public interest in each community, which will necessarily involve consideration of the economic impact on competing services and the decision of conflicts between mutually exclusive values or interests."

* * * *

Protection of conventional stations, with their potential of providing coverage of local interest, is theme of entire report. Thus, FCC is criticized for permitting community antennas, translators or boosters to bring out-of-town signals to communities with local stations—even if it means public gets choice of signals. This is "a parody on local service," report states, insisting that a single locally-produced signal is preferable to several signals piped from big cities.

Report gives rather grudging recognition to translators, compared with vhf boosters, for serving small towns. It claims translators are too costly at both transmission and reception ends. Cox appears fairly well satisfied cheap vhf boosters can be authorized by FCC; that they won't cause intolerable interference. Commission disagrees, of course, as indicated by denial of authorization to boosters last week (Vol. 15:1). Though bills may be intro-

duced to legalize boosters, it's difficult to imagine Congress passing law authorizing them in face of FCC's expert opinion that boosters are not only troublesome but have a perfectly adequate substitute in form of translators.

Most of report is devoted to CATV, with some of strongest criticism aimed at FCC's authorization of microwaves to feed CATV systems. "It is one thing," report states, "for a broadcaster to compete with an antenna system which simply picks off the air the signals of stations in nearby small cities, but quite another to have the FCC—which allocated his channel to the community and licensed him to operate on it—come along and assist the CATV operator to step up his competition by microwaving in the signals of 3 stations allocated to, and operating in, a distant metropolitan market."

Report minimizes the CATV contribution by which it builds set circulation to the point that prospective operators are encouraged to start stations. "With the lapse of time," it stated, "the CATV system ceases to be the benefactor of the new station and becomes its competitor. The question is, therefore, whether on balance and in the long run the antenna system is going to build or destroy the station's economic support."

Summing up impact of CATV, translators, boosters, etc., report states: "All of these devices have their merits and their drawbacks. It is quite probable that all of them will be needed to provide maximum service to the public—at least for some time. Under these circumstances it seems clear that the Commission should have, and should vigorously exercise, regulatory power over all of these alternative means of bringing TV service to the public. It is difficult to see how the Commission can perform its duties to the public—and effectuate the will of Congress—without such broad and inclusive authority, because . . . these various services interact upon each other in many ways. It is unfair to impose standards of public service on part of those who furnish TV service to the public while leaving others similarly engaged free of all such obligations. It seems quite clear that the overall TV industry cannot thrive and grow, to the greatest ultimate public interest, if it continues to exist only half regulated."

Report runs 54pp., is titled *The Television Inquiry, The Problem of TV Service for Small Communities*. It is available from Senate Commerce Committee, or we'll get you one.

Big Newspaper Deal: Once the country's liveliest newspaper city, Chicago became a 2-publisher town this week with \$18,000,000 sale by Knight Newspapers (John S. Knight) of controlling interest in afternoon *Daily News* to Field Enterprises Inc. (Marshall Field Jr.), owner of morning *Sun-Times*. Knight had acquired *Daily News* in 1944 for \$2,151,537 from estate of Col. Frank Knox. Deal made Field sole competitor in Chicago with late Col. Robert R. McCormick's morning *Tribune* (WGN-TV & WGN) and afternoon *American*, which was bought by *Tribune* from Hearst in 1956 for around \$8,000,000. Knight said decision to sell *Daily News* arose from "desire to curtail my administrative responsibilities after nearly 40 years in . . . journalism." Unaffected by Chicago sale were other Knight family publishing & TV-radio interests, which he said "will continue to expand in areas where the demands upon my personal supervision will not be as insistent." They include *Detroit Free Press*, *Akron Beacon Journal* (45% of WAKR-TV & WAKR), *Miami Herald*, 27.5% of Miami's WCKT & WCKR, *Charlotte Observer*, weeklies *Coral Gables Times* and *Florida Keys Keynoter*.

TASO Weighs Vhf & Uhf: Basic differences in vhf & uhf performance, as determined by TV Allocations Study Organization, according to draft of final report being considered by TASO board this week (see p. 3), are summed up in this statement:

"The most significant differences between uhf and vhf performance are due to propagation effects, receiving antenna performance and receiver noise factor. Propagation of TV signals is a phenomenon of nature; and the differences in propagation at uhf and vhf are likely always to exist. Uhf reception suffers in comparison with vhf reception, for one reason because of the smaller physical size of receiving antennas of the same type. Theoretically, if antennas of equal size were used, they would be equally effective in picking up signals. There are a number of sound, practical reasons why this equality has not been achieved; but future, and as yet unknown, inventions might improve the effectiveness of practical uhf antennas.

"Referring again to reception, the noise factors of current uhf receivers are markedly poorer than those of vhf receivers. This is largely because of the lack of good, reasonably priced tubes and/or other electron devices for use in uhf tuners. If the commercial demand existed, it *might* be possible to develop such tubes, but this is uncertain for the present. One might suggest that the handicaps suffered by uhf could be overcome by the use of correspondingly higher power transmitters. Currently available transmitters do not permit the achievement of this goal; but again, future development *might* change the situation."

* * * *

Report discusses "critical distance" for stations—the distance beyond which service deteriorates very rapidly—comes up with these figures: Ch. 2-6, 65 mi.; Ch. 7-13, 55 mi.; Ch. 14-40, 40 mi.; Ch. 41-83, 30 mi. TASO found, in measurements made at 1232 points in 8 areas, that vhf field strength exceeded uhf (in lower half of band) by average of 6.5 db—with same ERP. Low-band vhf exceeded uhf by 7.5 db; low-band vhf exceeded uhf by 4.5 db. Report cautions:

"It should be noted that these comparisons of field strength hold only out to limited distances, namely to the distance at which uhf field strength could be measured. Beyond these distances, no quantitative comparisons could be made. If comparisons at these greater distances could have been made, the difference between vhf and uhf fields would have been much greater. Moreover, in obtaining the averages, data from the atypical areas favoring uhf propagation were included. If these had been excluded, the vhf field strengths would have averaged higher in comparison with uhf fields."

Also noted was that in extremely flat, treeless, terrain within line-of-sight of antennas, uhf fields were "consistently appreciably higher than vhf." Fresno & Buffalo uhf transmissions—in certain directions—were cited as examples. Turning to interference, report states:

"Although TASO did not make quantitative measurements of interference, the observations made in the field surveys, the questionnaire survey of TV servicemen and inquiries directly to service managers of leading TV receiver manufacturers showed clearly that uhf TV is sub-

stantially free from atmospheric interference, from such man-made interference as ignition and other impulsive electrical noise and from airplane flutter.

"Galactic noise, which may be an occasional bothersome source of interference on low vhf channels, is of no consequence at uhf. Finally, although there were frequent reports of co-channel and adjacent-channel interference at vhf in the information obtained from servicemen and others, there were practically no such reports at uhf. This, however, may well be due at least in part to the relatively small number of uhf stations on the air to cause such interference, since the curves of interfering (or tropospherically propagated) signal strength developed by TASO indicate that, at equal distances and for comparable conditions, interfering field strengths at uhf are only some 6 db lower than at vhf."

* * * *

Report summarizes transmission line losses, showing greater attenuation on uhf, and the reasons why uhf antennas generally deliver less voltage to transmission line. The important receiver noise factor averages thus: low vhf, 6.5 db; high vhf, 8.5 db; uhf, 13.3 db.

Report states that TASO hasn't done "all of the work which needs to be done in the field of TV engineering allocation studies." Among these: completion of propagation data analysis; more field work to learn why uhf field strength "is well below its theoretical value"; study of variation of field strength over short and long periods; measurements of galactic noise; tests of directional antennas; measurements of very precise carrier frequency control; experiments with circular polarization; evaluation of picture quality in homes in "very large metropolitan areas."

No 'Evil Eye,' Television: Crack Scripps-Howard Washington correspondent Andrew Tully, fed up with "anti-TV snobs," got gripe off his chest, and *Washington News* headlined his column, "That Eye Doesn't Have to Be Evil." All the more striking was the play his syndicated article got in contrast with the horrendous findings of that newspaper's own TV-radio editor Dave Reque, in series just a few weeks earlier, based on that sure-fire old chestnut—the number of murders and other crimes he could count in one week's program schedule. Wrote Tully on his pet peeve: "The tedious line affected by this pseudo egghead varies, but in essence it sounds like this: 'Of course, we don't have a TV set—we think it's bad for the children.' The more subtle ones favor the reverse English method, offering a mock apology for their inability to get interested in TV fare. 'As soon as I finish Goethe in the original . . .' they say, with a gentle smile. Some day I'm going to challenge one of those types to spell cat. TV is a bum a lot of the time and not worth the space it takes up in the house, but on increasingly frequent occasions it is a whopping entertainment value . . . The kid who is allowed to watch TV 5 or 6 hours a day is flirting with permanent idiocy, but the parent who okays such a schedule already has achieved that stature . . . A TV set can ruin a child. But so can too much oatmeal or an overdose of Euclid . . . American parents with something between their ears have managed to save their children from the radio, the automobile, the movies and even the perils of too much parental gum-beating. They have done it by practicing something I wish the anti-TV snobs would discover. It's called moderation."

Annual conference of presidents of State Assns. of Broadcasters will be held in Washington Feb. 24-25.

Marie Torre Takes Ten: Dressed in regulation blue-&-white striped prison uniform, *N. Y. Herald Tribune* TV-radio gossip columnist Marie Torre took up 10-day residence in Jersey City's Hudson County jail Jan. 5. She was fingerprinted and committed to pastel-tinted 7th floor dormitory room to serve contempt-of-court sentence after final refusal to tell N. Y. Federal Judge Sylvester J. Ryan the name of CBS v.p. she quoted as source of allegedly libelous remarks about singer Judy Garland (Vol. 15:1).

"If you change your mind, Miss Torre, you can communicate directly with the court," said judge as she was led away to jail which is used for lesser Federal offenders and court witnesses. Trailed by reporters & cameramen, she said she couldn't "contemplate the future" when asked if she'd persist in defying Judge Ryan—and thereby risk further contempt punishment—in pre-trial of Miss Garland's \$1,393,333 suit against CBS. Behind her in N. Y. Miss Torre left 21-month-old son, 8-month-old daughter, TV producer husband Hal Friedman—and assignments to guest columnists to carry on at *Herald Tribune*. She had visit in jail 2 days later from *Herald Tribune's* Ogden R. Reid, who conveyed his "strong belief in the principle she is fighting for."

At same time CBS issued statement saying network "is most sympathetic to the plight of Miss Torre and her family and would do anything, if it could, to relieve her." CBS pointed out that from beginning of case it "has made no objection to Miss Torre's divulging the source of her story," maintaining that network "has been unable to find that any of its executives or employes made any statement to Miss Torre concerning Miss Garland."

CBS's N. Y. flagship, WCBS-TV, also provided a forum for discussion of free-press issues in the case on Ron Cochran's Jan. 10 *Right Now* show. Recruited for discussion were reporters Robert Conway of *N. Y. Daily News* & Murray Davis of *N. Y. World-Telegram & Sun*, Walter Millis of American Civil Liberties Union, Prof. B. McKay of NYU Law School. Miss Torre herself is scheduled for appearance—but not talk—on *Ed Sullivan Show* Jan. 18.

Meanwhile, Radio-TV Directors Assn. came forth to champion Miss Torre. Freedom of information committee chairman John Lewis, news mgr. of Hearst's WBAL-TV & WBAL, Baltimore, said her imprisonment is "black mark" on press freedom, that: "It is the inherent responsibility of every newsman to protect the identity of a confidential news source."

And on opening day of 86th Congress Rep. Dorn (R-N. Y.) fulfilled his promise to introduce bill granting protection for reporters against being forced to disclose their news sources to Federal judges or Congressional committees (Vol. 14:50). Inspired by Miss Torre's troubles, measure (HR-355) would cover reporters, writers & commentators employed by TV & radio networks & stations as well as newspapers, news services, syndicates & periodicals. He pointed out 12 states now have laws giving newsmen legal privilege to keep sources confidential.

In Hollywood, Miss Garland and husband Sid Luft also were heard from. They said they're sorry for Miss Torre, but will pursue action against CBS.

Series of Fireside TV chats similar to informal format of President Roosevelt's history-making radio talks to country are planned by President Eisenhower. He told private conference of Republican leaders at White House this week that TV appearances—not yet in network scheduling stage—would include Q-&-A discussion of domestic & foreign problems.

Videotape's Pros and Cons: Advantages and drawbacks of tape are thoroughly discussed in *Variety's* big (53rd) Anniversary Issue (Jan. 7). Full details are well worth your attention, but here are some edited excerpts:

Tape will become the dominant form of recording and replaying TV programs, perhaps in 5, although possibly not for 10, years. But at present [with film], taking the completed negative and making masters, dupes, and the 35 or so prints of each episode [costs] about \$50,000 per series. I have seen reports that a half-hour tape—the raw stock—will cost between \$150 and \$300. For the 35 prints of each 39 episodes then, the cost will be between \$250,000 and \$500,000. . . . Until the top 75 or 100 markets are equipped with tape we will stick with film.—*Walter Kingsley, pres., Independent Television Corp.*

Tape has many limitations because of the cumbersome equipment and the difficulties of editing. . . . A "Sea Hunt," with its accent on underwater photography, a "Mackenzie's Raiders," with its far ranging outdoor action, would be impossible [to do with tape]. . . . We are studying and experimenting with tape equipment and will do some of the shooting for our "World of Giants" utilizing tape.—*John L. Sinn, Ziv Television Programs.*

Most important question is whether quality of the program recorded on tape can equal or surpass the quality of the same show on film. From all sources I've been able to check, this, most emphatically, is not now possible. When presumably tape will have the

same flexibility in terms of production and story quality; in editing; and station acceptance in terms of equipment (although I can never see universal station acceptance because of the cost of tape equipment)—then [we] and I'm sure other film distributors—will move into distribution of programs by tape. But I think it's a long, long way off.—*Michael Sillerman, pres., Gross-Krasne-Sillerman, Inc.*

[We are] currently completing the framework of the first complete video tape entity—a corporate structure housing under our roof the talents and skills for creating, financing, producing, promoting, selling and distributing the video tape product . . . It is clear that full-scale syndication of quality tape programming will become the prime element of future non-network programming.—*George K. Gould, pres., NTA Telestudios.*

Other Anniversary *Variety* highlights: Prediction by Dave Kaufman that Hollywood's TV film-makers will better 1958 production this year by \$5,000,000, bringing total production to \$105,000,000, not counting costs of the more than 100 speculative pilot films which will be shot.

Lawrence L. Wynn (gen. mgr., Concert Network) describing the FM audience, reveals that surveys in large cities throughout the U. S. show that "the characteristics of the individual FM station audiences are strikingly similar." They are: average age, 37; 75% college graduates; \$9000 average income (31% over \$10,000); average listening time, 5 hours daily for 6 days a week; total time tuned into all other TV and radio combined: 3 hours daily for 3 days a week.

Anti-ETV Revolt? Rapid substitution of closed-circuit TV film instruction for live classroom teachers at crowded Compton [Junior] College, Los Angeles, which has 4800 enrollment, is becoming a fighting educational issue in state. Compton pres. Paul Martin sees his unorthodox filmed courses, during which many students seldom encounter an instructor in person, as a "breakthrough in education." But 90,000-member Cal. Teachers Assn., decrying all-TV methods at Compton (and fearing technological unemployment), has denounced plan and asked Western College Assn. to investigate it. First-year courses in English, mathematics, psychology are given almost entirely on film, 6 more filmed courses are being prepared. Brushing aside protests by teachers that film-only instruction is inadequate, scorning usual use of ETV as supplement to—not substitute for—classroom teaching, Martin foresees progressive replacement of faculty by TV. Joint Council on Educational TV in Washington, which doesn't advocate Compton system, says plan isn't spreading elsewhere.

Gift of Ampex Videotape recorder by manufacturer to Washington County, Md. (Hagerstown) closed-circuit educational TV system was reported recently by school supt. Wm. A. Brish, who said he "can now only begin to sense the ways in which it can be used to materially improve the quality of our efforts." Recorder was trucked from N. Y.'s Grand Central Station, where Ampex had it on public display in special equipment exhibit. Minn. Mining & Mfg. Co. is contributing tape to EIA-supported 5-year ETV experiment. In preparation for use of Ampex machine, project's chief engineer John R. Bugger and auct. John Wahlfeldt spent week at company's Redwood City, Cal. headquarters.

"TV in Military Education" is title of article in Dec. *Signal Magazine*, by Maj. Louie L. Williams, U. S. Army Signal Training Center, Ft. Gordon, Ga. It describes Center's TV operations, and notes: "Probably its biggest asset, as uncovered by educational TV research, was its success with low aptitude students. 'Slow learners' acquired, through TV, some of the facts and skills that they did not learn through reading [or] any other means."

GE's bullish ETV attitude (Vol. 14:39) was reiterated this week by Wm. J. Morlock, gen. mgr. of technical products dept., in a forecast of equipment sales. "It is now merely a matter of time," he said, "when educational TV installations will outnumber commercial TV stations." He also predicted: (1) Equipment sales to new TV stations to hold steady in 1959, halting a 6-year decline. (2) Replacement sales in 1959 to run 10% above 1958. (3) Closed-circuit equipment sales to be up 6-fold in 10 years.

Fifth edition of *Educators Guide to Free Tapes, Scripts & Transcriptions: 1959* has just been issued by Educators Progress Service, Randolph, Wis. (229 pp., \$5.75) —edited by Prof. Walter A. Wittich, U of Wis. & Gertie Hanson Halsted, Wisconsin State College.

"Main Street, U.S.S.R." is title of NBC correspondent Irving R. Levine's fascinating new book to be published Jan. 22 by Doubleday (405pp., \$4.50). Levine, whose broadcast privileges have been suspended by the Soviets, had been assigned to U.S.S.R. for last 3½ years. His book, he says, grew out of a weekly radio program in which he answered questions about Russia sent to him by American listeners. Book is packed with basic information written brightly and heavily larded with anecdotes. It's the best job we've seen of describing everyday life of Russians and revealing what makes them tick.

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Personal Notes: Jerry A. Danzig, NBC v.p. for radio network programs, named v.p. for NBC-TV participating network programs (*Today, Jack Paar Show*), replacing Wm. Sargent, who resigned as director to join Tele-Prompter . . . James A. Stabile assumes full responsibility for NBC talent & program contract administration, succeeding v.p. Thomas E. Ervin who recently resigned to organize own business . . . George H. Revercomb, legal asst. to FCC Comr. Frederick W. Ford and son of former Sen. Chapman Revercomb (R-W.Va.), engaged to Miss Mary Collins McCall Henderson, daughter of Mrs. McCall Imes and late Jacob Henderson . . . Paul E. Wills resigns as Mid-West TV sales mgr. of Westinghouse Bestg., his future plans to be announced . . . M. J. Beck, for more than 50 years treas. of Katz Agency, major TV-radio reps, was stricken ill New Year's Eve and is confined in Lenox Hill Hospital, N. Y. . . . Court McLeod promoted to administrative mgr. of ABC-TV program dept., Western div. . . . John O. Downey, ex-program director of WHCT, Hartford, joins CBS-TV program dept. . . . Van Beuren W. De Vries, v.p. & station mgr. of WGR-TV, Buffalo, assumes also duties of gen. mgr. of radio WGR . . . D. A. Noel promoted to gen. mgr. of WHBQ-TV, Memphis, succeeding Wm. H. Grumbles, now v.p. of RKO-Teletadio; Boone Nevins promoted to gen. mgr. of radio WHBQ . . . Alvin G. Flanagan, gen. mgr. of KCOP, Los Angeles, named v.p. & gen. mgr. of all operations of KCOP TV Inc. . . . J. Stuart MacKay promoted to v.p. & managing director

Harris Ellsworth, ex-Oregon radio broadcaster and newspaper publisher who was named Civil Service Commission chairman in 1957 after 7 terms in House, retires March 1 to return home—"and do nothing for awhile"—in Roseburg, where he still is part owner of daily *News-Review*. In 1956 he sold his interest in its radio KRNR, which he'd put on air in 1935. Ellsworth said he has no plans now to resume active newspaper or broadcasting work.

Willie Snow Ethridge, wife of Mark Ethridge, publisher of *Louisville Courier-Journal* (WHAS-TV & WHAS) and onetime pres. of NAB (1938), is author of *Summer Thunder*, novel of the founding of Georgia, published by Coward-McCann Jan. 5.

Charles Boren, for 11 years industrial v.p. of Assn. of Motion Picture Producers, Hollywood, named exec. v.p. there under pres. Eric Johnston.

of All-Canada Radio & TV Ltd., succeeding G. F. Herbert, retired . . . New FCC personnel: Attorneys—Jacob Mayer, ex-Labor Dept., to Broadcast Bureau; Leonard Joyce, ex-Army, to Opinions & Review; John B. Leonard, 1958 Georgetown U graduate, to Safety & Special; Edwin J. Schafer, ex-George O. Sutton Washington firm, to General Counsel; Jerry Hamovit, ex-private practice, Houston, to General Counsel; Hilbert Slosberg, ex-Housing & Home Finance Agency, to General Counsel. Engineer—Julius Nelson, ex-Picatiny Arsenal, Dover, N. J., to Broadcast Bureau. . . . James E. Goldsmith, ex-sales mgr. of KWK-TV (now KMOX-TV), St. Louis, named sales director of upcoming KCPP (Ch. 11) there . . . W. E. McClenahan, ex-gen. sales mgr. of WKOW-TV, Madison, Wis., named exec. v.p. & gen. mgr. of WQUB, Galesburg, Ill., effective Feb. 4 . . . Lloyd Taft, ex-exec. v.p. of *Cincinnati Times-Star*, named gen. mgr. of Radio Cincinnati's WBRC, Birmingham . . . Jack M. Warner resigns as TV & industrial film v.p. of Warner Brothers, succeeded by Edmond L. DePatie . . . David J. Melamed, ex-Chesapeake Industries, named v.p. in charge of business affairs of National Telefilm Associates . . . Edward A. Rogers, ex-NBC exec. producer (*Kaleidoscope*), onetime staff director of CBS radio, named production director of Independent TV Corp. . . . Richard Foerster, ex-Peters, Griffin, Woodward, named sales mgr. of WISN-TV, Milwaukee . . . H. Preston Peters, pres. of rep Peters, Griffin, Woodward, named pres. of Station Representatives Assn., succeeding Frank M. Headley, pres. of H-R Television . . . Harvey Spiegel promoted to research director of TvB . . . John F. Wade promoted to TV research director of rep Avery-Knodel . . . Sportscaster Harry Wismer has been elected a director of Texas American Oil, Midland, Tex. . . . George Freeman, ex-radio WNHC, New Haven, named news director of WNBK-TV & WNBK, Binghamton, N. Y. . . . Herbert M. Schulkind, asst. chief of FCC rules & standards div., recently on network study staff, joins Washington TV-radio law firm of Fly, Shuebruk, Blume & Gaguine.

Obituary

Gustav Hirsch, 82, pioneer communications engineer who built a successful TV transmitter 30 years ago, part owner of radio WEOL & CP for WEOL-TV, Elyria (Ch. 31); WVKO, Columbus; WONE & off-air WIFE-TV, Dayton (Ch. 22), died Jan. 7 at Columbus.

Seymour Berkson, 53, publisher of the *N. Y. Journal American*, onetime head of INS, died Jan. 4 in San Francisco.

Federal Communications Bar Assn. elected following slate of uncontested nominees at Jan. 9 meeting in Washington: Leonard H. Marks, pres.; Frank U. Fletcher, first v.p.; Robert M. Booth Jr., 2nd v.p.; Edward F. Kenehan, secy.; E. Stratford Smith, asst. secy.; John H. Midlen, treas.; Theodore Baron & Arthur H. Schroeder, 3-year terms on exec. committee; Donald C. Beelar, 1-year term. Outgoing pres. Wm. C. Koplowitz was designated delegate to American Bar Assn. conventions of 1959-61.

Richard A. Solomon, veteran FCC asst. general counsel in charge of litigation who has handled lion's share of Commission's court presentations, is resigning to join Justice Dept. anti-trust div. He has been with FCC since 1952.

Directory of free film, listing offerings of industry, Govt., etc.—*TV Film Source Book* (428pp.)—now available from Broadcast Information Bureau (Judy Dupuy), 535 Fifth Ave., N. Y. 17.

ADVERTISING AGENCIES: Chester T. Birch promoted to exec. v.p. of Dancer-Fitzgerald-Sample; Fred T. Leighty promoted to administrative v.p.; Clifford L. Fitzgerald continues as pres. with senior v.p. Lyndon O. Brown as chairman of new executive committee . . . George Chatfield, ex-exec. v.p. of Wm. Esty Co., named senior v.p. of Benton & Bowles . . . Gerald Light promoted to v.p. of McCann-Erickson . . . Lester S. Rounds & Ed Spitzer promoted to v.p.'s of Kudner . . . John Peace promoted to first v.p. of Wm. Esty Co., N. Y. . . Mrs. Frances Corey, ex-adv. v.p. of Macy's, named West Coast v.p. of Grey Adv. . . Andrew Stewart, exec. v.p., named pres. of Denhart & Stewart, N. Y. . . George H. Lovitt promoted to exec. v.p. of Franklin Spier Inc., N. Y.; Irving Gruber & Stanley Aaron promoted to v.p.'s . . . Nat Wolff, ex-NBC program development director, named v.p. in Young & Rubicam TV-radio dept. . . Edward A. Gumpert, ex-Colgate-Palmolive, named v.p. of Geyer, Morey, Madden & Ballard . . . John H. Byrne, ex-MacManus, John & Adams v.p., named senior v.p. of Hockaday Assoc. . . Edmund F. Johnstone, ex-Dowd, Redfield & Johnstone exec. v.p., named vice chairman of Calkins & Holden . . . Stanley T. Peterson promoted to v.p. of Cunningham & Walsh San Francisco office . . . Sam Silberman promoted to v.p. of H. Weiss & Co., Chicago . . . Horace E. Curtis, ex-Benton & Bowles, named v.p. of Sullivan, Stauffer, Colwell & Bayles . . . Paul B. Morgan promoted to v.p. of Armstrong Adv., Chicago . . . Stuart Minton promoted to mgr. of broadcast activities of Foote, Cone & Belding, Hollywood.

Station rep Donald R. Cooke is buying KXLA, Pasadena, Cal. (1110 kc, 10 kw U) for \$900,000 from Loyal King & associates, according to application filed with FCC this week. Also being sold is KGDE, Fergus Falls, Minn. (1250 kc, 10 kw D, 5 kw N) by Howard Dell for \$124,000 to Carroll E. Crawford (80%) and Kingsley H. Murphy Jr. (20%). Murphy also holds 20% of Ch. 8 applicant for Moline, Ill. and, with family, owns 40% of KRNT-TV, Des Moines (Ch. 8). Broker was Blackburn & Co. [For news about other radio station sales, see *AM-FM Addenda B.*]

FCC's Space Race Role: Specific allocations for space communications were proposed by FCC this week as it invited comments by Jan. 21 in preparation for meetings of International Telecommunications Union this year. Commission says it isn't proposing use of space vehicles for relays for TV, radio, etc. at this time. "These frequency bands," it said, "are intended to accommodate such functions as tracking, telemetry, command (i.e., turning on or off transmitters aboard space vehicles from the earth or from other space vehicles), communications between earth and space vehicles, and for communications between space vehicles themselves. It is not contemplated at this time that the same bands would be used for the relay of third-party communications between points on the earth's surface using space vehicles as either passive or active relay stations. In other words, these bands are intended for functional purposes and would not be available for such things as aural or TV broadcasting normally intended for public reception." FCC proposes use of portions of following bands, now allocated exclusively to Govt.: 25.6-25.65, 100-150, 1700-1725, 1825-1850, 2275-2300, 8300-8400, 15,150-15,250, 31,500-31,800 mc.

Deadline for comments on FCC's proposed changes in license renewal forms (Vol. 14:48) has been extended from Jan. 19 to Feb. 20, the Commission having granted NAB half the 60 days requested.

TV 'Audit' Derided: Sure way for TV to "commit suicide" in competition with newspapers would be to adopt the one-best-rating system advocated by Revlon adv. v.p. George J. Abrams (Vol. 14:50). That was Pulse director Dr. Sydney Roslow's warning this week. 'Using same forum—Washington Ad Club luncheon—where Abrams argued last month for a TV-audience measurement corresponding to dailies' Audit Bureau of Circulation, Roslow said: "As soon as [broadcasters] decide on any one service, they will be in trouble." And it wouldn't matter whether TV industry set up own single system or picked Pulse or any of its competitors, he added, blaming decline in number of newspapers on "blind reliance on [ABC circulation] head counting." Roslow pointed out: "In newspapers, you are either first or a poor second and in trouble. In radio & TV, even the last station has an audience and does a good job for its advertisers."

Retreat on Liquor: Radio WCRB, Waltham, Mass., one of few stations involved in last year's short-lived revolt against broadcasters' voluntary ban on liquor commercials (Vol. 14:44), surrendered to NAB this week. In letter to NAB pres. Harold E. Fellows, WCRB pres. Theodore Jones said station is discontinuing 26-week account with Federal Liquors Ltd. for Nuyens cordials & vodka commercials, will accept no more hard liquor ads. Jones said station made decision "out of consideration for NAB views, after deep thought on the possible effects such a policy as ours may have on people in general and on the industry as a whole." WCRB had been only known NAB radio member to accept alcoholic beverage commercials for anything stronger than beer & wine.

Record 1959 advertising volume of \$10.6 billion for all media is predicted by Jan. 9 *Printers' Ink*. This is 4% ahead of estimated \$10.145 billion in lagging 1958, and more than enough to top previous high of \$10.3 billion in 1957. Magazine's forecast is predicated on 4.5% increase in Gross National Product, 5% gain in industrial production this year.

WMUR-TV, Manchester, N. H. (Ch. 9), being purchased for \$450,000 cash by Richard Eaton's United Television Co. of New Hampshire (Vol. 14:51), is shown in transfer application filed with FCC this week as having deficit of \$157,894, net loss from Jan. thru Nov. of \$121,506. Nov. 30 balance sheet also reveals total assets of \$485,173 (including \$17,636 cash which will not be transferred), current assets \$82,094, fixed assets \$400,238. Current liabilities are shown as \$478,817 including \$440,000 notes payable. Capital is \$150,000, capital deficiency being \$7894.

Meredith's WOW-TV & WOW, Omaha, bought from Woodmen of The World Life Insurance Society in 1951, has acquired land, building & equipment formerly leased from that company and plans to combine all except transmitter in new building at site of present TV Bldg.

Allocations petitions filed: Add Ch. 5 to Pendleton, Ore., by radio KUMA; add Ch. 12 to Atlantic City, by CP-holder WHTO-TV (Ch. 46), which operated there Dec. 1952-May 1954 as WFPG-TV.

KQED, San Francisco educational outlet (Ch. 9), boosted power to 156-kw week of Jan. 5 and resumed programming after going dark Dec. 29 in order to install Standard Electronics amplifier and 6-bay GE antenna.

Canadian channel shift—substitution of Ch. 11 for Ch. 13 in Yarmouth, N. S.—was announced by FCC this week, following U. S.-Canadian agreement.

Kluge Concludes: Last week saw closing of the deal reported here (Vol. 14:49) to be in progress between Paramount Pictures Corp. and John W. Kluge and associates for \$4,000,000 cash purchase of Paramount's 23% (335,200 shares) of Metropolitan Broadcasting Co. Paramount said it was selling to make funds available for movie production.

Kluge broadcasting interests, hitherto largely in radio, will now be important factors in control of Metropolitan's two (independent) TV stations, WNEW-TV (Ch. 5) in New York and WTTG (Ch. 5) in Washington, D. C., as well as radio properties in New York (WNEW), Cleveland (WHK). Washington brokerage firm of Jones, Kreeger and Co., which handled transaction for Kluge, already owns another 23.7% of Metropolitan, and its senior partner, Col. Robert C. Jones, is a member of Metropolitan's board. Food broker Kluge says he will become a Metropolitan director and an active officer.

Metropolitan grossed about \$16,000,000 in sales last year. Most recent statement showed cash earnings before depreciation & amortization for first 26 weeks of 1958 were \$1,070,049 (69¢ per share) vs. \$342,680 (22¢) in same 1957 period.

Miami Ch. 10 (Cont.): Justice Dept. filed brief with FCC this week objecting to proposal by North Dade Video that celebrated Miami Ch. 10 "influence" case be settled after considering 4 original applicants on comparative basis at same time (Vol. 14:52). Reiterating view that L. B. Wilson is only one of 4 now eligible to compete, Justice said North Dade, Public Service TV (WPST-TV) & WKAT Inc. should be ruled out, that contest should be opened to new applicants. In separate briefs FCC assoc. counsel Edgar W. Holtz and Public Service also opposed North Dade's motion. Meanwhile, Miami Church of Religious Science (1737 N. Bayshore Dr., Miami) applied for Ch. 10, proposing that it take over WPST-TV facilities. And start of trial of ex-FCC Comr. Richard A. Mack and Miami lawyer Thurman Whiteside on conspiracy charges in connection with case was postponed from Jan. 6 to Feb. 15 pending action on several petitions (e.g., request to move trial to Miami from D. C. Federal District Court).

"Concentration of ownership" is getting sharper scrutiny at FCC nowadays, latest evidence being bare 4-3 vote approving acquisition of remaining 51% of KNAC-TV, Ft. Smith, Ark. (Ch. 5) for \$565,000 by Donald W. Reynolds, holder of 49%. Transfer from Harry Pollock was opposed by Comrs. Hyde, Bartley & Ford on ground that Reynolds will dominate city's communications media—with ownership of sole vhf station plus AM, FM and both newspapers (*Southwest American* and *Times Record*). He also operates KLRJ-TV, Las Vegas (Ch. 2), KORK; KOLO-TV, Reno (Ch. 8) & KOLO; KGNS-TV, Laredo, Tex. (Ch. 8); radio stations KBRS, Springdale, Ark. & KHBG, Okmulgee, Okla. He also is Ch. 9 applicant in Hot Springs, Ark. and publishes newspapers in Ark., Nev., Okla. & Miss.

Religious radio station, programming to include news, sports, public service, music—but "no rock-'n'-roll"—is planned by evangelist Billy Graham. With associates, he's formed non-profit corporation which hopes to build & operate 5000-watt station atop Black Top Mt. near his home at Montreat, N. C., one contributor already having donated \$25,000 toward cost. If FCC approves and project is successful, Graham says, his "broad vision" encompasses plan for string of such stations in major cities.

New & Upcoming Stations: Year's first starter is educational KOED-TV, Tulsa (Ch. 11), which begins programming Jan. 12, making total of 36 non-commercial outlets on air. Over-all count of operating stations changes to 546 (83 uhf), with new starter and last week's shift by WAST, formerly WTRI, Albany, N. Y. from Ch. 35 to Ch. 13.

KOED-TV has 2-kw RCA transmitter in KOTV (Ch. 6) transmitter house and supergain antenna on KOTV tower. Owner Oklahoma Educational Television Authority also operates KETA, Oklahoma City (Ch. 13, educational). Key executives in charge of stations are John W. Dunn, director; Marcus W. Fuller, program director; Keith E. Staff, chief engineer.

* * * *

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

KTLE, Pocatello, Ida. (Ch. 6), with 10-kw RCA transmitter shipped Jan. 5, hopes to begin programming about April 1, reports pres. Howard D. Johnson, also pres. of Salt Lake City radio KNAK, which holds 70% control of TV grantee. It has transmitter house ready and remodeling of studios is underway. Only city within 100 mi. with TV outlet is Idaho Falls with KID-TV (Ch. 3). Rates not set as yet. Rep will be Forjoe.

KHTV, Portland, Ore. (Ch. 27), delayed from fall start while awaiting approval of new site on Signal Hill, hopes to start about 60 days after FCC grants change, writes pres. & 55% owner Wally Matson, also owner of CATV system there. RCA 1-kw transmitter and GE antenna formerly used by KPTV on same uhf channel are on hand in Portland. Stuart Nathanson, ex-KTRX, Kennebec, Wash., has been named sales mgr. Planning to operate as an independent, KHTV hopes to attract sponsors because base \$300 rate is far below Portland vhf's. Rep not chosen.

Boston Ch. 5 Preliminaries: "Influence" hearing in Boston Ch. 5 case is due to start March 2 after pre-hearing conference Jan. 26. That's agreement reached by Jan. 5 pre-hearing conference of attorneys and examiner Judge Horace Stern. Hearing is to determine whether anyone attempted off-the-record persuasion on FCC members prior to the decision which awarded Ch. 5 to *Boston Herald-Traveler's* WHDH-TV (Vol. 14:31). FCC assoc. general counsel Edgar W. Holtz noted that Commission still needs to do considerable investigating to provide material for hearing, and that Harris subcommittee turned up relatively little to go on. He said his investigators have 19 more prospective witnesses to interview, and he plans to supply list of witnesses Jan. 26. He estimated hearing will take about a month. Judge Stern will take advantage of Jan. 27-March 1 hiatus to take West Indies cruise with wife & daughter. As in Miami Ch. 10 case, FCC assumes burden of presenting main case. Principal attorneys involved in hearing: Holtz, for FCC gen. counsel's office; Robert Rawson, FCC hearing div.; Wm. Dempsey, WIIDH-TV; Richard Maguire, Greater Boston TV Corp.; James McKenna, Mass. Bay Telecasters; Wm. Roberts, Allen B. DuMont Labs; Robert Bicks, Justice Dept.

Final decisions were tentatively voted by FCC this week, directing staff to draft documents affirming following initial decisions: CP for North Dakota Bestg. Inc., on Ch. 11, Fargo, N. D.; affirmation of CP of WTMA-TV, Charleston, S. C. (Ch. 4), over protest of WUSN-TV (Ch. 2); revocation of CP for KAKJ, Reno, Nev. (Ch. 4).

MULTIPLE OWNERSHIP IN THE CATV FIELD

First List of U.S. & Canadian Operators of Two or More Systems

ONE ASPECT of community antenna systems—an aspect that is obscure but growing in significance—is extent of multiple ownership, i.e., 2 or more systems under common control. Principal reason for obscurity is lack of exact information. No govt. agency is central source of information, and industry's trade association, National Community TV Assn., doesn't include all systems as members.

In light of continuing interest in CATV as investment opportunity, probably to be enhanced as FCC begins to ease illegal boosters off air following last week's decision (Vol. 15:1), we offer below our maiden attempt to compile a multiple-owner list. Fundamentally, it's based on responses to our questionnaires. We can't pretend that it's perfect or complete—but it's the first.

We come up with 40 U. S. multiple owners operating 148 of nation's 600-plus systems. In Canada, we find only 6 such operators running 15 of country's 150-plus.

Following compilation is in alphabetical order, on basis of company name or major principal (if several company names are involved), includes home address, towns in which systems operate, and name of principal:

Alpine Community TV Service Inc.—429 DeSoto St., Alexandria, La. Alexandria & Pincville, La. J. M. Hutchinson, mgr.
Angier Appliance—Box 864, Ione, Cal. Ione, Jackson & Martel, Cal. Lawrence Angier, pres.

Antennavision Inc.—2949 W. Osborn Rd., Phoenix, Ariz. Big Bear Lake, Cal.; Silver City, N. M.; Christmas, Clifton, Globe-Miami, Holbrook, Phoenix, Ray, Safford, San Manuel, Snowflake & Winslow, Ariz. Bruce Merrill, pres.

Bellows Falls Cable Corp.—105 Rockingham St., Bellows Falls, Vt. Clarmont, N. H. & Bellows Falls, Vt. George R. Story, pres.

Big Horn Radio & TV—Box 675, Worland, Wyo. Moundville & Worland, Wyo. J. C. Cosley, owner-mgr.

William J. Calsam—5 Elm St., Oneonta, N. Y. Delhi, Norwich, Oneonta & Sidney, N. Y. Wm. J. Calsam, pres.

Collier Electric—700 W. 13th Ave., Denver, Colo. Sterling, Colo.; Alliance, Kimball, Scottsbluff & Sidney, Neb.; Laramie, Wyo. J. E. Collier & Karl O. Krummel, partners.

Community TV of Colorado Inc.—117 W. Second St., Salida, Colo. Alamosa, Antonito, La Jara, Monte Vista & Salida, Colo. Mrs. Larry Peay, pres.

Community TV Reception Co.—2576 Benedict Canyon, Beverly Hills, Cal. Beverly Hills & Burbank, Cal. Allan MacDougall, pres.

Corning Community TV Corp.—135 Bridge St., Corning, N.Y. Corning & Gibson, N. Y. Charles W. Fribley Jr., pres.

CTV-Clear TV Inc.—Box 337, Moundsville, W. Va. Glendale & Moundsville, W. Va., Sam Shaw, pres.

Bill Daniels—1115 Mile High Center, Denver, Colo. Miles City, Mont.; Farmington, N. M.; Casper & Rawlins, Wyo. Bill Daniels, pres.

Eastern Ore. TV Inc.—1310 Jefferson St., La Grande, Ore. Baker, La Grande & Union, Ore. Kenneth B. Lockwood, pres.

General Sales & Service—405 Main St., Kamiah, Ida. Kamiah, Orofino, Pierce & Welppe, Ida. Eldon Hutchins, owner-mgr.

Harlan Community TV Inc.—Second St., Harlan, Ky. Harlan & Yancey, Ky. Joe Guthrie, pres.

Jerrold Electronics Corp.—15th St. & Lehig Ave., Philadelphia, Pa. Florence, Ala.; Flagstaff, Ariz.; Ukiah, Cal.; Key West, Fla.; Pocatello, Ida.; Dubuque, Ia.; Tupelo, Miss.; Berlin, N. H.; Ventnor City, N. J.; Uvalde, Tex.; Richland, Walla Walla & Wenatchee, Wash. Milton J. Shapp, pres.

Nathan W. Levin—100 Park Ave., New York, N. Y. Oil City, Pa.; Clarksburg & Fairmont, W. Va. Nathan W. Levin, pres.

Lykens TV Extension Co. Inc.—582 Main St., Lykens, Pa. Elizabethtown, Lykens & Muncy, Pa. Max E. Miller, pres.

Madawaska Community TV Ltd.—77 St. Francis St., Edmundston, N. B., Canada. Ft. Kent & Madawaska, Me.; Edmundston, N. B. J. A. Pichette, pres.

Martin F. Malarkey—2nd & Laurel St., Pottsville, Pa. Minersville, Pottsville & Schuylkill Haven, Pa.; Harrisonburg, Va. Martin F. Malarkey, pres.

Paul B. McAdam—117 N. Main St., Livingston, Mont. Lewis-town & Livingston, Mont. Paul B. McAdam, pres.

Midwest Video Corp.—324 Pyramid Bldg., Little Rock, Ark. Paducah, Ky.; Greenville, Miss.; Dexter & Poplar Bluff, Mo.; Clovis, N. M.; Rapid City, S. D.; Bryan, Paris & Victoria, Tex. Under construction: Austin, Tex. G. R. Morrell, exc. v.p.

Mountain Electronics Co. Inc.—180 Canal St., Ellenville, N. Y. Monroe & W. Monroe, La.; Ellenville, Port Jervis, Rosendale & Woodbridge, N. Y. David E. Winer, pres.

Municipal TV Corp.—239 Iron St., Bloomsburg, Pa. Bloomsburg, Selinsgrove & Sunbury, Pa. George D. Miller, mgr.

Okanogan Valley TV Cable Co.—Box 537, Tonasket, Wash. Omak-Okanogan & Tonasket, Wash. Melvin Rothrock, pres.

Paintsville Appliance Co.—Virginia Ave., Pineville, Ky. McDowell & Pineville, Ky.; Appalachia, Va. Chester Trimble, owner.

Pittsfield Community Antenna Inc.—393 North St., Pittsfield, Mass. Athol & Pittsfield, Mass. James B. Wright, pres.

Joseph Saricks—129 Main St., Bradford, Pa. Olean, N. Y.; Bradford & Clearfield, Pa. Joseph Saricks, pres.

Paul J. Schmitt—315 E. Grant St., Minneapolis, Minn. Brainerd & Willmar, Minn. Paul J. Schmitt, pres.

Scott's Furniture—Main St., John Day, Ore. Bates & John Day, Ore. Haskell & Kenneth Scott, partners.

Service Electric TV Cable Co. Inc.—302 Broadway, Bethlehem, Pa. Bethlehem & Mahanoy City, Pa. John Walsonavich, owner.

Claude Stevanus—620 Main St., Coshocton, O. Coshocton, Sugar creek & Cambridge, O.; Beaver Falls, Pa. Claude Stevanus, pres. & systems mgr.

Teleservice Co.—337 Wright Ave., Kinston, Pa. Kinston & Wilkes-Barre, Pa. James C. Coffey, mgr.

Tucumcari TV Co.—222 S. Second St., Tucumcari, N. M. Lovington & Tucumcari, N. M. D. W. Erwin, pres.

TV Signal Service Co. Inc.—City Hall, Matador, Tex. Matador, Paducah & Pecos, Tex. V. L. Hutchison, pres.

Van Horn Cable Co.—Main St., Van Horn, Tex. Sanderson & Van Horn, Tex. J. H. Benton, owner.

Vumore Co.—Box 1334, Oklahoma City, Okla. Clarksdale & Gulfport, Miss.; Altus, Ardmore, Hobart, Hugo & Mangum, Okla.; Childress, Memphis, Port Lavaca, Sherman & Wellington, Tex. H. S. Griffing, pres.

Western TV Corp.—122 S. Eighth St., Worland, Wyo. Basin, Greybull, Lander, Riverton, Thermopolis & Worland, Wyo. Thomas W. Mitchell Jr., pres.

Whitey's TV & Cable Co. Inc.—1121 G St., Douglas, Ariz. Douglas & Williams, Ariz. I. W. Brayer, pres.

Windsor Community Antenna Corp.—113 Main St., Windsor, Vt. Springfield & Windsor, Vt. S. R. Young, pres.

CANADA

Beauce Video Ltd.—St. Georges Est., Beauce, Que. Beauce & Frontenac, Que. M. Catellier, owner.

Chouinard TV Ltd.—St. Pamphile, Que. St. Pamphile & Ste. Anne de la Pocatiere, Que. J. Flavien Chouinard, pres.

Deep River TV Enterprise Ltd.—791 Somerset St. W., Ottawa, Ont. Deep River, Ottawa & Pembroke, Ont. Patrick J. LaMartina, pres.

Guerette TV Communautaire Ltée.—Kedgwick, N. B. Campbellton, Kedgwick & St. Quentin, N. B. Patrick Guerette, pres.

Madawaska Community TV Ltd.—See U. S. listing above.

Powell River TV Co. Ltd.—Second St., Powell River, B. C. Powell River & Westview, B. C. Gordon H. Turner, pres.

Severson Sales & Service—Sarita River, B. C. Sarita River & Youbou, B. C. C. Severson, mgr.

New community antenna system to serve N. Y. towns of Sidney, Riverside & Unadilla is being built by Sidney Video Inc., headed by Wm. J. Calsam, operator of systems in Oneonta, Norwich & Delhi. Estimated potential is 2500 subscribers, with connections now being made. Technician in charge is Albert V. Bagnardi, from Oneonta.

Community antenna system in Bluefield, W. Va., with about 2000 subscribers, has been bought by group headed by W. Randolph Tucker from N. Y. investment counselor Nathan W. Levin for undisclosed price. Tucker is former associate of Levin's, is now with Barnes Engineering Corp., Stamford, Conn.

National Community TV Assn. meeting agenda: 1959 annual convention, June 9-11, Mayflower Hotel, Washington; 1960 convention, June 14-16, Sheraton Hotel, Philadelphia; 1959 western conference, Oct. 20-22, Davenport Hotel, Spokane; 1960 western conference, third week in Oct., Cosmopolitan Hotel, Denver.

CHICAGO MART SPURS NEW YEAR OPTIMISM: "Best market in 7 years" is way enthusiastic industry leaders describe this week's showing of their wares at the Chicago Merchandise Mart, sparked by biggest influx of buyers since 1952. Departing from custom, most set makers displayed new products in the home electronic entertainment field instead of warmed-over offerings from their mid-year new-model lines.

High-end, top-priced merchandise featured most of the displays; low-priced specials were conspicuous by their absence. There was no sign of mid-year price-cutting or dumps. As one manufacturer put it: "The industry has lost its timidity toward high-priced, top-quality products. Manufacturers and dealers know that the public is getting more and more quality conscious and they're catering this year to their customers' up-graded tastes."

A look into the future of home electronics -- new products still in the laboratory -- was a prominent part of several displays by manufacturers who brought their engineers along with their salesman. Philco demonstrated its compatible stereo AM system which it has asked the FCC to test (Vol. 14:49); Motorola unveiled lab model of what it said is first home stereo TV system (p. 14); GE showed an 8-in., 10-lb. fully transistorized TV set which operates on batteries. High interest was evidenced in all these new developments.

Industry spokesman Robert W. Galvin, pres. of Motorola, keynoted the Mart by predicting a "solid" business year for the electronic entertainment industry. He told a press conference that TV sales would exceed 6,000,000, radio would hold its own at about 12,000,000 receivers including auto radios, and that a "fantastic" increase of 300% is due in hi-fi because of mounting interest in stereo sound.

Industry displayed discipline & maturity in 1958, said Galvin. "Although sales were down due to the recession, nobody pushed the panic button. There were no major price-cutting liquidations. There was a better relationship between production and sales, with resultant good inventory control and stabilized employment."

Last Ditch Fight on Co-op Ad Tax: A phalanx of manufacturers, admen & press formed in Washington this week under the aegis of of the Excise Tax Council to wage a battle against new ruling by Internal Revenue Service which slaps a 10% excise tax on cooperative advertising funds (Vol. 14:13-14,16,22,51). Affirming opposition to the IRS ruling and pledging all-out fight in Congress to obtain remedial legislation were: Advertising Federation of America, National Assn. of Broadcasters, EIA, Assn. of Business Publications, National Electrical Mfrs. Assn., American Home Laundry Assn., Institute of Appliance Mfrs., American Newspaper Publishers Assn., together with the following TV-appliance manufacturers: Admiral, Borg-Warner, Whirlpool, GE & Westinghouse. Other non-represented manufacturers gave notice of support.

Representatives of the group met with Chairman Wilbur D. Mills (D-Ark.) of the House Ways & Means Committee to urge a public hearing on the IRS ruling known as T.D. 6340. Mills was reported as directing his staff to review the co-op tax ruling and report back in time for full committee consideration of the matter prior to its Feb. 1 effective date. Industry group told Mills public hearing is warranted to obtain satisfactory explanation from Treasury officials of legal grounds for repudiating the administrative policy which exempts co-op advertising funds from excise taxes. Policy, group said, was established in 1924, "uniformly recognized" since.

Tax Exemption Sought for Radios: New tax ruling to exempt non-entertainment-type radio receivers from the 10% excise tax was urged on the Internal Revenue Service this week by EIA's tax committee. Chairman M. J. McCormack of Sylvania, who ap-

peared at public hearings to straighten out a regulatory mix-up, said it was the intent of Congress to free amateur receivers and marine communications equipment from the tax. Regulatory language, he adds, must be broadened to clarify intended exemption of amateur receivers. A change in the regulations also is necessary, he said, to give marine communications equipment on private vessels the same tax exemption now accorded similar equipment on government and industrial vessels. Others who appeared on behalf of the change in tax regulations were Kenneth C. Price, gen. counsel of Hallicrafters, and David Flower, tax attorney for Raytheon.

1958 TV-Radio Production: TV output for Dec. totaled 427,543 sets bringing the total for the year to 4,933,121 sets vs. 573,541 sets in last year's 5-week Dec. and 6,339,345 for the full year. For year's final statistical week, ended Jan. 3, TV output was 61,007 vs. 55,804 in the preceding week and 61,824 in same week last year. Radio output was 192,562 (79,228 auto) vs. 206,932 (88,112 auto) in the preceding week and 127,890 (36,789 auto) same week last year. Year's 52nd week brought total radio output to 11,739,686 (3,712,567 auto) vs. 14,504,227 (5,495,774 auto) in 1957.

New GE Service Policy: GE has urged its distributors "to supplement existing distributor and dealer service facilities by appointment of qualified independent service organizations as authorized GE service points" in a move to counter criticism of so-called "captive service" by major manufacturers, according to Steven R. Mihalic, TV product service mgr. Late last year, EIA, sensing mounting opposition to manufacturers' service policies by independent servicemen (Vol. 14:46), created a subcommittee within its Service Committee to work out a program of "mutual cooperation" with independent service agencies. Other set makers are expected to make similar conciliatory gestures toward independent servicemen in the near future.

Five-point program designed to smooth relations between set makers and servicemen was suggested by Mihalic: (1) Contact local independent service groups to explain GE's programs & policies. (2) Resolve local differences, particularly in areas of warranties and parts availabilities. (3) Supplement existing distributor and dealer facilities by appointment of independent service points in both urban and rural areas. (4) Assist local service organizations to achieve such common goals as will serve to bring order in the industry. (5) Invite independent servicemen to attend distributor service schools.

"Our customers will continue to depend upon the independent service dealer for the vast majority of service rendered on television receivers," said Mihalic, labeling "impractical" any idea that GE can provide all these services through its own resources.

Stereo TV Demonstrated: Following a policy of demonstrating laboratory prototypes in the electronic home entertainment field, Motorola this week unveiled a TV system with stereo sound at a press preview at the Chicago Merchandise Mart. Viewers experienced dual channel stereo sound from 2 separate speaker cabinets while watching a closed-circuit 15-min. segment of a regular show broadcast over WGN-TV (Ch. 9). First few minutes of transmission were monaural sound; then program was switched to binaural to demonstrate sound-effects difference. "Stereo will be as big a factor as TV in home entertainment field in the foreseeable future," said Motorola exec. v.p. Edward R. Taylor. "The American public is rediscovering its ears. Within a year or 2, stereophonic radio will bring about a resurgence of that product. Then we can look toward stereo TV in mass quantities." He said Motorola's stereo TV system is still in laboratory development stage and won't be ready for market for "a few years."

Attack On Tube Racket: Thirteen New York City firms, allegedly dealing in counterfeit TV & radio tubes, were the targets of papers filed last week by State Attorney General Louis J. Lefkowitz after he had obtained orders in Supreme Court, N. Y. County, to allow him to start action to dissolve the companies.

Lefkowitz said "the tube racket"—involving forged identification marks on defective and old tubes—has cost the industry \$100,000,000 and the public an inestimable amount. He alleged set-owners get old tubes while paying for new ones; tube mfrs. are asked to refund on warranties for tubes which have been falsely rebranded.

Accused by Lefkowitz: Cavalier Electronics Corp.; Concord Radio Corp.; Credda, Inc.; Edward L. Mayer Corp.; Liberty Electronics, Inc.; National Radio Distributors Corp.; National Radio Distributors-Manhattan, Inc.; North American Electronics Corp.; S & R Electronics, Inc.; State Labs, Inc.; Teleparts Distributing Corp.; Television Maintenance Corp.; and Wescon Electronics, Inc.

Philco sales and earnings will be "as good or better" than 1958, with sales of consumer products leading the way, pres. James M. Skinner Jr. told distributors meeting in Philadelphia this week. "Philco's 4th quarter sales were among the best in several years and we are beginning 1959 with good prospects," he said. Philco introduced a new line of eight 17-in. portable TV sets featuring remote control and ranging in price from \$179.95 to \$209.95. Added to 1959 TV line were three 21-in. consoles ranging in price from \$249.95 to \$289.95; three stereo hi-fi instruments in single cabinets ranging from \$99.95 to \$309.95; eight transistor radios ranging from a 3-transistor vest-pocket set at \$19.95 to 9-transistor all-wave portable at \$229.95.

"World's Greatest Industrial Lab" is title of reprint of 2-part *Fortune* article on Bell Labs. Huge scope of Labs' work is indicated by fact it employs 10,800, spent \$180 million in 1958, \$1 billion since 1900. Article states: "Bell Laboratories is a colossus in an age of organized science. It can put 1000 men to work on a missile, or leave a few men alone to win a Nobel Prize." Copies available from AT&T public relations dept., 195 Broadway, N. Y.

First meeting of National Stereophonic Standards Committee administrative panel was held Jan. 9 at EIA headquarters in Washington to formulate preliminary plans for activities of other fact-finding panels. Group was headed by vice chairman David B. Smith, Philco v.p.-research.

Trade Personals: James J. Shallow, who resigned last week as gen. mdsg. mgr. of Philco (Vol. 15:1), named v.p. & gen. mgr. of CBS-Hytron Columbia phono dept. . . R. N. Harder promoted to first v.p. & treas. of General Precision Equipment Corp.; D. W. Smith, pres. of subsidiary Kearfott, and D. D. Mason, pres. of Link Aviation, named group v.p.'s; J. W. Murray, pres. of General Precision Lab, and L. M. Imm, pres. of Librascope Inc., promoted to v.p.'s . . . Richard B. Bean, ex-Automatic Electric Co., Northlake, Ill., named asst. director of U. S. Dept. of Commerce communications industries div. . . Willard J. Reid named pres. of General Telephone subsidiary Leich Electric Co. . . Joseph N. Benjamin, pres. of Siegler's Bogen-Presto div., reelected pres. of Institute of High Fidelity Manufacturers; George Silbur, pres. of Rek-O-Kut, renamed chairman . . . Dr. Allen E. Puckett promoted to Hughes Aircraft v.p. in charge of systems development labs, succeeding Dr. Nathan I. Hall, now engineering v.p.; Robert J. Shank promoted to new post of v.p. in charge of systems management . . . Russell S. Kenderson, ex-v.p. for operations, named pres. of Thompson Products Ltd., Canadian subsidiary of Thompson Ramo Wooldridge, succeeding George A. Stauffer, now chairman . . . Bryce S. Durant promoted to field sales mgr. of RCA Victor TV div. . . W. C. Schultz, ex-RCA Distributing Corp., named national field supervisor of consumer products, Hoffman Electronics . . . Wm. F. O'Boyle resigns as phono div. v.p. of Capitol Records . . . Edward J. Collins promoted to asst. sales mgr. of Corning TV bulb sales dept. . . Wm. Gallinger promoted to Eastern special products mgr., Motorola communications & industrial electronics div. . . Virgil H. Disney, director of electrical engineering research, Armour Research Foundation, named pres. of National Electronics Conference in Chicago, Oct. 12-14. . . H. J. Wissemann, asst. engineering v.p. of Texas Instruments, named also gen. mgr., apparatus div. . . George E. Cummins, ex-Associated Press, named asst. adv. & sales promotion mgr. of American Geloso Electronics . . . Laurence Eugene, ex-Howard W. Sams & Co., named phono cartridge mgr. of Electro-Voice . . . Albert E. Edwards, ex-Ford Instrument div. of Sperry Rand, named v.p. of W. L. Maxson Corp. . . George W. Chane promoted to RCA v.p. for finance & management engineering; Howard W. Letts, ex-NBC v.p. for business affairs, named controller, succeeding Walter S. Holmes, now controller of C.I.T.; Ernest B. Gorin continues as RCA v.p. & treas., reporting to Chane.

Magnavox introduced a new line of 14 TV models this week at the Chicago Merchandise Mart, topped by a self-contained home entertainment center comprising a 24-in. TV, AM-FM radio, and stereo phonograph priced at \$545. Line starts with a 24-in. console priced at \$249.90. Eight models feature wireless remote control. Also introduced were 11 stereo phonographs ranging in price from \$269.50 to \$595.

Packard-Bell introduces a 21-in. color TV model with remote control priced at \$799.95 and \$825 depending on cabinet finish. Kenneth R. Johnson, v.p. for home products, says new "control master" makes color tuning as simple & convenient as black-&-white.

Lewis and Kaufman, Ltd., Los Gatos, Cal. electron tube maker, has been established as a wholly-owned subsidiary of Cascade Research.

Hoffman Electronics has been awarded \$9,845,229 Air Force contract for radio receivers for various types of aircraft.

DISTRIBUTOR NOTES: CBS appoints Central Wholesalers, Providence, and Sanford Electronics Corp., N. Y., for hi-fi phonos . . . Zenith appoints Lee Wholesale Co., Kansas City for all consumer products . . . Admiral appoints Covington Distributing Corp., San Antonio, for all consumer products . . . Olympic appoints McGowan Lyons Hardware & Supply, Mobile, Ala., and Midstates Appliance & Supply, Springfield, Ill., for consumer products . . . Sonic (hi-fi) appoints Graybar Electric for metropolitan N. Y. & northern N. J.

Dr. Mervin J. Kelly, chairman of Bell Labs, named by National Security Industrial Assn. to receive its 1958 James Forrestal Memorial Award at annual dinner in Washington Jan. 29.

Obituary

Neil F. Harrison, 58, publisher of *Record & Sound Retailing*, died Jan. 1 at Hartsdale, N. Y. Surviving are widow, son, daughter.

Financial Reports:

SYLVANIA-GENERAL TELEPHONE MERGER into General Telephone & Electronics Corp. will become effective around March 5 if stockholders approve plan at special meetings Feb. 11 (Vol. 14:49), General Telephone proxy statement disclosed this week. Under plan, each of 3,532,143 outstanding Sylvania common shares would be converted into one common share of new company. On day of merger, each of 94,173 outstanding shares of Sylvania non-convertible preferred stock would be exchanged for 2 shares of new voting convertible preferred of General Telephone & Electronics. General Telephone would create new series of its preferred, designated as 4.36% convertible preferred, Sylvania preferred to be converted into this stock. Pro-forma consolidated statement of 10-month income of Sylvania and General Telephone to Oct. 31 showed after-tax earnings of \$48,618,000 and net of \$47,654,000 after preferred dividends on combined sales and other revenues of \$727,444,000. Advantages of merger plan to Sylvania, according to proxy statement: (1) Easier financing of future developments by Sylvania. (2) More diversification of Sylvania products. (3) General Telephone's background in foreign manufacturing & sales would be made available. (4) Sylvania would gain "financial stability" from General Telephone operations.

Cornell-Dubilier sales for fiscal year ended Sept. 30 fell to \$26,328,735 from \$32,494,378 in preceding year, reflecting adverse effect of 20-25% drop in TV, radio, phono & automobile manufacture. Net income was \$188,686 (28¢ per share on 512,390 shares outstanding), down from \$754,928 (\$1.38). Major capacitor manufacturer reports best increase in 70%-owned subsidiary, Tobe Deutschmann Corp., making energy storage capacitors in thermo-nuclear field. Proxy statement for Jan. 28 annual meeting notes only officer with remuneration above \$30,000 was pres. Octave Blake, who received \$100,400 for year and who owns 37,512 shares of common; exec. v.p. Haim Beyer owns 2060 shares, first v.p. Wm. Dubilier 220, exec. v.p. Paul M. Deely 100.

Audio Devices increased sales of magnetic tape about 30% in 1958, according to pres. Wm. C. Speed, who predicted another 30% increase this year. Total sales were "in excess of \$6,000,000" or about 50¢ per share vs. \$4,774,000 in 1957.

Loew's Inc. earned \$2,625,000 (49¢ per share) in first quarter of current fiscal year ended Nov. 20 vs. loss of \$1,291,000 in same 1957 period. Gross revenues in quarter were \$38,711,000 (including \$9,492,618 from rentals of old movies to TV) vs. \$31,484,000 (\$4,625,000) in quarter ended Nov. 21, 1957. Sharp upturn in business of world's biggest movie company followed loss-to-profit reversal in fiscal year ended last Aug. 31, when earnings were \$774,000 (15¢) vs. \$455,000 deficit year earlier. Gross income for last fiscal year was \$152,150,244, off slightly from \$154,320,404 in previous year, but Loew's TV revenue jumped to \$12,628,006 from \$5,489,813. Reporting these results at directors' meeting in N. Y. this week, when dissident Joseph Tomlinson (Vol. 15:1) resigned, pres. Joseph R. Vogel said "most significant factor" in improvement was upturn in film production & distribution end of Loew's business. In 12 weeks to Nov. 20 pre-tax profit from movies was \$2,187,000 vs. pre-tax loss of \$4,378,000 in first fiscal quarter year earlier.

Avco, whose divs. include Crosley Broadcasting Corp. (WLWT & WLW, Cincinnati; WLWC, Columbus; WLWD, Dayton; WLWI, Indianapolis; WLWA, Atlanta), earned \$11,597,000 (\$1.24 per share) on sales of \$275,697,000 in fiscal year ended Nov. 3 vs. \$12,833,000 (\$1.38) on \$303,995,000 year earlier. Net for fiscal 1958 included special credit of \$2,041,000 (22¢) for readjustment of depreciation values of plants & properties. This week Avco filed SEC registration statement (File 2-14664) for \$15,000,000 convertible subordinated debentures due Feb. 1, 1979, most to be offered stockholders at rate of \$100 for each 64 shares held. Issue is underwritten by Lehman Bros. and Emanuel, Deetjen & Co., proceeds to be used for general funds, research in electronics, aircraft & missile work.

Victoreen Instrument Co., Cleveland, acquires Tullamore Electronics Corp., Chicago, through exchange of stock.

OFFICERS-&DIRECTORS stock transactions as reported to SEC for Dec.:

Admiral—Carl E. Lantz sold 112, holds none.
 Avco—Frank S. Larson exercised option to buy 2000, holds 2500; James D. Shouse exercised option to buy 7500, holds 11,550.
 CBS Inc.—Louis Cowan bought 800 Class "A," holds 900.
 Columbia Pictures—Charles Schwartz bought 4100 through Fico Corp., in which 11 other officers & directors are beneficial owners, holds 45,458 in Fico Corp., 14,499 in partnership, none personally.
 Consolidated Electrodynamics—Robert L. Smallman sold 100, holds 2700; Harold W. Washburn sold 1000, holds 2690.
 Corning Glass—Charles D. LaFollette exercised option to buy 1500, holds 11,742.
 Daystrom—Thomas Allinson bought 600, holds 600.
 Emerson—Harold Goldberg bought 810, sold 500, holds 810; Harvey Tullio bought 3000, sold 1000, holds 5209.
 General Dynamics—Lambert J. Gross sold 2500, holds 9657; Allen D. Marshall exercised option to buy 11,750, holds 16,750; Robert P. Melklejohn sold 1000, holds 6715.
 GE—George L. Haller sold 400, holds 100; Samuel Littlejohn bought 5370, holds 5940; Wm. C. Wichman exercised option to buy 1695, holds 5971.
 General Instruments—Louis Scadron sold 500, holds 2528.
 General Telephone—Theodore S. Gary bought 1439 through Natsker Corp., holds 1439 in Natsker Corp., 290,443 personally; R. Parker Sullivan exercised option to buy 375, holds 1525.
 Hoffman Electronics—Bruce L. Birchard exercised option to buy 200, sold 200, holds 200; I. J. Kaar exercised option to buy 1000, holds 1000.
 Indiana Steel Products—Ivan A. Dickey bought 100, holds 475.
 IBM—Walker G. Buckner sold 100 through foundation, holds 500 in foundation, 1059 in trusts, 1283 personally; Louis H. LaMotte sold 300, holds 3120.
 ITT—Eugene LaBaron bought 1500, holds 1649.
 E. J. Korvette—Martin Agins sold 400, holds 3750 personally, 3490 for wife; David Thorn sold 1500 through wife, holds 4565 for wife, 5275 personally; Wm. Willensky sold 2500 through wife, holds 4565 for wife, 2340 personally.
 Litton Industries—Roy L. Ash sold 238 through partnership, holds 12,260 in partnership, 50,525 personally; George Friedl Jr. bought 700, holds 700; Carl A. Spaatz sold 100, holds 3500; Charles B. Thornton sold 524 through partnership in exercise of option by employees, holds 26,972 in partnership, 123,249 personally.

International Telemeter Corp. and its pay-TV system now are 100% owned by Paramount Pictures Corp., the remaining 10% having been acquired this week from minority holders—principally original investor Carl Leserman. Paramount pres. Barney Balaban said Telemeter, whose plans for 3-city cable-theatre operation were reported last year and then postponed (Vol. 14:35), is "ready for the marketplace" now. He didn't elaborate, however, beyond noting that Paramount has "unusual programming efforts" in the works for pay TV. Full ownership of the home system, Balaban said, will "permit greater flexibility in the fullest development of Telemeter to meet the changing conditions of the entertainment industry & sports." Telemeter subsidiaries Telemagnetics Inc. and Palm Springs Community TV Corp. become direct subsidiaries of Paramount; Telemeter pres. Louis A. Novins continues in charge of operations.

Reports & comments available: On Daystrom, analysis by Kamen & Co., 25 Broad St., N. Y. . . . Consolidated Electronic Industries, report by Thomson & McKinnon, 11 Wall St., N. Y. . . . General Precision Equipment, brief by A. M. Kidder & Co., 1 Wall St., N. Y. . . . Avionics, review by Amos Treat & Co., 79 Wall St., N. Y. . . . AT&T, memo by Schirmer, Atherton & Co., 50 Congress St., Boston . . . Clevite, analysis in *Investor's Reader* of Merrill Lynch, Pierce, Fenner & Smith, 70 Pine St., N. Y.; discussion by Hirsch & Co., 25 Broad St., N. Y.

Dividends: National Theatres, 12½¢ payable Feb. 5 to stockholders of record Jan. 22 . . . Packard-Bell, 12½¢ Jan. 26 to holders Jan. 9 . . . General Dynamics, 50¢ Feb. 10 to holders Jan. 9.

Correction: Motorola 4th quarter sales were "substantially higher" than \$60,000,000 in same 1957 period, according to pres. Robert W. Galvin. We regret error in Vol. 15:1 stating 4th quarter 1957 sales were \$90,000,000.

Loew's Inc.—Joseph Tomlinson bought 16,900 and 20,000 more through Corp. A, holds 150,000 personally, 20,000 in Corp. A.

P. R. Mallory—G. A. Godwin sold 500, holds 5930 personally, 1530 in trust; F. B. Powers sold 125, holds 4787.

Minneapolis-Honeywell—Stephen F. Keating exercised option to buy 200, holds 1380; T. McDonald exercised option to buy 225, holds 5000; Donald C. Swatland bought 100, holds 100; John J. Wilson sold 2500, holds 40,660; P. B. Wishart exercised option to buy 150, holds 6260.

National Telefilm Assoc.—Harold Goodman bought 1000, sold 1000, holds 40,125 personally, 16 for wife; B. Johnny Graff bought 1000, sold 1000, holds 3200; Burt Kleiner bought 5000, holds 15,000.

National Theatres—B. Gerald Cantor bought 16,000 and 1500 more through Cantor Fitzgerald & Co. trust, sold 10,000 through Cantor & Douglas, holds 96,000 personally, 1500 in Cantor Fitzgerald & Co. trust, none in Cantor & Douglas, 15,000 in Cantor Fitzgerald & Co., 3000 in Cantor Fitzgerald Foundation, 5000 in Cantor & Son Inc., 1000 in First Nevada Corp.; Samuel Firks bought 10,000 holds 60,000; Jack M. Ostrow bought 2500 and 10,000 more through corporation, holds 7500 personally, 91,000 in corporation; E. C. Rhoden sold 11,300 through Rhoden Investment Co., holds 15,650 in Rhoden Investment Co., 1325 in Boot Hill Investment Co., 10,850 in Precision Holding Co., 26,800 personally; Frank H. Ricketson Jr. sold 20,000, holds 10,042.

Republic Pictures—Victor M. Carter bought 25,837, holds 98,337; Ernest A. Hall sold 4000, holds 9700.

Siegler—Brantz Mayor sold 500, holds none; Donald Royce sold 1016, holds 10,000; Morris Sobin sold 1800, holds 2610.

Skiatron Electronics & TV—Arthur Levey sold 5000 and 26,900 more privately, holds 262,931.

Standard Coil Products—Arthur Richenthal sold 1775, holds 100.

Sylvania—W. Benton Harrison exercised option to buy 924, holds 1258; Arthur L. Milk sold 300, holds 338; Walter R. Selbert exercised option to buy 792, holds 991.

Texas Instruments—P. E. Haggerty sold 500, holds 125,450; Bryan F. Smith sold 100, holds 13,483 personally, 118 in trust.

Tung-Sol—George W. Keown bought 136, holds 1568; Alfred K. Wright bought 212, holds 1198.

20th Century-Fox—James A. Van Fleet sold 200, holds 300.

Walt Disney Productions—Orbin V. Melton sold 100, holds 100.

Westinghouse—John A. Hutcheson exercised option to buy 100, holds 557; Leslie E. Lynde bought 300, holds 2653; John F. Myers sold 500, holds 544; Reese H. Taylor bought 100, holds 500.

Zenith—Eugene M. Kinney bought 744, holds 1052.

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

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SUMMARY-INDEX OF THE WEEK'S NEWS — January 17, 1959

ALL-UHF PLAN PROPOSED formally by Comr. Lee. Colleagues skittish, fail to second motion, put off consideration of suggestion for 30 days (p. 1).

OPPOSITION TO PAY TV tests may be softened by networks in switch of tactics. Harris anti-toll-TV resolution leaves door open to limited tests (pp. 1 & 7).

OPTION-TIME 'NECESSARY' to networking, FCC says in 4-3 decision. Next up for discussion: multiple ownership, network "pressure" on outside producers (p. 2).

CUBAN TELECASTERS optimistic as new regime ends 7-year censorship; no major changes seen in TV setup. Mestre hails "return of free enterprise" (p. 3).

STATEWIDE 'VIDEO CAMPUS' under construction in Florida; 1961 goal is network connecting all state colleges and at least 5 TV stations (pp. 4 & 5).

NEW DIGEST FEATURE titled "Background" debuts this week. First of series gives important details, current status of TV Auxiliary Services (pp. 4 & 16).

WEEKLY NETWORK TV FIGHTS to continue despite Supreme Court decision dissolving IBC's ring monopoly. NBC & ABC see no change before June, at least (p. 5).

COX REPORT SUPPORTED by Chairman Magnuson of Senate Commerce Committee, other western Senators; Jerrold dissents. Other Hill developments (pp. 5, 6 & 7).

DIRECTIONAL ANTENNA test program by TASO will measure results at WKY-TV, Oklahoma City; WBZ-TV, Boston. Time: 6 months. Cost: \$150,000-\$200,000 (p. 6).

Manufacturing-Distribution-Finance

END OF WARRANTY RACE by manufacturers urged at NARDA convention in Chicago. Dealers hear plea for "economic sense" in parts & labor policies (p. 12).

CANADA PROTESTS ANTI-TRUST ACTION against GE, Westinghouse; says it's attempt to interfere with lawful operations of Canadian subsidiaries (p. 12).

GE PUTS FLOOR UNDER PRICES by withholding co-op ad funds for listings below specified minimums (p. 14).

FCC MIGHTY LEERY ABOUT ALL-UHF CONCEPT: A highly seasoned dish -- an all-uhf TV proposal -- was placed on Commission's table this week by Comr. Robert E. Lee, and his colleagues "walked all around it," we're told. Commissioners paid tribute to Lee's courage, talked about all kinds of allocation alternatives, including all-uhf, and put off consideration of Lee's ideas for 30 days. No one said: "Count me in." Here are major aspects of Lee's proposal:

- (1) Start shift-to-uhf rule-making now. Go through all procedural steps, including "show-cause" orders & hearings shifting each station, court litigation, etc., with first stations actually beginning on uhf in 1964. Thereafter, other vhf's would shift as their vhf licenses ran out. All would move by 1967.
- (2) Freeze all vhf granting activity now. No new CPs, no major modification of CPs, no drop-ins of new vhf assignments, etc.
- (3) As incentive for shifting, lift multiple ownership ceiling to 10.

Lee has never made any bones about his optimism regarding uhf, so it's no surprise to find him making the first formal move. As for courage, Lee has plenty. He's son of a Chicago policeman, became a top FBI man, headed staff of House Appropriations Committee before being appointed to FCC in 1953.

IS OPPOSITION TO PAY-TV TEST FADING? Quiet change in tactics by chief opponents of pay TV -- the networks -- appears to be in the works. Publicly, their opposition to any form of toll-TV tests will continue -- but privately, there's reason to believe that the feeling of at least 2 of the networks is: "If there has to be a test, let's get it over with -- and let subscription TV fall flat on its face."

Networks again will oppose pay TV at upcoming House Commerce Committee hearings -- but there's strong probability that they won't trot out their heaviest artillery.

They still feel that pay TV will fail in any test, but if by some happenstance it doesn't -- if toll TV is truly inevitable -- they might just as well be in on it.

Even Rep. Harris (D-Ark.), staunch pay-TV opponent, actually opened door to tightly limited "technical tests" of broadcast fee-TV systems -- if anyone wants to apply -- in his strongly worded anti-pay-TV resolution introduced this week (p. 7).

One big difference between his new resolution and the "sense of the Committee" resolution by his House Commerce Committee last year (Vol. 14:6) is inclusion of a provision permitting tests if FCC authorizes them -- whereas last year the Committee specifically demanded that FCC refrain from conducting tests. Though Commission has agreed not to approve any pay-TV test applications until end of this Congress session (probably Aug.), it plans to process any it receives so they'll be ready for granting after period is over.

FCC UPHOLDS OPTION-TIME IN 4-3 DECISION: The expected 4-3 vote in favor of option-time was recorded by FCC this week, as it approved findings to be submitted to Justice Dept. (Vol. 15:2) -- which is then to render its opinion on legality of the network practice. It seems to be foregone conclusion as to what Justice will say, for its hierarchy reiterated to us as recently as last week its conclusion that option-time is a violation of anti-trust laws. Findings weren't released, but it's understood that majority comprised Comrs. Doerfer, Lee, Craven & Cross.

What happens now? It's likely that FCC will stand pat, insist that benefits of option-time are so great that the practice is not illegal when measured against the broad scale of "public interest." It will then be up to some disappointed element of industry to go to Court of Appeals and challenge Commission's decision. Justice Dept. wouldn't cry about that, believes it would find sympathetic ear in Court of Appeals. On other hand, if networks have to go to court, they'll be happy to go armed with FCC's pro-option-time findings.

Networks are unhappy about Justice's inflexibility on the subject, but they insist they can't offer to compromise by cutting option-time, in whole or in part. Spokesmen for all 3 tell us they stand by their testimony before FCC. "We repeat our position," said one, adding wryly: "Rather, we cling to it desperately."

The group of affiliates which sought conference with Attorney General Rogers and/or top anti-trust officials Victor Hansen & Robert Bicks (Vol. 15:2) has called it off -- both sides apparently deciding it would be awkward or fruitless.

Option-time is "reasonably necessary" to preserve networks, or quality networking, FCC says in its findings. Without option-time, it claims, networks' sales & program planning would suffer, produce decline in program quality. The findings do acknowledge that option-time works to deny non-network program producers, station reps and spot advertisers access to best station hours. However, FCC maintains that quality network programming is so important that it shouldn't be jeopardized. Networks must have option-time, it asserts, to provide a national advertising medium.

Though FCC hasn't revealed its next subject in network study, it's understood that Feb. 2 agenda calls for discussion of multiple ownership of stations. FCC's Network Study Staff has urged that: (1) Long-range goal be one-to-a-customer. (2) Steps be taken now to limit licensees to ownership of no more than 3 vhf's in top 25 markets. (3) In granting new CPs & renewals, adverse "presumptions" be made against absentee and multiple owners. (4) Anyone be permitted to bid for a station, in a hearing, when deal is made to sell station -- with all sales to be cash.

Another subject scheduled for Commission discussion, reportedly Feb. 6, is the charge by some independent program producers that networks demand a piece of their shows before they'll carry them. Networks have denied allegations vigorously. Complainants have been reluctant to step forward publicly, and Commission hasn't conducted any hearing to air the complaints.

* * * *

Trial balloon went up early this week, and by week's end it came down, at least temporarily deflated. It was idea of a 3-network "association" or "joint

consultancy," headquartered in Washington, to fight anti-network actions by Govt. Suggested as possible head of such a group was ex-Sen. Charles E. Potter (R-Mich.), onetime chief of Senate Commerce communications subcommittee.

Plan is receiving serious consideration of only one network -- at the most. AB-PT pres. Leonard Goldenson told us he hadn't consulted with Potter, hadn't heard of any "joint consultancy" or association, and "I don't know anything more about it than I read in the paper" -- a reference to the published "trial balloon" story.

NBC hasn't talked with Potter, either. The idea of a 3-network lobby had been suggested to NBC toppers several weeks ago, but it's known it never received much consideration pro or con. NBC feels the idea of any such close 3-network operation raises several serious questions, giving cause for extreme caution.

CBS top-level executives are merely saying "No comment."

CUBAN TV WELCOMES NEW REGIME: They couldn't be happier if his name were Telecastro. That sums up attitude of Cuba's dominant broadcasting interests toward the leader of the revolutionary group which now controls the government.

They foresee continued operation at the same stand under Fidel Castro's new regime, but with one difference -- freedom of speech. In contrast to the much-criticized military trials which have been sending scores before the firing squad, one of President Urrutia's first official acts was to lift the oppressive censorship regulations which had burdened Cuba's TV and radio stations since 1952. Progressively tightened, these had established Batista government as only source of news, limited the number of newscasts permitted, banned criticism of officials.

Abel Mestre, chairman of dominant CMQ TV & radio networks and president of Federacion de Radioemisoras de Cuba (Cuban Federation of Broadcasters), told us by telephone: "For the first time in many years, we are optimistic about the future. We no longer fear. There is no censorship, and free enterprise is being restored."

Ownership of Cuba's 23 TV stations and satellites probably will continue unchanged, he predicted, and he told us he foresaw little near-future change in licensing policies. He conceded that it's too early to tell for sure -- the new Minister of Communications took office Jan. 12 and has yet to issue any pronouncements on broadcasting. He's young Enrique Oltuski, a recent graduate of U of Miami and familiar with U.S. methods. All Cuban broadcasting sources we contacted said they expect new government to live up to international treaty commitments such as NARBA.

All Havana stations are now on air, we were told by representatives of major Cuba broadcast interests -- though some went dark temporarily and all others underwent numerous schedule interruptions during the days of chaos in Havana. Satellite stations in Oriente province (Holguin and Santiago) are still cut off. One Oriente TV tower was blown up in the fighting.

* * * *

Some radio broadcasters didn't fare so well as their telecasting confreres. Stations owned by members of the former Batista government -- and this includes the once mighty Circuito Nacional network (CNC) and Union Radio -- have been taken over by new regime and are operated under name of "Rebel Radio."

The Mestre brothers -- Goar, Abel & Luis -- owners of big CMQ network with key station in Havana and 7 satellites connected by private microwave, have long been known as staunch opponents of Batista regime. Their large Havana station building, in fact, served as headquarters for Castro's rebels when they began arriving in the capital city. Because of this close access to prime "interview material" and because CMQ-TV is city's best-equipped station, it served as origination point for Cuban pickups by all 3 U.S. networks, though CMQ is NBC affiliate.

Big Telemundo network, through its TV chief Antonio Bernabei, echoed Mestre's sentiments, reporting "a general tendency of complete freedom of speech." He said there had been no interference from federal authorities since early days of change-over, when new government had sent a representative to inspect station operation.

Telemundo's CMAB-TV in Havana televised 41½ consecutive hours of news and interviews during the eventful hours beginning 7 a.m. Jan. 1 -- which Bernabei thinks probably set a world record for a TV news show.

Majority of the other Cuban TV stations, including third network CMBF Cadena Nacional (CMBF-TV, Havana), told us through their representatives that they anticipate no disruption in pattern of telecasting. There was unanimity that the new regime would force no changes in their contractual relations with U.S. sponsors, programmers or networks.

FLORIDA'S STATEWIDE 'VIDEO CAMPUS': Biggest educational TV project by far is now well under way in Florida which, with 4 independent vhf educational stations (including 3 new outlets added last fall), is No. 1 among all states.

While others talk about "experiments" in teaching by TV, Florida -- faced with rapidly growing population and shortage of top teachers -- is pushing ahead on program to interconnect all tax-supported colleges and junior colleges with a network of at least 5 educational TV stations. Every one of the institutions will be equipped with facilities and circuits for origination and reception (open or closed circuit) of classroom TV instruction.

Aim is to complete network in 1961, so that every one of state's 18 colleges will have access to what is taught in any of the others. "Eventually," says an ETV prospectus issued by the state, "the network will make it possible for specific telecourses to be produced by the institution or institutions having available the best facilities and personnel in a particular subject field, and transmitted to all institutions for use by resident instructors who will follow up with in-classroom discussions, answers to questions, experiments, tests, etc."

Under TV-minded Gov. LeRoy Collins, Florida is becoming the showcase of TV in higher learning -- a sort of Hagerstown with a college education.

The 7-member Florida Educational TV Commission is charged by state law to "establish a TV network" of all educational stations and institutions. Unlike Alabama's TV Commission (which operates 3 stations), Florida's body doesn't own stations -- 2 are run by non-profit civic organizations, one by a county school board, one by a university. As new stations are built locally, they will be interconnected.

Commission is building its own microwave links in some instances, using common carrier in others -- whichever is more practical. Due to open this month is first link connecting St. Petersburg Jr. College studios with WEDU-TV, Tampa (Ch. 3). A 2-way link under construction will interconnect WJCT, Jacksonville (Ch. 7) with WUFT, Gainesville (Ch. 5). By June, Miami's WTHS-TV (Ch. 2) will be hooked up with local colleges for campus originations, and WUFT is scheduled to be interconnected by a 2-way hookup with a new Ch. 11 outlet at Tallahassee.

This year's interconnections are being made under a \$600,000 appropriation (Vol. 13:32); Commission is asking, and is expected to receive, \$1,200,000 more to complete entire statewide closed- and open-circuit network.

State ETV network has been operating in Alabama since 1956, connecting state-owned stations at Andalusia, Birmingham & Munford. Florida officials say they hope to tie in their net with Alabama's when Georgia gets going on its TV plans. These two networks are actually first 2 stages in \$22,500,000 16-state ETV network proposed by Southern Regional Planning Board to serve 309 schools (Vol. 13:31,35).

For more details about Florida's dynamic educational TV system and personalities behind it, see story on p. 5.

'BACKGROUND,' NEW DIGEST FEATURE, DEBUTS: The new dept. which kicks off on our back page this week will be a review or refresher course for some, and an up-dater and handy record for all. Other facets of our industry will be detailed from time to time in the same manner in which we this week provide you with the current status of TV's auxiliary services. We trust you'll find it useful -- and will welcome your suggestions for themes you'd like to see in future "Backgrounds."

TV Fights as Usual: Breakup of boxing monopoly held by Madison Square Garden and N. Y. & Chicago International Boxing Clubs was ordered by Supreme Court this week. The decision apparently won't immediately affect regular weekly fight telecasts, but the experts certainly do not agree as to the decision's eventual effect on TV boxing and the fight business in general.

In 5-3 ruling, Supreme Court upheld 1957 anti-trust findings against combine by N. Y. District Court Judge Sylvester J. Ryan (Vol. 13:10, 17), who held that monopoly included control of broadcast rights to fights. No interruption of scheduled TV bouts under IBC contracts (which can be assigned to other promoters) was foreseen, however.

Spokesmen for both NBC (Fri. night fights sponsored by Gillette, which contracts with IBC) and ABC (Wed. night fights sponsored by Brown & Williamson and Miles Labs, produced independently by Lester Malitz) told us no change in schedules—which run until June—is anticipated. Under Court's ruling, N. Y. Garden and Chicago Stadium are allowed to operate independently.

Reaction of other ring promoters to decision was mixed. Heavyweight champion Floyd Patterson's mgr. Cus D'Amato, who has been Garden holdout, said ruling "may force one of the weekly TV shows into the hands" of a producer with whom Patterson can do business. His last fight was promoted on theatre-TV (Vol. 14:36) by ex-TelePrompTer v.p. Wm. P. Rosensohn, who commented that IBC dissolution should liven up boxing—"for both promoters & fighters."

Jack Dempsey figured decision would produce "new birth" for boxing.

But ex-IBC pres. James D. Norris, who must sell controlling stock in Madison Square Garden, warned that it takes big organization to guarantee continuation of regular TV fights. "Now the sponsor is going to have to deal with Joe Blow one week and somebody else the next week," said Norris. "I just don't see how it will work."

Others thought Supreme Court's decision hadn't solved boxing's problems—that TV already had ruined ringside gates. "Too much TV," was way chairman Joseph (Jocko) Miller of D. C. Boxing Commission put it.

On other hand, promoter Teddy Brenner of St. Nicholas Arena in N. Y., which has had no TV since last Aug. and which has been closed recently, announced he was opening up again. He hopefully welcomed "any TV sponsor."

Magnuson Backs Cox: General support for Cox Report to Senate Commerce Committee on small-town TV problems, including recommendations for FCC legitimization of unauthorized boosters & regulation of CATV systems (Vol. 15:2) came this week from Chairman Magnuson (D-Wash.).

"Generally, I think a lot of the recommendations are very good," Magnuson told us. Committee itself hasn't studied report point-by-point, some members reporting they hadn't had time to get around to it yet. But Magnuson said staff report by special counsel Kenneth Cox "speaks for itself; it's pretty comprehensive & well thought out."

Outside the Committee, support for recommendations by Cox—particularly on issue of boosters which were outlawed by FCC after report was written—was assured by

other western Senators. And of 4 new Democratic Senators added to Committee this week, 3 are from western tier of states, including Sen. Bartlett of Alaska.

Sen. Mansfield (D-Mont.) took Senate floor to denounce FCC action on boosters and point to Cox Report. He said that unless FCC reconsiders its position, he'll urge Magnuson to summon FCC to hearing to explain its failure to adopt "reasonable rules."

Sen. Carroll (D-Colo.) told us: "I am in favor of booster authorization unless there is clear danger to navigation. There's just no sense to the FCC's policy now."

Colo. state legislature unanimously memorialized Congress to force FCC to license boosters.

Added to Commerce Committee, to give it 11-6 Democratic majority, were new Sens. Engle (Cal.), McGee (Wyo.) & Hartke (Ind.) in addition to Bartlett. None has special broadcast industry interests or connections, although Hartke (ex-mayor of Evansville) and McGee (ex-history teacher at U of Wyo.) are experienced TV & radio performers in their home states. First thing Hartke did after his appointment to Committee was to get copy of Cox Report, carry it home to read.

Dissenting opinion on Cox findings on CATV & boosters was filed meanwhile by a manufacturer. The Cox Report's fears that CATV will stymie development of regular TV stations aren't borne out by facts, according to Milton J. Shapp, pres. of Jerrold Electronics Corp. He noted that in same week the report was released, grantee KTLE, Pocatello, Ida. (Ch. 6) reported that RCA was shipping it 10-kw transmitter and that it expected to be on air by April 1 (Vol. 15:2). Jerrold operates CATV system in Pocatello.

Florida's ETV Showcase: When Florida Educational TV Commission completes its ambitious network plans (see p. 4), it will have studios at the 3 existing state universities plus the new U of S. Fla., now under construction at Tampa, and at the 10 existing "community junior college centers" (each generally consisting of one white and one Negro college) plus 4 more junior college centers which soon will be erected. TV is a "built-in" in all new school construction in Florida.

Wherever an educational institution is beyond the range of an educational TV station, it will be linked for closed-circuit reception. In addition to the benefits of better instruction in colleges, network is expected to make possible better programming for the state's 5 vhf educational stations (4 on air, one planned). State has 4 vacant uhf educational channels—and its FETC plans to interconnect any stations which eventually are built to operate on these channels.

FETC was established by law in 1957 at request of Gov. Collins. It's headed by Jacksonville attorney Judson Freeman. Only member with a TV connection is former NBC pres. Niles Trammell, now pres. of WCKT (Ch. 7) & radio WCKR, Miami. Its exec. secy. is former Nieman Fellow James Etheridge Jr., onetime staffer of *Tampa Times*, owned by same interests as WFLA-TV, Tampa-St. Petersburg (Ch. 8).

Newly named consultant to ETV network and director of TV for U of Fla., Gainesville, is Kenneth Christiansen, former program mgr. of Educational TV & Radio Center, Ann Arbor, Mich.

Baseball Blackouts—Again: As expected, broadcasters were confronted again this week with Congressional proposals to exempt professional sports from anti-trust laws—but with a difference—so baseball club owners can black out telecasts of games.

In renewed “save-baseball” move, coalition of House Democrats & Republicans reintroduced legislation similar to bills which died in Senate last year (Vol. 14:31). This time, however, their bills were edited to eliminate blanket blackout authority to owners to keep major league games off TV in minor league territory where gates have suffered.

Instead of completely exempting sports from anti-trust penalties for agreements in restraint of trade, revised bills provide that club owners may protect teams from major league TV competition when telecasts originate within 75 miles of minor league cities on home game days. TV agreements otherwise would be subject to anti-trust laws, which also would apply to radio broadcasts of any pro games.

One baseball bill (HR-2266) was offered by Rep. Whitener (D-N.C.). Other bills (HR-2370-2374) were submitted together by Reps. Walter (D-Pa.), Miller (R-N.Y.), Harris (D-Ark.), Byrnes (R-Wis.), Cramer (R-Fla.).

At same time Harris added joint resolution (H. J. Res. 130) against pay TV (see pp. x & xx) to anti-pay-TV bills (HR-68 & HR-166) authored by Reps. Celler (D-N.Y.) & Lane (D-Mass.), which were early starters in new session of Congress (Vol. 15:2).

* * * *

Other new-session Congressional proposals affecting broadcasting and/or FCC:

On “ethics”—Bills (HR-2156 & 2157) by Rep. Celler to strengthen bribery laws, “promote ethics in Govt.” Resolution (H. J. Res. 35) by Rep. Bennett (D-Fla.) to set up Federal Commission on Ethics. Bill (HR-741) by Rep. Cramer (R-Fla.) to prohibit “improper methods to influence” Federal agencies, repeal “honorariums” for FCC members. Bill (HR-708) by Rep. Baldwin (R-Cal.) to “promote ethical standards” among members of Congress as well as Federal employes.

On Cabinet status for FCC—Bill (HR-985) by Rep. Younger (R-Cal.) to set up new Dept. of Transportation & Communications.

On ETV—Bills (S-12 & HR-1981) by Sen. Magnuson (D-Wash.) & Rep. Udall (D-Ariz.) to provide \$51,000,000 in Federal grants for purchase of school TV equipment by states & territories.

On liquor commercials—Bill (HR-2221) by Rep. Siler (R-Ky.) to prohibit interstate advertising of alcoholic beverages.

On subliminal advertising—Bill (HR-1996) by Rep. Wright (D-Tex.) to make it a criminal offense to use subliminal perception techniques on TV.

On Fair Labor Standards—Bill (HR-311) by Rep. Coad (D-Ia.) to exempt small TV & radio stations from maximum hours provisions of wage-hour law.

On Mexican radio compact—Resolution (S. Res. 23) by Sen. Humphrey (D-Minn.) urging negotiations with Mexico for agreement on reciprocity for licensing of “ham” radio operators.

TASO’s DA Test Program: One of TV Allocations Study Organization’s unfinished tasks—investigation of directional antennas—was given go-ahead by board last week and may turn out to be one of most significant aspects of its tremendous fact-finding program. [For excerpts from first draft of TASO’s final report on propagation, receivers, etc., see Vol. 15:2.]

TASO exec. director Dr. George Town and other engineers are extremely enthusiastic about DA program, because little is known about DAs for TV and because FCC may decide to change basic concept of vhf allocations if DAs work well. DAs could mean great increase in number of vhf stations on present Ch. 2-13.

The \$150,000-\$200,000 program will test DAs at WKY-TV, Oklahoma City (Ch. 4) and WBZ-TV, Boston (Ch. 4). At WKY-TV, antenna will be mounted on 263-ft. tower which station previously had planned for auxiliary antenna. Directional antenna will be rotated physically, measured by stationary instruments. Then, mobile measuring unit will move, take readings when antenna is stationary. Idea is to find out if results jibe—whether factory measurements by antenna-rotating technique hold true for actual in-the-field use. WBZ-TV was chosen because it has 1194-ft. tower, regarded as more typical for TV than WKY-TV’s shorter auxiliary; WBZ-TV antenna will be stationary.

It’s expected program will take 6 months. “It won’t give all the answers,” Dr. Town says, “but it will give us a lot more than we have.”

Money is being put up by Assn. of Maximum Service Telecasters which will do the measuring, RCA, TASO’s special fund, WKY-TV & WBZ-TV.

* * * *

Another important TASO contribution has been a new method of predicting station service areas. Using TASO field strength measurements, U of Texas team under Dr. Alfred H. LaGrone has come up with techniques, of which TASO’s tentative report says:

“An analysis of the data accumulated in the field strength measurement program has led to the development of means of predicting field strength with much greater accuracy than was possible by previous methods. The new TASO methods refer not only to the prediction of median values, but also, by taking into account meteorological and topographical conditions, permit an accurate estimate of local deviations from the median values. These methods, which apply to both uhf & vhf signals, represent a very real advance in propagation theory & practice.” One allocations expert has this to say of LaGrone’s method: “It looks very good. Not highly theoretical. A very direct method. Gee, I wonder how Dr. Town found him; that kind of guy is pretty hard to find.”

TASO’s DA task force is headed by Dr. Frank G. Kear, Washington consulting engineer. Other members: Ralph N. Harmon, Westinghouse stations; Henry E. Rhea, WFIL-TV, Philadelphia; Stephen W. Kershner, Washington consultant. Advisors: George H. Brown & Henry H. Westcott, RCA; Lloyd O. Krause, GE. Representing stations involved: Al Goodnow, WBZ-TV, Boston; H. J. Lovell, WKY-TV, Oklahoma City; George Mayoral, WJMR-TV, New Orleans. Latter station was to offer its Ch. 12 facilities for tests, but that washed out when it shifted to Ch. 13.

Anti-Pay TV Call to Arms: A general declaration of war on pay TV to block any approach it might take to capture viewing public—through the atmosphere by broadcasts, by wire overhead, by cable underground—was proposed this week by Chairman Harris (D-Ark.) of House Commerce Committee. As part of the strategy, very limited broadcast tests would be permitted. If such tests failed, the pay TV issue would become academic.

He introduced a sweeping joint Congressional resolution (H. J. Res. 130) prohibiting operation of any home TV subscription system "until new legislation has been enacted specifically setting forth the terms under which pay TV may be broadcast or transmitted."

Significantly, however, Harris resolution does authorize FCC to conduct limited "technical test operations" for systems. Heretofore, Harris has opposed opening up pay TV even to that limited extent. He said he now is agreeable to commercial tests on home sets "to see if such an operation could be successful." Results, he said, would help guide Congress in writing ultimate pay-TV regulations."

Declaration of war is aimed not only at broadcast pay TV, which was target of delaying actions last year by House & Senate Commerce Committees (Vol. 14:6, 8). It covers any & all interstate & intrastate home systems—including such systems as Bartlesville, Okla. closed-circuit operation which collapsed in 1958 (Vol. 14:21), wired pay-TV franchise setup which petered out on west coast (Vol. 14:9), never-realized pay-as-you-see baseball in San Francisco & Los Angeles (Vol. 14:37).

Harris said he wanted to prevent "imposition of great financial burdens on the American people" by pay-TV operators. He pointed with scorn to "certain promoters" who sought to undertake unregulated non-broadcast wire operations "in an apparent effort to escape Federal regulations."

* * * *

But even Harris apparently saw no urgency in pay-TV threats. He plans no Commerce Committee hearings on his resolution—or on bills banning pay TV outright, which are beginning to pile up in House (see p. 6)—before 60-90 days. Nor is there assurance that resolution—as written—will win Committee approval. There is even less assurance that it would get through Senate Commerce Committee, whose Chairman Magnuson (D-Wash.) doesn't go along with all-out opponents of pay TV.

And in any event, there's no immediate outlook for any action by FCC even permitting tests of pay-TV systems. Under agreement with Senate & House Committees, Commission is delaying any tests until end of opening session of 86th Congress, which probably won't come before Aug. Only applicant so far for broadcast pay-TV authorization is uhf grantee WSES, Philadelphia (Ch. 29)—and its application isn't sufficiently detailed to meet FCC requirements. If main promoters of pay TV—Skiatron, Zenith & Telemeter—are ready to move soon, they aren't talking about their plans.

Harris resolution nevertheless is explicit:

"(1) The Federal Communications Commission may not authorize any person to broadcast, or to render any communication service by radio or wire, which would aid

in the broadcasting or transmission of, any pay television program.

"(2) It shall be unlawful for any television licensee, or any common carrier engaged in radio or wire communication, to engage in any State (whether in interstate, intrastate, or foreign commerce) in broadcasting, or in rendering any communication service by radio or wire which would aid in the broadcasting or transmission of, any pay television program."

Resolution does, however, concede that FCC has some authority in area—question which Harris raised repeatedly in his pay-TV hearings last year. It permits FCC—for unspecified "limited periods only"—to run pay-TV tests which Commission "deems necessary in the public interest."

* * * *

In conducting tests, FCC would apply "restrictions which will insure (1) that such technical test operations with respect to any particular system of pay TV will not be carried on by more than one person or in more than one area of the country, and (2) that no one person will carry on such technical test operations with respect to more than one system of pay TV."

The resolution authorizes FCC to go to court in civil injunction actions to halt any pay-TV operations—actual or threatened—which defy prohibitions.

We asked Skiatron TV's Matthew (Matty) Fox what he thought of the Harris resolution. "I never heard of such a thing," he said. "It's unconstitutional. It's the first time we ever heard of the public being denied the opportunity to make a choice. It's like having a law in behalf of the railroads which bars buses because they carry passengers." Zenith's usually voluble Ted Leitzell told us: "We have nothing to say about it at all." Telemeter's Louis A. Novins withheld any comment until he sees text of resolution.

Meanwhile movie operators, whose opposition to pay TV in past has been directed largely at over-the-air variety as an added drain on box office receipts, were lining up for concerted support of Harris resolution. Strategy for coalition of Joint Committee on Toll TV, Theatre Owners of America and new American Congress of Exhibitors is being directed by Washington communications lawyer Marcus Cohn, attorney for TOA's pay-TV committee.

Torre's Coming-Out Present: TV-radio columnist Marie Torre of *N. Y. Herald Tribune* finished her 10-day jail sentence for contempt of court (Vol. 15:2) this week—and got a coming-out present from singer Judy Garland.

Overhanging Miss Torre as she emerged from Jersey City's Hudson County jail was threat of another trip to prison if she persisted in defying Federal Court orders to divulge CBS source of column item about Miss Garland. But singer's lawyer Lionel S. Popkin called a press conference to announce that Miss Garland would not pursue her demand for disclosure in pre-trial of her \$1,393,333 libel-breach-of-contract suit against network.

"Miss Garland does not intend to punish Miss Torre again in pre-trial proceedings," said Popkin. He added, however, that question of who gave Miss Torre her column item could be raised once more when case comes to trial—in about a year. Columnist might be called as witness for either side at trial. "It will then be a matter between her and the court" if she refuses to talk, Popkin said.

NBC Sums Up: Gross time sales for NBC-TV were up 13% in 1958 over the preceding year, despite a recession. That's a major highlight of the annual sum-up to be issued this week over the signatures of board chairman Robert W. Sarnoff and pres. Robert E. Kintner. The report pointed out that this gross—double the sales volume of 5 years ago, and the all-time peak investment by advertisers in NBC-TV—represents the largest roster of advertisers (205) of any network, including 23 of the nation's top 25 advertisers.

NBC, first commercial network to use its facilities for educational TV, pointed with pride to *Continental Classroom*, first nation-wide TV course for college (250 institutions participating) credit: 5-day-a-week, 149 station, 2-semester course in atomic age physics.

Year also included nearly 100 specials; a 20% step-up in news coverage; and a record high of 664 hours of color (with the 20% of advertisers who used color in 1957 stepping up to 33% in 1958).

NBC International Ltd. is now arranging broadcast of TV shows in more than 30 foreign countries, with *Perry Como Show*, for instance, now being seen almost simultaneously in 16 countries.

NBC's radio network, in its 33rd year, reported billings up 17% in 1958 over the preceding year, accounting for 46.6%, by December, of all sponsored time on the 3 major nets.

CBS Takes Stock: The annual state-of-the-network report just issued claims for CBS-TV the "undisputed leadership in advertising billings" and the title of "the world's largest advertising medium." For first 10 months of 1958, billings were up 3.7%. By Nielsen measurements, CBS claims 6 of the 10 biggest-audience shows of the year, and domination of 29 evening ½-hour, as against the next net's dozen. Affiliates reached a new high of 243. Among other things, CBS pointed with pride to its exclusivity as the only net presenting 60 & 90-min. weekly live dramas (3, including *Playhouse 90*). With an implied but unchronicled bow in the direction of Sen. Magnuson (Vol. 14:51), CBS pointed out that CBS News in 1958 had presented "a record number of regularly scheduled and special reports," and its public affairs dept. had completed "its most ambitious year to date."

First non-medical use of Eidophor big-screen color projector (Vol. 15:1) is tentatively scheduled for May, event undisclosed, according to Jay Raeben, of Teletalent Inc., 274 Madison Ave., N.Y. Teletalent presented medical programs for CIBA Pharmaceutical Corp. during Washington meeting of American Assn. for Advancement of Science. Says Raeben: "The program will revolutionize the business-meeting use of closed-circuit TV."

Republican TV series, to be called *Republican National Forum of the Air*, is proposed by National Chairman Meade Alcorn as part of strategy for 1960 election campaign. In memo sent to White House and party leaders, Alcorn says TV could be used effectively to present GOP viewpoint on current issues, introduce "personable & promising" young Republicans.

Replicas of historic radio equipment used in first news broadcast of presidential election results have been presented to Smithsonian Institution in Washington by Westinghouse Bestg. Co. It's a reproduction of unit used by radio KDKA to transmit results of Harding-Cox election, Nov. 2, 1920, from atop Westinghouse East Pittsburgh plant.

Christopher TV Awards for 1958, bestowed by Catholic lay order on producers, directors & writers for using "their God-given talent in a constructive way" in program creation: Jan. 12 *Dinah Shore Chevy Show*, NBC (producer-director Bob Banner, music director Harry Zimmerman, writers Bob Wells, Johnny Bradford & Arnold Peyser); "Bridge of San Luis Rey," CBS (producer David Susskind, director Robert Mulligan, writer Ludi Claire); "MD International," *March of Medicine*, NBC (producer-director David Lowe, writer Lu Hazam); "Little Moon of Alban," *Hallmark Theatre*, NBC (exec. producer Mildred Freed Alberg, producer-director George Schaefer, writer James Costigan); "The Wild Swan," *Shirley Temple Storybook*, NBC (producer Alvin Cooperman; director Richard Morris, writer Jean Holloway); "Alaska," *High Adventure with Lowell Thomas*, CBS (producer-writer Lowell Thomas Jr., director Jean Philippe Carson, writer Prosper Buranelli); "SSN-571 Nautilus," *Armstrong Theatre*, CBS (producer Jacqueline Babbitt, exec. producer Robert Costello, director Wm. Corrigan, writer Jerome Cooper-Smith); "Art Carney Meets Peter & the Wolf," ABC (exec. producer John Green, producer Bert Shevelove, director Dick Feldman, music director Paul Weston); "Revolt in Hungary," *20th Century*, CBS (producer Burton Benjamin, writer Norman Borissoff, film editor Robert Collinson, music writer Paul Creston); Dec. 22 *Firestone Hour*, ABC (producer Fred Heider, director Richard Dunlap, writers Harold Flender & David Gregory).

NAB Convention Agenda: FCC Chairman John C. Doerfer has been added as a major speaker (March 17 luncheon) during March 15-18 annual NAB convention at Conrad Hilton Hotel, Chicago. NBC chairman Robert W. Sarnoff, Keynote Award recipient, speaks at March 16 luncheon, NAB pres. Harold E. Fellows at March 18 luncheon. Other agenda highlights: March 16—FM, labor, management conference; March 17—management conference, afternoon open for visits to exhibits, etc.; March 18—FCC panel, business session, management conference, banquet. Engineering conference runs concurrently, engineers joining management for some sessions. TV management conferences will cover programming, allocations, film, tape, sales & costs, Congress. Radio meetings will deal with programming, public relations, standards of good practice, music licensing, audience research, editorializing, legislation, automation, sales, 5-year forecast. Co-chairmen of convention committee are G. Richard Shafto, WIS-TV, Columbia, S. C. & R. T. Mason, WMRN, Marion, O.

Electronic volume-level adjuster has been developed by CBS to eliminate apparent sound volume differences in telecast and "make listening easier and more pleasant." All N. Y. studios are equipped; those in Chicago & Hollywood will be shortly. Equipment was developed after a year's study of complaints that commercials & music frequently sounded much louder than the rest of the program. Said Edward L. Saxe, CBS-TV network operations v.p.: "The new study showed that even though all portions of a program are actually transmitted at the same electrical level, some parts actually sound louder than others because of the subjective reaction of listeners to a staccato type of voice delivery or music performance. The study also showed that the occasional practice of adding reverberation to sound increased apparent loudness. In addition, the study revealed that the procedure followed in making sound-on-film recordings often results in an increase in the apparent loudness of film inserts in a live program."

Television Digest

with **ELECTRONICS REPORTS**

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Personal Notes: John W. Kluge, head of group which recently acquired Metropolitan Bestg. Co. from Paramount Pictures (Vol. 15:2), named board chairman; v.p. Richard D. Buckley promoted to pres. & chief executive officer, succeeding Bernard Goodwin, resigned . . . Wm. S. Paley, CBS chairman, named chairman for broadcast industry of Federation of Jewish Philanthropies' 1959 campaign . . . Daniel Friedman, asst. chief of appellate section, Justice Dept. anti-trust div., moves to Solicitor General's office, to be succeeded by Richard Solomon, who is resigning as chief of litigation div., FCC Office of General Counsel . . . Robert Fuller, ex-information director of WCBS-TV, named publicity director of CBS Films. He is succeeded at WCBS-TV by John Horn, ex-CBS-TV. Howard Berk promoted to publicity director of CBS o-&o stations & CBS spot sales . . . John F. Lynch, ex-NBC-News, named asst. director of public affairs for CBS News, succeeding the late John P. Jefferson . . . Julian Goodman, NBC, elected chairman of Washington Radio & TV Correspondents Assn. Other officers: vice chairman, Lewis W. Shollenberger, CBS; secy., Ann M. Corrick, WBC; treas., John H. Secondari, ABC . . . Robert H. Paasch, ex-WRCV-TV, Philadelphia, named chief engineer of WCKT, Miami . . . Jack C. Liddle, ex-C. R. Stout Adv., named public services director of CKLW-TV & CKLW, Windsor-Detroit . . . Edward L. Morris, ex-United Charities, named development director of educational WTTW, Chicago, succeeding Chalmers H. Marquis Jr., now program director . . . Claud O'Shields promoted to gen. mgr. of WECT, Wilmington, N. C. . . Mort Silverman, ex-gen. mgr. of WJMR-TV, New Orleans, named gen. mgr. of radio WJBO, Baton Rouge . . . Murray Benson, ex-sales mgr. of CBS TV Enterprises, named director of licensing for CBS Films, succeeding Syd Rubin, resigned . . . Charles C. (Bud) Barry, who resigned last week as Loew's v.p. in charge of MGM-TV, also an ex-NBC v.p., named pres. of National Telefilm Associates film network . . . Sol C. Siegel named production head of MGM studio TV film production, Hollywood . . . Ernest Levine, presently comptroller, promoted to gen. mgr. of California Studios . . . Irving H. Ludwig promoted to pres. & gen. sales mgr. of Buena Vista film distribution subsidiary of Walt Disney Studios, succeeding Leo F. Samuels, resigned. Louis E. Gaudreau, ex-business mgr. & treasurer, promoted to exec. v.p. & treas. . . Wm. Froug, ex-Screen Gems, named production director of Goodson-Todman, Hollywood . . . Arthur Spirt, ex-Independent TV Corp., & mid-west v.p. of TPA prior to its acquisition by ITC, named mid-west v.p. of Gross-

Krasne-Sillerman with headquarters in Chicago; v.p. Raymond Wild moves from Chicago to head new Detroit office for central-west . . . Dick Lawrence, ex-World Bestg., named gen. sales mgr. of Ziv's Economee TV Programs div. . . Eugene C. Wyatt, ex-ABC-TV sales mgr., named v.p. for network sales of Bernard L. Schubert Inc. . . . George Frank, ex-Klein, Hinds & Finke, named secy.-treas. of Theatre Network TV . . . Lee Cannon, ex-TV Programs of America, named mid-west div. mgr. of Independent TV Corp.; Alton Whitehouse, also ex-TPA, named southeast div. mgr.; Leonard Warager, ex-Cal. National Productions, named northeast div. mgr. . . . George Gruskin resigns as TV-radio co-director of Wm. Morris Agency to establish own office as consultant in programming, sales & financing of TV & motion pictures . . . John K. Markey, ex-N. Y. *Daily News*, named mid-west mgr. of rep Devney . . . Robert A. Schmid, ex-station relations v.p. of MBS, owner of radio WESC, Greenville, S. C., named TV-radio v.p. of rep Headley-Reed . . . Pat Griffith Mower, onetime women's activities director of NAB, joins Washington office of Richards Associates, public relations counselors.

Correction: James A. Stabile, newly named NBC director of talent & program contract administration (Vol. 15:2), succeeds v.p. James E. Denning, resigned, and reports to v.p. & gen. attorney Thomas E. Ervin. We regret the error in last week's letter.

ADVERTISING AGENCIES: Fletcher Richards is pres. of newly merged Fletcher D. Richards and Calkin & Holden agencies. Bradley A. Walker, ex-chairman of Calkins & Holden, is chairman. Paul Smith, ex-pres. of Calkins & Holden, is board vice chairman. Edmund F. Johnstone, ex-exec. v.p. of Dowd, Redfield & Johnstone, is exec. v.p. . . . Richard E. Meade promoted to v.p. of J. Walter Thompson's Seattle office . . . Richard E. Goebell promoted to v.p. of Compton Adv. . . Darrell C. Roberts promoted to administrative v.p. of MacManus, John & Adams . . . Wirt McC. Mitchell promoted to chairman of Geyer, Morey, Madden & Ballard new creative plans board . . . Hal Dickens, ex-Walter Schwimmer Co., Chicago, named v.p. of Edward H. Weiss & Co. there . . . Horace E. Curtis, ex-Benton & Bowles, named v.p. of Sullivan, Stauffer, Colwell & Bayles, N. Y. . . Daniel J. Duffin promoted to v.p. of Erwin Wasey, Ruthrauff & Ryan . . . Arthur E. Taylor promoted to v.p. of Reach, McClinton & Pershall, Chicago . . . Alan Duconvy becomes TV-radio director of D'Arcy Adv.

Rate increases: WSTV-TV, Steubenville, O. Jan. 1 raised base hour from \$500 to \$550, min. \$120 to \$140. WLBT, Jackson, Miss. Jan. 1 raised hour from \$400 to \$450, min. \$90 to \$120. WKBT, La Crosse, Jan. 1, hour \$360 to \$400, min. \$72 to \$80. KTVC, Ensign, Kan. hour \$100 to \$130. CHLT-TV, Sherbrooke, Que. hour \$465 to \$485.

International Advertising Film Festival June 9-13 in Cannes, France, will have a "Grand Prix de la Television" and prizes for 5 categories: live-action, 15-30 sec.; live-action, 31-60 sec.; animation, 15-30 sec.; animation 31-60 sec.; live-action or animation, 61-150 sec. Inquiries about Festival should be directed to: The Sixth International Advertising Film Festival, 15 Berkeley St., London, W.1.

New reps: KOMO-TV, Seattle, to Katz Jan. 1 (from NBC Spot); WICU-TV, Erie, to Blair Television Assoc. Jan. 1 (from Petry); WKST-TV, New Castle-Youngstown, to Weed Dec. 1 (from Everett-McKinney).

Subliminal Storm Subsides: Little is heard any more of schemes for "hidden" commercials on TV, which produced some 1957-58 shock waves in industry & Congress (Vol. 13:37 et seq, Vol. 14:1 et seq). And what may be last gasps on subject were reported this week by *Wall St. Journal*. "I've been taking a heck of a licking," said young James M. Vicary of Subliminal Perception Co. Inc., N. Y., who started it all by proposing that his movie technique for flashing subconscious messages be adapted to TV. "We'd anticipated some possible public shock—but nothing like what occurred." Vicary acknowledged ruefully that not only did no commercial applications of his process develop but adverse publicity nearly ruined his established market research business.

In New Orleans, v.p. Dr. Robert E. Corrigan of Precon Process & Equipment Corp., which tried to promote similar subliminal techniques, said: "We've really had to tighten our belts. The whole field is suffering." Precon has abandoned hopes for any subliminal TV advertising contracts, but still thinks process has movie future.

Rep. Wright (D-Tex.) was taking no chances on revival of issue which inspired rash of proposed legislation at last session of Congress. He introduced bill making it a crime to use subliminal advertising on TV.

Subliminal advertising in Britain has been banned by Institute of Practioners in Advertising which has 243 member agencies. Special committee stated: "Irrespective of developments that might or might not prove effective, the use of subliminal communication in whatever form for advertising or sales promotion is professionally unacceptable. The free choice by the public to accept or reject is an integral part of all forms of professionally acceptable advertising, and does not appear to be available to recipients of subliminal communication."

ETV Gets Priority: First scheduled hearing by Senate Commerce Committee in new session of Congress will be on \$51,000,000 Federal aid to educational TV bill (S-12) by Chairman Magnuson (D-Wash.), co-sponsored by Sen. Schoeppel (R-Kans.). Magnuson this week set up Jan. 27-28 sessions to start measure on legislative road which was blocked at last session—after Senate approval—when House Commerce Committee failed to approve similar measure in time for floor action (Vol. 14:33). As did 1958 bill, Magnuson's measure authorizes grants of up to \$1,000,000 to each state & territory for school TV equipment.

Commercial printing sales in U. S. dipped in 1958 for first time in 10 years, reports N. Y. Employing Printers Assn. Total last year was \$10.5 billion, about 1% under 1957. Concerns which specialize in advertising materials reported sales dropped more than industry average.

Change of Address for Television Digest

STARTING NEXT WEEK, *Television Digest* will be published at Radnor, Pa., our new editorial and business headquarters. Our Washington bureau will continue in the Wyatt Building in Washington and we are opening a New York bureau. For addresses and phone numbers, location of personnel, see masthead on page 9. All news releases and communications, except those dealing specifically with Washington matters, should be addressed to us at Box 700, Radnor, Pa.

Translators & Rebroadcasting: Curiously, the only FCC-regulated method of TV relaying—translators—is also the only one running into trouble getting originating stations' permission to repeat. Illegal boosters and community antennas don't worry about it, for matter has never been litigated. Feb. *Radio-Electronics* suggests change in law to help translators:

"Borrowing from another field of Federal regulation, one possible solution is suggested by a law which already exists in the patent field. A patent owner *must* license others to use his invention (for a reasonable fee) if withholding it would tend to produce monopoly.

"A somewhat similar regulation could be added by Congress to the Communications Act. It would require telecasters to permit rebroadcasting of their programs by nonprofit repeaters in communities which have no TV stations of their own.

"Such a law would take the broadcasters off the hot seat—and many of them would be happy to be relieved of the stigma of responsibility for denying TV service to small communities.

"But more important, it would give equal program access to the only 'secondhand' TV system which is both free and legal."

Congressional action seems unlikely, however, for Congress is disposed to await outcome of litigation over rebroadcasting and "property rights" in signals, due to be launched shortly by NAB—against community antenna system in Twin Falls, Ida., which uses signals of Salt Lake City stations.

Translator starts: K71AO, Wallowa-Enterprise, Ore. began Dec. 31 repeating KHQ-TV, Spokane; K80AN, K74AO & K70BD, Fillmore-Meadow-Kanosh, Utah, Jan. 13 reported they were on air repeating KSL-TV, KTVT & KUTV, Salt Lake City.

Protest against sale of control of KGMB-TV, Honolulu (Ch. 9) with TV satellites and radio affiliates, in \$8,088,249 purchase of Consolidated Amusement Co. by Highland Development Corp. (Vol. 14:40-41, 49), has been filed with FCC by minority Consolidated stockholder Harry Weinberg & his 800 Corp. FCC had approved transfer Dec. 3. Weinberg alleges that Consolidated management undervalued property, which includes theatres, real estate, etc., and practiced "fraud" in obtaining stockholders' consent to sale. Weinberg also charged J. Howard Worrall, Consolidated v.p. and manager of broadcast properties, with "breach of fiduciary duty" in failing to inform stockholders of details of his arrangement to continue in charge of stations. Weinberg and 800 Corp. own 1.77% of Consolidated stock. Consolidated held 75.45% of broadcast properties (Hawaiian Bestg. System Ltd.); balance is held by *Honolulu Star-Bulletin*.

Degree of Master of Arts in Communication has been offered since 1955 by U of North Carolina's Dept. of Radio, TV & Motion pictures, which began awarding Bachelor of Arts degrees in 1957, dept., chairman Earl Wynn points out in commenting on our Dec. 20 story on U of Pennsylvania's new Annenberg School of Communications (Vol. 14:51). His department features courses in production, writing, station management, media research, mass communications and engineering, and operates WUNC-TV, Chapel Hill (Ch. 4)—which also has studios at Raleigh & Greensboro—as well as WUNC-FM. President of Broadcasting Foundation of N.C. which operates the department, is Harold Essex, WSJS-TV, (Ch. 12) & WSJS, Winston-Salem.

Same Arguments on Ch. 10: All parties to Miami Ch. 10 "influence" case repeated their positions this week in briefs & exceptions to the initial decision issued by examiner Judge Horace Stern (Vol. 14:49). Next step in case is oral argument before Commission, date to be set.

Justice Dept., in document handled personally by Attorney General Rogers, insisted that 3 of the 4 applicants must be thrown out completely, now: National Airlines, WKAT & North Dade Video. He held that L. B. Wilson is clean, should be thrown into new comparative hearing with anyone else who wants to apply. Stern had held that no applicants should be "absolutely" disqualified but that their derelictions should be held against them in future proceeding.

FCC general counsel's office, through team headed by Edgar W. Holtz, made same argument, said the 3 must be tossed out now. Holtz crew disagreed with Stern's finding that the 3 should be given another crack at Ch. 10 because one might serve public better than others—despite character blemishes.

National Airlines repeated its assertion that attorney Thurman Whiteside was not its emissary when he contacted ex-Comr. Richard Mack.

WKAT reiterated argument that owner A. Frank Katzentine did nothing except try to preserve integrity of FCC's processes.

North Dade maintained that there's no evidence that it desired "to enlist the aid of Senators & Congressmen in obtaining for it the award of the CP for Ch. 10."

L. B. Wilson insisted that Judge Stern should have disqualified the other 3 applicants "absolutely."

Meanwhile, in Boston Ch. 5 "influence" case (Vol. 15:2), FCC voted tentatively to let *Boston Globe* intervene in hearing—but to limit its participation solely to issue No. 1, dealing with "the possible disqualification of one or more of the commissioners." Pre-hearing conference in case is scheduled Jan. 26.

Suspension of operations Jan. 31 is planned by KXLJ-TV, Helena, Mont. (Ch. 12), owner Ed Craney swore in affidavit to Court of Appeals in Washington this week. Suspension, that is, unless Court stops Montana Microwave from feeding signals of Spokane stations to Helena community antenna system. Appealing FCC's decision to allow microwave to operate (Vol. 14:51), KXLJ-TV asserted that competition from CATV-distributed Spokane signals is "ruinous, unfair & insurmountable." Craney said that CATV feeds 2300 of city's 4000 TV homes, aims to reach 3500 within a year; that he believes CATV system advanced construction funds to Montana Microwave; that latter's status as a common carrier is fictional. Craney said that KXLJ-TV has lost \$13,280 to date but that it wouldn't be discouraged if it had to compete only with signals CATV could pick up out of air near Helena. He asserted that advertisers aren't willing to buy time on Helena station when they can reach cream of audience free via CATV distribution of Spokane signals.

New CATV system in Page, Ariz. is proposed by Antennavision Inc., but it needs microwave to feed it, company told FCC in application filed last week. It also proposes to provide a 4th channel for its system in Winslow, Ariz. Antennavision operates 12 CATV systems in Ariz., N. M. & Cal.

Waiver of FCC rules has been granted to WNEM-TV, Bay City, Mich. (Ch. 3) to identify itself also with Saginaw.

New & Upcoming Stations: Jan. 24 programming is planned by WHCT, Hartford (Ch. 18), after about week of test patterns, it's revealed in letter filed with FCC. Station has been transferred from CBS to Edward D. Taddei's new Capitol Bestg. Inc. (Vol. 14:49, 52). It's second uhf revival in recent months, other being WWOR-TV, Worcester, Mass. (Ch. 14), now operated as part of William L. Putnam's Mass. group (Vol. 14:48), which includes parent WWLP, Springfield (Ch. 22) & satellite WRLP, Greenfield (Ch. 32).

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

KCCC-TV, Sacramento, Cal. (Ch. 40) has purchased RCA equipment and plans to start Feb. 1-15, according to gen. mgr. Mel Lucas. However, it's asking for change of studio-transmitter to 26th & American River. It will use Utility tower. Lucas, program director Clarence Holien & film director Don Cerveney are former employes of off-air Sacramento uhf which used same call letters and channel. Stanley Ryno, ex-KBET, Sacramento, is chief engineer. Base hour is \$150. Rep is McGavren-Quinn.

WQEX, Pittsburgh (Ch. 16), with 12-kw GE transmitter scheduled to be wired Feb. 15, has changed its programming target as an educational to late Feb., reports gen. mgr. Wm. C. Dempsey for owners, who also operate Pittsburgh's WQED (Ch. 13, educational). It will use repaired GE antenna on WQED's 500-ft. Blaw-Knox tower.

WGTE-TV, Toledo (Ch. 30, educational), won't meet Jan. 27 target, as it has been unable to complete proof of performance for license application, writes Murray W. Stahl, program director for grantee U of Toledo.

A pre-grant procedure to clear up quarrels among station applicants in advance of FCC authorization of CPs should be substituted for present post-grant protest procedure, according to majority of Federal Communications Bar Assn. members voting in meeting Jan. 9. They believe the Communications Act should be amended to require interested parties to state objections to any applications prior to FCC grant, whereupon Commission can resolve problems, through hearings if necessary, before committing itself to CPs. After attorneys debated 4 alternatives, 5 voted to retain protest procedure as is; 10 voted to amend protest rule; 5 to eliminate protest; 27 to establish pre-grant procedure. Preparations for debate were handled by practice & procedure subcommittee headed by Ernest Jennes and including Robert Green, Jerome Heckman & Sylvia Kessler. It's up to FCBA executive committee to transmit results to FCC & Congress.

New Orleans Hassle Ends: WJMR-TV, New Orleans, resumed vhf service Jan. 13, starting with Ch. 13 after going dark on Ch. 12 Dec. 31 (Vol. 15:1)—as the 3 competitors for Ch. 12 got together in a deal to leave a single applicant free for CP. The new setup: Okla. TV Corp. withdraws application, WJMR-TV & Coastal TV merge. Okla. TV gets \$75,000 for expenses to date (of the \$95,000 actually incurred), and merged corporation will be owned 40% by WJMR-TV, 60% by Coastal (6% each for its 9 partners). Officers haven't been designated yet. New corporation will pay the \$75,000, will also buy WJMR-TV's facilities for \$350,000. FCC has authorized temporary operation on Ch. 13 until end of Jan., and parties hope that Commission will grant new CP for Ch. 12 by then.

NARDA CRACKS DOWN ON FREE SERVICE WARRANTIES: An end to the warranty race in the TV-radio-appliance industry was demanded this week at big Chicago convention of National Appliance & Radio-TV Dealers Assn. The approximately 600 dealers attending conclave heard pres. Joseph Fleischaker call for "economic sense" by manufacturers in setting the periods within which new customers get free parts & service.

"Most important programs of NARDA," said Fleischaker, "are campaign for the reduction of warranties to something that makes economic sense for dealers, distributors and manufacturers alike, and initiation of a School of Service Management. It is significant that both these programs have to do with service. Here more than anywhere else have we failed as an industry to do a satisfactory public relations job. By freeing the consuming public of the misconception that it has a perfect right to unlimited service on appliances and TV -- by starting to train it to expect a reasonable amount of service & service expense -- we take perhaps the most important step toward changing the attitude from believing that our merchandise isn't up to some mythical standard, to recognizing that our service is good; that it, like our merchandise, represents a splendid value."

Defense of RCA warranty policies and refutation of charges RCA Service Co. is a subsidized adjunct of parent company was made by RCA Service Co. pres. Donald H. Kunsman. "RCA believes there should be a reasonable warranty on a new product," said Kunsman. "RCA believes that [the TV] warranty should include both parts and labor for a maximum of 90 days...[It] does not believe in the needless extension of warranty labor nor in the abuse of the warranty practice."

RCA Service Co. has closed 60 unprofitable branches since 1953, Kunsman told the convention. He said the Service Company's \$6.95 per home call charge is nearly 40% more than the average \$5 charge by the service industry and leaves plenty of room for the independent serviceman to compete. "RCA Service Company is not subsidized in any way, shape or fashion," he concluded.

CANADA PROTESTS ANTI-TRUST PATENT SUIT: Couched in the diplomatic phrases of a State Dept. press release this week was a warning that Canada takes a dim view of Justice Dept.'s anti-trust action against GE, Westinghouse & Dutch-owned Philips (Vol. 14:48). Suit alleges 3 defendants manipulated the patent operations of their Canadian subsidiaries so as to limit imports of U.S.-made TVs, radios & phonos into the rich Canadian market. In reporting on meeting of Joint U.S.-Canadian Committee on Trade & Economic Affairs in Ottawa early this month, release noted:

"The anti-trust proceedings recently launched in the U.S. courts against parent companies of Canadian subsidiaries in respect to [their] participation in Canadian Radio Patents Ltd. were discussed. The Canadian ministers expressed concern over the extra-territorial effect of the decree sought by the U.S. Dept. of Justice and the implications of such action [of] control over Canadian companies acting in conformity with Canadian laws and Canadian commercial policy. It was agreed further discussions will be held at the ministerial level."

Discussion was more heated than the guarded language of press release would indicate, we were told by a State Dept. spokesman. He said Canadian representatives seriously questioned "propriety" of the U.S. suit which is regarded as an attempt by U.S. to dictate Canadian economic affairs and interfere with the lawful operations of the Canadian patent pool which has been in effect many years.

Dismissal of Govt.'s suit was sought this week in N.Y. Federal Court by the defendants on ground it "conflicts with Canadian law and public policy." GE's brief contended that Canadian Radio Patents was formed under Canadian law in 1926 to set up a single licensing source to encourage manufacture of home entertainment equipment in that country. It denied that its Canadian subsidiary exercised control over

issuance of patents by CRPL. Westinghouse denied all Canadian manufacturers have been licensed under package license agreements as the suit alleges. Philips said the anti-trust action violates sovereign rights of Canada to legislate on patents.

Further emphasizing Canadian resentment over the suit is the scheduled talk by Dominion Minister of Justice, Hon. E. Davie Fulton, before the N.Y. Bar Assn. section on anti-trust law Jan. 28 at University Club in N.Y. His topic: "Extra-territorial Application of the U. S. Federal Anti-trust Laws."

TV-Radio Production: TV output was 91,212 for year's first statistical week ended Jan. 10 vs. 61,007 for preceding week and 108,497 same week last year. Radio production was 254,021 (107,875 auto) vs. 192,562 (79,228 auto) preceding week and 236,195 (87,420 auto) same week last year.

Trade Personals: David B. Smith, Philco v.p.-research, named v.p. for technical planning, reporting to pres. James M. Skinner Jr.; Donald G. Fink promoted to research director . . . Dr. Lloyd T. DeVore, ex-gen. mgr. electronics div., Stewart Warner, is named director of new Hoffman Electronics research div. R. L. Jablonski promoted to product mgr. of Hoffman consumer products div., succeeded as parts & service mgr. by Edward Greaney; John Lathrop promoted to budget & cost control mgr. . . . Walter G. Bain, ex-Republic Aviation Corp., named director of RCA defense electronics products div., Washington office . . . Hans P. Barasch promoted to research mgr. of DuMont Labs, succeeding Bernard Linden, now with CBS-Hytron . . . Joseph Fleischaker, pres. of Wills Sales Appliances, Louisville, reelected pres. of National Appliance & Radio-TV Dealers Assn.; Mort Farr, pres. of Mort Farr's, Upper Darby, Pa., reelected chairman . . . Dr. Mervin J. Kelly, chairman of Bell Labs, elected a director of Tung-Sol . . . Harvey Tullo, Emerson v.p. in charge of purchasing, promoted to senior v.p. for consumer products engineering, manufacturing & purchasing . . . Dr. J. Earl Thomas, head of physics dept., Wayne State U, Detroit, named research & engineering director of Sylvania semiconductor div. effective next June . . . Eugene D. Becken promoted to v.p.-operations engineering of RCA Communications; Ludwig R. Engler promoted to v.p. & gen. sales mgr. . . . Eli Saltz, ex-production mgr., promoted to production v.p. of Symphonic Electronic Corp.; John Castagna, ex-engineering director, phono dept., promoted to engineering v.p.; Raymond C. Clevens, ex-gen. sales mgr., promoted to sales v.p. of subsidiary Symphonic Radio; Michael J. Morris promoted to v.p. of subsidiary Philharmonic Radio & TV Corp. . . . Dr. C. E. Oelker, ex-Avco's Crosley div., named to new post of engineering director, Bendix Aviation Cincinnati div. . . . E. P. Zimmerman promoted to consumer products gen. mgr., Canadian Westinghouse, succeeding J. D. Campbell, now exec. v.p. . . . Wm. H. Heflin promoted to gen. mgr. of Lenkurt Electric commercial products div., succeeded as v.p. of Lenkurt of Canada by C. W. Hunter . . . Joseph B. Hersh, ex-Philco, named plant mgr. of Siegler's Bogen-Presto div., Paramus, N. J., succeeding Erwin Rausch . . . Stanton L. Yarbrough, ex-Remington Rand, named v.p. of Gabriel electronics div. . . . Matthew D. Schuster, ex-Philco, named to new post of national phono administrator of Capitol Records . . . Raymond B. George, Philco adv. & sales promotion mgr. for home laundry products, promoted to merchandising mgr. for all consumer products.

TV-Radio Production: Radio output hit peak for 1958 in Nov. but TV continued to slip both from previous month and from the same period last year. EIA reports TV production in Nov. was 437,772 sets vs. 495,617 in Oct. and 574,646 in Nov. 1957. TV sets made with uhf tuners totaled 34,822 in Nov. 1958 vs. 42,171 in Oct. and 55,035 in Nov. 1957 month. Cumulative TV output during the Jan.-Nov. 1958 period was 4,505,578 sets vs. 5,825,804 in same 1957 period.

Radio production in Nov. 1958 was 1,545,606 receivers including 476,977 auto radios vs. 1,322,206 (296,067 auto) in Oct. and 1,688,868 (563,066 auto) in Nov. 1957. Radio output for the first 11 months of 1958 totaled 11,051,499 (3,156,595 auto) vs. 13,634,402 (4,925,157 auto) during same 1957 period. Output of FM radios continued to rise, reflecting mounting interest in FM broadcast music. Nov. production of FM sets was 68,161 vs. 59,586 in Oct. Total FM sets produced since EIA started collecting FM statistics in July, was 303,808. Comparative FM figures for last year are not available.

Picture tube production reflected the downward trend in set production, Nov. output totaling 789,283 tubes vs. 969,501 in Oct. and 772,801 in Nov. 1957. Jan.-Nov. 1958 picture tube sales were 7,603,449 vs. 9,076,982 in first 11 months of 1957.

Retail sales of radios increased in Nov. 1958 from the month previous, but TV sales were down. EIA's revised retail figures (Vol. 14:51) showed 499,038 TV sets sold in Nov. vs. 523,440 in Oct. and 612,211 in Nov. 1957. Jan.-Nov. 1958 TV retail sales were 4,490,568 vs. 5,636,881 in same 1957 period. Retail sales of radios totaled 1,031,674 in Nov. vs. 751,156 in Oct. and 925,620 in Nov. 1957, all excluding auto radios. Jan.-Nov. 1958 retail radio sales (excluding auto radios) totaled 6,686,506 vs. 7,689,841 in same 1957 period. Revised Jan.-Nov. 1958 monthly TV-radio production and factory tube sales figures follow:

	TV	Auto Radio	Total Radio	Picture Tubes Units	Receiving Tubes		
					\$ Value (Add 000)	Units (Add 000)	\$ Value (Add 000)
Jan. ---	433,983	349,679	1,026,527	621,910	\$12,342	26,805	\$ 23,264
Feb. ---	370,413	268,445	876,891	556,136	11,211	29,661	25,650
March ---	416,903	234,911	931,341	634,779	12,643	23,548	25,716
April ---	302,559	190,435	697,307	590,357	11,592	32,582	28,788
May ---	266,982	185,616	654,803	560,559	11,237	36,540	31,406
June ---	377,090	235,433	774,424	725,846	14,203	36,270	31,445
July ---	274,999	186,379	621,541	549,817	11,109	30,795	26,927
Aug. ---	507,526	242,915	1,028,852	713,458	14,190	30,456	25,442
Sept. ---	627,734	489,738	1,567,135	891,803	17,704	40,061	33,951
Oct. ---	495,617	296,067	1,305,857	957,041	19,351	41,540	34,362
Nov. ---	437,772	476,977	1,545,606	789,283	15,007	35,640	29,854
Total	4,505,578	3,156,595	11,051,499	7,603,449	\$150,838	368,862	\$316,806

Obituary

Madison G. Nicholson Jr., 52, mgr. of communications-research dept. of Sylvania's Amherst Engineering Research Lab, died Jan. 14 in Buffalo.

American Furniture Mart schedules summer International Home Furnishing Market for June 15-25 in Chicago.

GE Puts Strings on Co-op Ads: A floor under retail prices—to take the place, in part, of abandoned fair trade—is aim of new co-op advertising policy announced this week by GE's radio & housewares division. Distributors were notified that GE would refuse payment toward co-op advertising of division products below specified minimum prices which are, in the main, 10-15% below suggested retail prices.

W. H. Sahloff, v.p. & gen. mgr. of the division, said the new marketing policy is intended to discourage sales of its products at "unsound and uneconomic prices." He emphasized, however, that retail dealers are "at all times entirely free to sell and advertise GE products at any price they may individually choose." But in order to be eligible for co-op advertising reimbursement, dealers must keep advertised prices above the minimum established by the division.

Said Sahloff: "Recently there have been examples where our products have been advertised at completely uneconomic levels. While dealers have the privilege of engaging in these detrimental practices, the company is under no obligation to share in the expense of such advertising." GE's TV division currently has no co-op advertising program.

Meanwhile, Rep. Oren D. Harris (D-Ark.), chairman of the House Commerce Committee and a staunch advocate of fair trade, introduced the first bill in the 86th Congress (H.R. 1253) to put teeth back into Federal fair trade laws. His bill, on which he plans hearings this spring, would sanction manufacturers' fixed prices under Federal law. This would eliminate the need for individual state laws which, in the past, have been declared unconstitutional at such a rate that manufacturers have found fair trade practices impractical.

"Gadgetitis" is contributing to unreliability of military electronics as well as consumer products, EIA pres. David R. Hull told the 5th National Symposium on Reliability & Quality Control this week at the Bellevue-Stratford Hotel in Philadelphia. He urged a return to "simple design" with both government and industry electronic scientists "aiming their sights at attainable goals" and "proceeding in the right direction by straightest and simplest course." The military, said Hull, needs courage to resist the "insistent pressure" from many quarters to "do something fast" whenever the U. S. seems to be lagging in the international armament race, and industry needs courage to resist "ill advised military developments which cannot succeed and which usually end in damaging the reputation of the contractor."

Factory sales of transistors in Nov. dropped slightly below the record output in Oct., but total production for 11 months of 1958 was 60% ahead of the same 1957 period. EIA reports Nov. sales were 5,440,981 units vs. 5,954,856 in Oct. and 3,578,700 in Nov. 1957. Jan.-Nov. transistor sales totaled 41,423,114 with a factory value of \$96,133,811 vs. 25,965,000 worth \$63,120,000 sold during the same period last year.

Defense electronics procurement in first quarter of current fiscal year declined from 4th quarter of fiscal 1958, but was considerably ahead of same quarter last year, EIA reports. Expenditures in first quarter of 1959 were \$958,000,000 vs. \$1.1 billion in 4th quarter, and \$926,000,000 in first quarter of fiscal 1958.

RCA plans new missile & radar production center at Van Nuys, Cal., with completion due by end of year.

IRE Looks Spaceward: Space electronics again will be top drawing-card as nation's electronics engineers orbit between Waldorf-Astoria and New York Coliseum March 23-26 for annual IRE national convention and show. Some 55,000 are expected to attend the 54 technical sessions and inspect the 850 exhibits. Highlight of sessions will include panels on Future Developments in Space, Psychology & Electronics in the Teaching-Learning System, Theory & Practice in Russian Technology, and Frontiers of Industrial Electronics.

Though TV, radio—and even audio—don't occupy the place of prominence in the meeting that they once did, they'll still be featured in 5 of the 54 sessions. Reports of 2 TASO committees will be discussed at broadcasting session. Among panels and papers:

BROADCASTING (2 sessions)—Raymond F. Guy, NBC, & Frank Marx, ABC, chairmen.

Report of TASO Committee 3.3 on Correlation of Picture Quality & Field Strength—C. M. Braum, Joint Council on Educational TV, & W.L. Hughes, Iowa State College.

Report of TASO Committee 5.4 on Forecasting TV Service Fields—A. H. LaGrone, U of Texas.

Possibilities of Major Simplifications in Color TV Live Cameras & Recording Devices Through the Use of Chroma Field Switching and Subsequent Automatic Color Balance—W. L. Hughes, Iowa State College.

New Wireless Microphone for TV Broadcasting—P. K. Oniglan, KBET-TV, Sacramento, Cal.

TV Program Automation System Using Beam-Switching Tubes with Shift-Register Circuitry—F. C. Grace, Visual Electronics.

FM Carrier Techniques in RCA Color Video Tape Recorder—R. D. Thompson, RCA Labs.

Deleter-Adder Unit for TV Vertical Interval Test Signals—J. R. Popkin-Curman & Frank Davidoff, Telechrome.

Electro-Servo Control System Capable of Correcting Zero-Point-Zero Five Microsecond Rotational Errors—Wm. Barnhart, Ampex.

Transistorized Video Switching—J. W. Wentworth, C. R. Monro & A. C. Luther Jr., RCA.

New Approach to Low Distortion in a Transistor Power Amplifier—H. J. Paz, RCA.

COMMUNICATION ENGINEERING IN BROADCASTING—C. H. Owen, ABC, chairman.

Transmission of TV Signals over a Broadband Tropo Scatter Link—L. Pollack, IIT Labs.

Installation & Operational Aspects of a Private TV Microwave System—Aaron Shelton, WSM-TV, Nashville.

Mobile Microwave TV Pickup Operational Experiences—G. E. Hamilton, ABC.

Effective of Frequency Cutoff Characteristics on Spiking & Ringing of TV Signals—A. D. Fowler & J. D. Ingleheart, Bell Labs.

50-kw Antenna Switching System—J. W. Smith, Collins Radio.

RADIO & TV RECEIVERS—R. R. Thalner, Sylvania, chairman.

Considerations in Transistor Automobile Receiver Front-End Design—R. Martinengo, Raytheon.

A 5-Transistor Auto Receiver Employing Drift Transistors—R. A. Santilli & C. F. Wheatley, RCA.

Improvements in Detection, Gain Control & Audio Driver Circuits on Transistorized Broadcast Band Receivers—R. V. Fournier & D. Thorne, RCA.

Application of Rotationally Non-Symmetrical Electron Lenses to TV Image Reproduction—Douglas Taylor, Norman Parker & Neil Frihart, Motorola.

High-Sensitivity Ultrasonic Microphone—Peter Desmares & Robert Adler, Zenith.

CONTRIBUTIONS TO STEREO SOUND REPRODUCTION—S. J. Begun, Clevite, chairman.

"Null Method" of Azimuth Alignment in Multitrack Magnetic Tape Recording—A. G. Evans, RCA Victor Records.

3-Channel Stereo Playback of 2 Tracks Derived from 3 Microphones—P. W. Klipsch, Klipsch & Assoc.

Study of a 2-Channel Cylindrical Ceramic Transducer for Use in Stereo Phono Cartridges—Carmen Germano, Clevite Electronic Components.

The "Single Stereo Amplifier"—B. B. Bauer & J. M. Hollywood, CBS Labs.

Frame-Grid Audio Pentode for Stereo Output—J. L. McKain & R. E. Schwab, Sylvania.

Design Considerations for Stereo Cartridges—J. H. McConnell, Electro-Sonic Labs.

Status Report on Stereophonic Recording & Reproducing Equipment—W. S. Bachman, Columbia Records.

IRE Officers & Directors: Treas., Dr. W. R. G. Baker, v.p.-research of Syracuse U; secy., Haraden Pratt, v.p. of Dualax Corp., N. Y.; editor of *IRE Journal*, John D. Ryder, dean of engineering, Michigan State U. Other directors: Lloyd V. Berkner, pres. of Associated Universities, N. Y.; Alfred N. Goldsmith, consulting engineer, N. Y.; Gordon K. Teal, asst. v.p. and research director, Texas Instruments, Dallas.

Financial Reports:

TelePrompTer Corp. "will show a profit" for second 1958 half, but earnings for full year were "substantially below" \$143,682 (40¢ per share) in first 6 months (Vol. 14:38), reports chairman-pres. Irving B. Kahn. In 1957 company lost \$212,694. Sales last year increased to about \$3,500,000 from \$2,264,345 in 1957, but second-half business was reduced by postponement of 4 big closed-circuit TV shows by automobile manufacturers, cancellation or trimming of closed-circuit projects by other companies. "We didn't gear enough to our military business to offset these losses," Kahn said.

National Theatres Inc. filed SEC registration statement this week for \$20,000,000 of 5½% sinking fund subordinate debentures due March 1, 1974 stock purchase warrants for 454,545 common shares and 485,550 warrants to purchase debentures & stock purchase warrants—all in connection with plan to acquire National Telefilm Assoc. Inc. (Vol. 14:46). Prospectus stated that 1,090,075 NTA common shares were outstanding Nov. 1, that 9411 shares will be issued for NTA acquisition of Telestudios Inc. (Vol. 14:38).

Walt Disney Productions consolidated net profit was \$3,865,473 (\$2.51 per share on 1,537,054 shares outstanding) on gross revenues of \$48,577,262 in fiscal year ended Sept. 27 vs. \$3,649,359 (\$2.44 on 1,494,041) on \$35,778,242 year earlier. Report by pres. Roy O. Disney said TV income accounted for \$1,139,159 of increase in gross; film rentals went up \$3,593,211; Disneyland Park yielded \$7,494,575 more. Other income from publications licensing, comic strips & music rose \$572,075.

General Instrument earnings were doubled to \$606,240 (44¢ per share) on record sales of \$15,085,325 in 3rd fiscal quarter ended Nov. 30 vs. \$304,477 (22¢) on \$10,070,998 in same 1957 period, confirming rosy predictions by chairman Martin H. Benedek (Vol. 14:52). For 9 months net income was \$960,717 (70¢) on \$34,161,392 vs. \$551,527 (40¢) on \$25,271,168 year earlier. Figures for 3rd quarter and 9 months of current fiscal year included Radio Receptor div. acquired last year.

Stanley Warner Corp., whose consolidated earnings in fiscal year ended Aug. 31 slipped to \$1.15 from \$1.82 per share year earlier (Vol. 14:49), recovered in first new fiscal quarter ended Nov. 29. Pres. S. H. Fabian reported net income of \$1,179,695 (58¢) vs. \$804,531 (39¢) in same 1957 period. Revenues from theatre admissions & merchandise sales in new quarter were \$30,719,700 vs. \$28,150,800 year earlier. Outlook for fiscal year, said Fabian, is "good."

ORRadio Industries earned \$15,500 (3¢ per share on 510,867 shares outstanding) on sales of \$730,000 in quarter ended Nov. 30 vs. \$30,300 (6¢ on 485,795) on \$615,483 in same 1957 period. For 9 months of fiscal 1958, however, company lost \$25,500 on \$2,097,000 vs. net income of \$114,268 (24¢) on \$1,585,657 in first 3 quarters year earlier.

Litton Industries earned \$1,136,000 (64¢ per share on 1,714,097 shares outstanding) on sales of \$27,079,000 in first fiscal quarter ended Oct. 31 vs. \$863,000 (48¢ on 1,202,024) on \$19,555,000 year earlier. Figures for 1957 period were adjusted to include Monroe Calculating div. acquired last year.

AT&T earned \$192,780,000 (\$2.74 per share on 70,426,335 shares outstanding) in Dec. quarter vs. \$178,543,237 (\$2.76 on 64,641,876) in same 1957 period. For year ended Dec. 31 preliminary report shows net income of \$744,090,000 (\$10.95) vs. \$686,057,956 (\$10.75) for 1957.

Balance Sheets

Triple City Bestg. Co., licensee of KDLO-TV, Florence, S. D. (Ch. 3) and subsidiary of Midcontinent Bestg. Co. (KELO-TV & KELO, Sioux Falls), as of Oct. 31, 1958: Total assets, \$266,180.69; total liabilities, \$98,292.04; capital & surplus, \$167,888.65. Current assets, \$68,506.54; property, plant & equipment, \$197,343.82. Current liabilities, \$98,292.04. Earnings for period to Oct. 31 before Federal income taxes were \$26,747.31; surplus as of Aug. 31 was \$96,141.34.

Aladdin Bestg. Corp., licensee of KLZ & KLZ-TV, Denver (Ch. 7) and controlled by Time Inc. subsidiary TLF Bestrs. Inc., as of Oct., 1958: Total assets, \$3,636,778; total liabilities, \$1,478,823; capital & surplus, \$2,157,955. Current assets, \$776,045; property, plant & equipment, \$374,470; network affiliations, \$2,472,715. Current liabilities, \$578,823; long term liabilities, \$900,000. Earned surplus, \$1,907,955 (including \$1,436,568 from prior years).

Twin State Bestg. Inc., licensee of WTCN & WTCN-TV, Minneapolis, Minn. (Ch. 11) as of Oct. 31, 1958: Total assets, \$8,432,090; total liabilities, \$8,316,974; capital & surplus, \$1,209,100. Current assets, \$1,432,782; property, plant & equipment, \$1,608,961; network affiliations, \$5,379,779. Current liabilities, \$519,952; long term liabilities, \$7,797,022. Earned surplus (deficit), \$1,093,984 (including \$851,359 from prior years).

TV Colorado Inc., licensee of KKTV, Colorado Springs, Colo. (Ch. 11), as of Nov. 30, 1958: Total assets, \$448,441.63; total liabilities, \$256,105.80; capital, \$192,335.83. Current assets, \$176,832.09; property, plant & equipment, \$248,938.47. Current liabilities, \$47,347.46; long term liabilities, \$208,758.34. Net profit for 9 months ended Nov. 30 was \$105,113.73, reducing previous deficit of \$115,002.90 (as of March, 1958) to \$9889.17.

Midcontinent Bestg. Co., licensee of KELO & KELO-TV, Sioux Falls, S. D. (Ch. 11) as of Oct. 31, 1958: Total assets, \$1,354,728.69; total liabilities \$761,771.74; capital & surplus, \$592,956.95. Current assets, \$464,656.57; property, plant & equipment, \$812,442.99. Current liabilities, \$335,470.96; deferred liabilities, \$426,300.78. Earnings for period to Oct. 31, 1958 before income taxes, \$76,198.76.

Duhamel Enterprises Inc., licensee of KOTA & KOTA-TV, Rapid City, S. D. (Ch. 3), and satellite KDUH-TV, Hay Springs, Neb., as of Nov. 30, 1958: Total assets \$477,800.24; total liabilities, \$289,745.62; capital & surplus, \$188,054.62. Current assets, \$183,383.31; property, plant & equipment, \$276,014.91. Current liabilities, \$32,697.11; long term liabilities, \$257,048.51. Earned surplus, \$159,054.62.

Midwest Radio-TV Inc., licensee of WCCO & WCCO-TV, Minneapolis (Ch. 4) as of Oct. 31, 1958: Total assets, \$2,927,969.08; total liabilities, \$1,131,204.57; capital, \$1,796,764.51. Current assets, \$1,554,031.79; property, plant & equipment, \$925,985.04. Current liabilities, \$971,204.57. Retained earnings, \$921,700.07.

Reports & comments available: On CBS, an analysis by Louis Sapir of Cohen, Simonson & Co., 25 Broad St., N. Y. . . Raytheon, a review by Shearson, Hammill & Co., 14 Wall St., N. Y. . . Daystrom, an analysis by Walston & Co., 120 Broadway, N. Y. . . Pacific Mercury, a pamphlet by Swift, Henke & Co., 135 S. La Salle St., Chicago . . . Standard Coil, a review by Brimberg & Co., 26 Broadway, N. Y. . . Erie Resistor, an analysis by Coburn & Middlebrook Inc., 100 Trumbull St., Hartford.

BACKGROUND

No. 1: TELEVISION AUXILIARY SERVICES—January, 1959

Type	Totals		Channels	Legal Status	Locations	Started	Estimated Audience	How Operated
	1958	1957						
Community Antenna (CATV) Systems	610	522	Non-broadcast	Not regulated	See 1	1949	1,250,000	Elaborate receiving antenna on high site picks up signals of stations too distant for ordinary reception and feeds programs to subscribers' home sets via cable. (Rates \$2-\$7.50 mo., sometimes plus installation charge ranging up to \$125). When TV station's too far away for direct reception by CATV's antenna, FCC sometimes authorizes microwave relays between station & CATV antenna.
Translators	150	92	uhf: 70-83	FCC grants	See 2	1956	900,000	Low-power (up to 100 watts) automatic repeaters pick up and relay TV signals. Usually operated by civic and non-profit groups.
Boosters	Estimated 1000-1500		vhf: 2-13 See 3	FCC has declared illegal	Largely in Far West	circa 1946	Not determined	Automatic very low-power repeaters set up usually by private groups and entrepreneurs.
Satellites & semi-satellites	34	28	some uhf; mostly vhf	FCC grants	Small market areas	1954	Not determined	Regular TV station facilities which repeat programs of parent station. Operated with minimum personnel. Semi-satellites have a few local originations.
Experimentals	12	13	vhf & uhf	FCC grants	See 4	1928	Not determined	Usually operated by equipment mfrs. in research programs. Generally not intended for public reception.

1. Chiefly in mountain states of East & West, but the only states without CATV are Conn., Del., Ga., N. C., N. D., R. I., S. C., and D. C.
2. Ariz., Cal., Colo., Ida., Ia., Md., Minn., Mont., Nev., N. H., N. M., N. Y., Ohio, Okla., Ore., Pa., Tex., Utah, Wash., Wyo.
3. No uhf boosters presently authorized, but FCC is considering their use to help uhf stations fill out coverage.
4. Conn., Ill., Ind., N. J., N. Y., Pa., Tex., Wash.

Other TV Auxiliary information: Multiple Ownership in the CATV Field (Vol. 15:2); Index to *Television Digest*, 1958; Vol. 14; *Television Factbook* No. 27, Fall-Winter, 1958.

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

with **ELECTRONICS REPORTS**

January 24, 1959

● Radnor, Pa. ●

MUrray 8-3940 ●

Vol. 15: No. 4

SUMMARY-INDEX OF THE WEEK'S NEWS

NO LETUP IN SPECTRUM DEMANDS by non-broadcast users. FCC attempts to mollify legitimate requests, but users complain of "party" crowding (pp. 1 & 6).

ANTI-TV BARRAGE to be stepped up by newspapers and magazines. TV-radio promoters fight back with statistics showing what happened during news strikes (pp. 2 & 4).

NEW REP FIRM may be formed by CBS affiliates now handled by CBS-TV spot sales—if FCC knocks networks out of rep business. NBC affiliates quiet so far (p. 2).

240 VIDEOTAPE RECORDERS delivered by Ampex in 32 months following spectacular unveiling to NAB convention. Complete list of U.S. and foreign users (pp. 3 & 16).

ARMED FORCES TV PROGRAMMING breakthrough may be in sight. Military to kinescope 3 networks' programs subject to sponsors' OK. Commercials deleted (p. 3).

STEREO RADIO BATTLE may begin soon, as FCC prepares to consider issue. Conflict over FM systems forecast. NSRC outlines testing program (pp. 4, 8 & 15).

BOOSTER BAN BRINGS REVOLT in Congress against FCC's "peremptory" policy. Sens. Carroll & Allott lead drive to rescue western operators (p. 5).

NEW FCC PROBES LOOM as House Commerce Committee approves revival of oversight unit (p. 7).

HARTFORD UHF RESUMES under new ownership, changing on-air total to 547 (84 uhf). Canada's 55th, TV, CJDC-TV, Dawson Creek, B. C. begins operation (p. 8).

Manufacturing-Distribution-Finance

REVOLUTIONARY NEW TUBE may make possible transistor TV. "Cold-Cathode" types seen ending TV-radio tube replacements, cutting power requirements (pp. 12 & 14).

DILEMMA OF STEREO is the question of whether public prefers single or dual cabinet instruments. CBS has dual-channel, single amplifier (p. 12).

FORMAL CANADIAN PROTEST against anti-trust suits involving Canadian subsidiaries of American firms to be lodged with Attorney General Rogers (p. 15).

INDUSTRY HUNGERS FOR UNUSED TV SPECTRUM: We've looked into demands for spectrum space from non-broadcast services -- with an eye to the kinds of pressures on FCC to make uhf TV work or abandon it to industrial use. Bell system's pitch for 75 mc of uhf space for millions of car-phones (Vol. 14:51) is still by far the biggest potential bite. FCC has always fobbed off similar AT&T ideas, which started in 1945 with request for 30 mc in vicinity of 180 mc. But AT&T believes that can't go on forever.

Other spectrum hunters cover a great gamut of users -- from the serious to the preposterous. Commission has been rather successful up to now, politically, in keeping such demands from boiling over. One of most important techniques was to split mobile radio channels, so that each transmitter took half the spectrum it did before. This doubled the number of available channels. Furthermore, a legitimate petitioner seldom gets flat denial. He's given a chunk of spectrum to share with someone else. His service is frequently irritatingly slow because of "party-line" overcrowding -- but he does have something to work with.

One fine "dumping ground" for new users is citizen's radio band, 460-470 mc. Anyone can get in there as long as his purpose is legal and he's a U.S. citizen. This was brain-child of former Comr. E. K. (Jack) Jett, now v.p. & TV director of WMAR-TV, Baltimore. But the band has its limitations: equipment is expensive in that neck of the spectrum, and its propagation is poorer than lower frequencies. FCC recently opened new citizen's band in 27-mc region, and it expects hot demand. Citizen's band is also a breeder of pressures on spectrum. A user finds radio means money, convenience, safety, etc., wants more of it.

Big industrial corporations aren't too eager to make a lot of noise about asking FCC to give them some uhf -- or to shift TV to uhf and slip them a little

vhf. Reasons: (1) Radio is just another tool to them, a nice one to be sure, but it isn't life-&-death. (2) It wouldn't be good public relations to let public get impression that industry has designs on TV's lebensraum.

But even the electronics manufacturers find themselves a bit schizophrenic on the subject. One division of a company makes TV & radio sets, would like to stimulate its market with more stations. However, TV-radio is now a slim profit business, while industrial radio is a real comer on the overall balance sheet.

FCC has in process a massive inquiry into uses of whole 25-890-mc band, which includes just about everything: TV, FM, military, industry, etc. Purpose is to see whether it should be rejuggled for greater efficiency. The whole uhf-vhf TV hassle is involved, along with industrial radio demands. Some 70 parties have filed statements, and an oral hearing is due to start early this year. This probably will be a marathon, running in fits-&-starts for months. For some of the new kinds of industrial services sought, see page 6.

HEAVY ARTILLERY IN MEDIA BATTLE: If you think the barrage of sniping at TV by so-called "competing" ad media is coming to a close -- you ain't seen nothing yet!

Biggest newspaper promotion campaign yet is being kicked off by Newspaper Advertising Executives Assn. in wake of 3-day pep rally in Chicago this week. The theme: "total selling." The pitch: win ad dollars back from TV.

Magazines, too, plan stepped-up campaigns with some anti-TV overtones. Magazine Advertising Bureau will soon release results of pilot research study aimed at determining value of magazine readers -- as opposed to TV viewers and newspaper readers -- as potential customers. Based on this research, theme of upcoming magazine ad campaign is expected to be: The easier a person is to reach, the less important he is as a prospective customer.

A loosely-knit group of magazines -- including Look, Readers Digest, Saturday Evening Post (all of which indulge in promotion via TV) -- plan campaigns in their own pages damning TV with faint praise. Theme: We love TV -- but people who are doers (as opposed to viewers) are those who read magazines.

TV-radio's own promotional organizations -- TvB and RAB -- also aren't above taking a little slam at their advertising competitors. When ANPA's Bureau of Advertising cited recent New York and Grand Rapids newspaper strikes to illustrate "indispensability" of newspapers, TvB shot back with statistics showing retail sales increase during strike in New York (as compared with preceding year) and 3% decrease following return of newspapers. RAB has published 4-page newsletter telling how New York business survived strike during busy Christmas season -- thanks to radio.

One of most statesmanlike and effective answers to inter-media bickering was full-page plea in major newspapers this week for "peaceful coexistence" of all media -- including future medium of telepathy -- by station rep. Edward Petry & Co. (p.4).

CBS-TV AFFILIATES CONSIDER OWN REP SETUP: If FCC knocks CBS & NBC out of the spot rep business, as recommended by its network study staff, affiliates repped by networks aren't likely to become plums dropped into the laps of independent reps. At least that's their intention, as indicated by dickering going on.

CBS affiliates are most active in the field, and one of their favorite plans is to take over CBS-TV spot sales personnel and run their own independent rep firm. Important question: Would CBS throw its owned-&-operated stations into such a pot? "Not beyond the realm of possibility," says CBS-TV stations pres. Merle Jones. He adds, however, that he doesn't expect FCC to amputate spot sales. He's quite emphatic about one thing -- and that is CBS's intention not to turn its own stations over to existing reps. NBC reports that its affiliates have made no similar move.

Station Representatives Assn., which fought during FCC hearings in effort to drive networks out of rep business, wouldn't or couldn't complain about establishment of a new rep to handle stations now repped by CBS spot sales. That's the re-

action of Eugene Katz, head of Katz Agency and a spokesman during FCC hearings. SRA's position was that networks held powerful weapon over affiliates, could force them to join network list of repped stations, expanding at will. Networks disavowed any intention of expanding lists. SRA said it couldn't object if networks had rep organization for their own stations, no affiliates.

Some lawyers raise this question: If CBS (or NBC) threw all its owned stations into new rep firm, would it so dominate firm as to violate spirit of FCC's decision -- if FCC says networks must get out of rep business?

Stations have tried to establish own rep firms cooperatively in past, without success. It's pointed out, however, that none ever had a big, smooth, outfit like CBS or NBC spot sales to start with for momentum.

VIDEO TAPE REVOLUTION ADVANCES: "Birth of a New Era in TV Technology" was our headline a scant 32 months ago when Ampex Corp. turned 1956 NAB convention on its ear with demonstration of a perfected magnetic TV recorder which hardly anyone in the industry even dreamed was in existence (Vol. 12:16).

Today video tape is an everyday working tool in TV industry -- in fact, on the network scene, life without it would be almost unthinkable. New uses for tape are limited only by the imagination.

Ampex has delivered nearly 240 recorders (worth almost \$11,000,000, exclusive of such accessories as color converters) in the 32-month period. In a tabulation prepared for our forthcoming 1959 Spring-Summer TV Factbook, all Ampex Videotape Recorder deliveries are listed. A breakdown of Videotape installations -- projected to Feb. 29 -- shows 83 installed in U.S. TV stations, 63 at U.S. networks, 13 at advertising agencies and film studios, 23 at schools and laboratories, 59 in foreign countries (mostly at TV stations).

Because of the industry-wide interest in video tape installations, we have pre-printed the list in this issue. It will be found on p.16.

MILITARY TV PROGRAMMING BREAKTHROUGH: It's been a long uphill fight, but the Armed Forces TV Service thinks it may now have a plan to bring both quality and quantity in TV programming to the 350,000 American troops and civilians within range of the 30 military TV stations at far-away and isolated bases.

Programming has been main problem of AFTV since its first station went up in late 1953. It has depended on largesse of networks, sponsors, packagers for films and kines -- and too often sponsor permission was withheld, even though programs were televised by AFTV with commercials intact, adding a grateful "plus" audience.

AFTV has now embarked on a new plan -- it will make its own kines of network shows, subject to permission of sponsors and packagers. Under Defense Dept. Radio & TV Branch chief Lt. Col. John H. Lay, it has just reached agreement with CBS after 6 months' negotiations, and will announce similar deals with NBC & ABC.

Something new has been added -- or subtracted: Under new policy, prompted mainly by complaints of unions, "selling" commercials will be snipped out -- although sponsor identification (backgrounds, name of show, etc.) will be retained. With a potential audience of 350,000 not duplicated by any other TV outlets -- and aside from any patriotic angles -- it's still a good bet for any sponsor, considering it won't cost him anything but his permission.

Because its budget is tightly limited, AFTV still welcomes -- and is getting some -- film prints and kines direct from sponsors and programmers.

Its kines will be made in Los Angeles field office of Armed Forces Office of Information & Education. AFTV will make 5 kines of each show it has permission to rebroadcast, bicycling these prints among its 30 stations from Eritrea to Okinawa.

AFTV stations currently are programming 40 hours weekly -- much of it outdated movies and fifth reruns, because of lack of available new programming. Seven more of the low-powered stations will be built during 1959, but no more are planned in 1960 because of tightness of budget.

FCC, INDUSTRY PREPARE FOR STEREOCASTING: First new broadcast service since color TV is due for preliminary FCC attention within next few weeks -- and an all-industry committee this week was completing organization for a research & testing program.

Commission is due to take official cognizance of demands for a stereo broadcast service within next month when it will decide whether to: (1) start rule-making on standards for stereo radio service, or (2) wait for recommendations of industry-wide National Stereo Radio Committee (NSRC) before going ahead. It's not a foregone conclusion that FCC will wait for NSRC -- but now that the committee has shown some signs of life, it's a good bet Commission will give it reasonable amount of time.

There's plenty of stereo radio service now, of course -- but it's the make-shift AM-FM or AM-TV variety. What will be under consideration is full stereo on a single FM (or AM) channel -- which, of course, requires new standards.

How long before stereo standards are approved? Under optimum conditions, it could be as little as 6 months -- but past experience and common sense indicate a more realistic estimate is a year or considerably more. While FCC's stereo discussions probably won't be repetition of vitriolic and time-consuming color standards battle, there is definite conflict shaping up -- with overtones more economic than technical. It's conceivable that NSRC could recommend more than one set of stereo FM standards as acceptable, leaving it to FCC to weigh economic factors involved.

Conflict is between wide-band and narrow-band stereo FM systems. In economic terms, this means potential battle between functional music broadcasters and those who aim to broadcast exclusively to the public.

Narrow-band system would allow broadcasters to transmit stereo program (main carrier and one subcarrier) and functional music or other auxiliary service (second subcarrier) on one FM channel. Wide-band system permits only 2 carriers (both ends of stereo), leaving no room for functional music. Wide-band exponents are already claiming the narrow-band system isn't hi fi and isn't true stereo. Narrow-banders say 'taint so, their method is good enough for all human ears.

Compatibility won't be a major problem -- both systems can be produced in compatible versions. That is, today's standard monophonic radios will be able to pick up stereo programs monophonically without degradation, and stereo radios will be able to reproduce regular monophonic radio programs accurately. NSRC plans to consider compatible systems only.

Several stereo radio systems are already being tested on air under FCC developmental authorizations to 6 FM stations. While a number of systems have been proposed, they all fall within 2 basic categories -- Crosby (wide-band) and Halstead (narrow-band) systems -- with various combinations and permutations.

Two stereo systems have officially been proposed to FCC -- Crosby wide-band FM and Philco's AM stereo system. FCC is expected to take up FM systems first, since more is known about this art. NSRC will look into any and all proposed compatible stereophonic sound systems -- for FM, AM and TV.

For more on stereophonic broadcasting and NSRC, see pp. 8 & 15.

Answer to propaganda campaign against TV as an ad medium is presented with humor and logic in full-page editorial ad by station rep Edward Petry and Co. in *New York Times* and *Herald Tribune*, *Wall Street Journal* and *Chicago Tribune* as well as broadcast industry trade magazines. Captioned "Shrimps to Telepathy," ad uses Aesopian approach in explaining how "a billion-odd years ago" the sea anemones and "all that frond-waving crowd" attacked "some forward-looking shrimps" who learned a new way to communicate (they cracked their knuckles).

Parallel is brought up to present time, citing "useless battles" by newspapers against radio, radio against TV, magazines against TV, etc.—and concludes with this message: "All advertising media might well follow the

proven path of 'peaceful co-existence,' and make sure they are geared to the wants and needs of present-day America to the nth degree. Along this path alone lie prosperity and success for all. Anyway we have to spend a lot of time thinking up all the things we're going to have to say about the next advertising competitor—telepathy. That's going to be a pretty cheap medium for the advertiser, because anybody (with brains, that is) will be able to get the message." The much-talked-about ad was written by John Ashenhurst, Petry's Chicago office manager.

Annual FCC panel session Feb. 4 at luncheon of Radio & TV Executives Society, N.Y., Hotel Roosevelt, will feature all commissioners.

The Week in Congress

Save-The-Boosters Drive: Colorado's Senators—Carroll (D) & Allott (R)—took the lead this week in mobilizing Western forces in Congress for an emergency campaign to rescue operators of 1000-1500 unauthorized TV boosters from a 90-day FCC death decree (Vol. 15:1-3).

They introduced resolutions calling on the Senate & House to go on record opposing the FCC order which calls on booster operators in western states to file applications for uhf translators or face "steps" which would knock them off.

The resolutions would: (1) Block the FCC's ruling. (2) Legalize booster stations. (3) Forbid closing by the FCC of any existing boosters for 3 years. (4) Direct the FCC to set booster rules & regulations.

Counting on solid support of all Western senators, Carroll said he hoped that they would stir up a Congressional investigation quickly, forcing the FCC to change its mind on its outright ban.

Pointing out that the FCC "delayed any action for many years, until a vast number of repeater or booster stations had been established," Carroll protested that the Commission then acted precipitately to kill them. "We can't throw back progress in that arbitrary fashion without some showing that this low cost TV is detrimental," he said.

One of the first on the House side to join with Carroll & Allott for the rescue operation was Rep. Magnuson (D-Wash.). He's no relation to Chairman Magnuson (D-Wash.) of Senate Commerce Committee, but shares latter's views in support of boosters—whose use also was defended in the Cox report on small-town TV problems (Vol. 15:2).

Rep. Magnuson complained that the FCC had "peremptorily ordered these stations off the air." He said "it has been apparent for some time that uhf translators are not the answer for many of these communities." Approvingly, he quoted from a bitter editorial in the *Wenatchee Daily World* which asked: "Why the hurry in barring reflectors from the air?"

And freshman Rep. Brock (D-Neb.), assigned to the House Commerce Committee (see p. 7), indicated that one of his first orders of business there would be to have a look at the FCC's policies on boosters. "I want the FCC to leave them alone," he told us.

Pressure on the FCC to make boosters legal also was building up out in the field. Booster operators from 15 Western states converged on

Denver Jan. 23 for one-day strategy conference sponsored by Colo. Gov. Stephen L. R. McNichols (D). Among those on hand for suddenly-called meeting: FCC Chairman Doerfer and communications counsel Nicholas Zapple of the Senate Commerce Committee. Doerfer was asked to explain "reasonableness" of Commission's booster position, Zapple to observe proceedings and test the temper of the operators.

Miscellaneous Bills: In the Senate, the first anti-pay-TV bill of its new session was introduced. Measure (S-591) was submitted by Minority Leader Dirksen (R-Ill.) on behalf of Sen. Langer (R-N.D.), an old foe of subscription TV. Similar to earlier bills in the House (Vol. 15:2-3), it would "prohibit the charging of a fee to view telecasts in private homes."

First real Congressional moves into the pay-TV area at the new session were expected from the House side, however. Chairman Harris (D-Ark.) of the House Commerce Committee, who last week introduced a sweeping joint resolution against all pay-TV systems—but permitting limited tests by the FCC (Vol. 15:3)—had not yet scheduled a definite date for starting hearings on the subject. It promises to be one of the warmest of the legislative year.

House moves to exempt professional baseball and other professional sports from anti-trust laws—so that some telecasts of major games could be blacked out to protect minor clubs' gates—were joined on the Senate side by a bipartisan coalition.

Sens. Hennings (D-Mo.), Keating (R-N.Y.) and Dirksen introduced a revised version (S-616) of Henning's sports proposals last year, when they were stopped by a Senate Judiciary subcommittee because they were too sweeping. This time, Hennings said he wasn't asking for "blanket exemption" from monopoly laws—only for those which are "vital & necessary" to save minor baseball clubs from home-game competition of major-game telecasts.

Federal aid to educational TV, already supported by \$51,000,000 equipment bills in Senate & House, got another lift in the House. Rep. Roberts (D-Ala.) submitted a proposal (HR-2926) providing up to \$1,000,000 for each state in matching grants for construction of ETV facilities. His bill also would authorize govt. grants of \$10,000 to each state to help in ETV survey costs.

In other bills introduced this week: Sens. Hennings and Wiley (R-Wis.) proposed (S-600) establishment of an Office of Federal Administrative Practice, as recommended by the American Bar Assn., to set up a career "corps of hearing

commissioners." Rep. Bentley (R-Mich.) asked (HR-2729) for an amendment to the Federal Trade Commission Act requiring equal pricing by manufacturers of products distributed to their own retail outlets and to independent merchants.

Note: Rep. Griffiths (D-Mich.) is author of a proposal, introduced at every session in recent years, to open up House hearings to TV & radio coverage by live cameras & microphones. But even Mrs. Griffiths doesn't think her measure (H. Res. 31) will get anywhere, "despite a surprising amount of support." She said this week that speaker Rayburn (D-Tex.) is against it—and that's that.

Ratings Probe Resumes. Hearings on TV ratings and their effect on programming are due to resume in "the near future," Chairman Magnuson (D-Wash.) of the Senate Commerce Committee has informed large ad agencies. His letter asks that they fill out a 3-page questionnaire.

One group of questions seeks to determine whether ratings have been responsible for changes in time periods or removal of programs from networks or stations. Agencies are also asked whether they consider ratings "to be an accurate reflection of the popularity or acceptance by the viewing public of the program" and what effect they think ratings have on success of programs and on stations. Other questions are concerned with composition of rating samples, "loaded" programs during rating weeks, etc.

Attack on concept of TV ratings, meanwhile, came from Pres. Richard A. Moore of Los Angeles' KTTV in address to Chicago Broadcast Advertising Club. Terming the true size of the audience "TV's best-kept secret," he suggested that the industry adopt a new method of audience measurement similar to Nielsen's 4-week cumulative reports. He proposed that the 4-week measurement period be adopted as the uniform unit of audience measurement, and that the "reach" of a program be measured in terms of unduplicated audience for 4 consecutive weeks.

As an example, he cited CBS's *Twentieth Century*, which late in 1958 had a Nielsen rating of about 15, indicating a one-week audience of 5,800,000 homes. But the cumulative 4-week audience—those who watched show at least once in 4 successive weeks—totaled 17,600,000 homes.

Moving day at FCC: To make room on 6th floor for Post Office, with which it shares building, FCC in next week or 2 will move offices to following corridors, exact room numbers not yet available: Chairman Doerfer to 7100, Comr. Bartley to 7400, Comr. Hyde to 7300. Secretary's office is tentatively set for 7500. Common Carrier Telephone div. goes to 2200 corridor. Also being readied is hearing room in 7420.

Designs on the Spectrum: Though AT&T has the biggest gun aimed at uhf TV spectrum, as it seeks to cut a huge swath for car-phone use (see (p. 1), there's demand from other potential users whose cumulative requests are considerable. And these are in addition to existing services (police, fire, taxi, trucking, etc.) whose expansion plans are unlimited.

Curtis B. Plummer, chief of FCC's Safety & Special Radio Services Bureau, an allocations expert familiar with TV's needs since he once was chief engineer, then chief of Broadcast Bureau, gives these as typical requests:

(1) Ramp control by airlines. About 1 mc is desired, to control airfield service vehicles, cut planes' time on ground—which costs \$150 an hour for jets.

(2) Highway electronics. This includes control of traffic lights, which should be varied to handle peaks & emergencies. GE is leading the experiments in this area. Highway engineers say that proper light control could eliminate or postpone need for construction of new highways (which cost up to \$1,000,000 a mile). Lights can be controlled by cable, but the cost of laying cable is \$15-\$20 per ft. of highway, compared with \$1 per ft. for radio control.

(3) Ambulance coordination. American Hospital Assn., spurred by a Los Angeles train wreck of 3 years ago, seeks a system to route ambulances. Many deaths were attributed to the fact that ambulance drivers and hospital management didn't get together.

(4) Bell System has some 50,000 service trucks it would like to reach by radio, but it prefers not to divert its sparse car-phone channels from regular customers.

(5) Business protection services. American District Telegraph Co., which now uses wire to detect criminal break-ins, believes it can do the job much more cheaply with radio, and reach the more isolated places such as roadhouses.

(6) American Medical Assn. Doctors now have rural dispatching service, want urban service, too.

Probe of "runaway" film production in foreign countries by American producers was urged in a unanimous resolution by Hollywood AFL Film Council this week. The investigation was suggested by Rep. Thompson (D-N.J.) who last session introduced a House resolution calling for a similar inquiry. Film Council requested Rep. Thompson to broaden scope of the investigation to include producers of TV films who go abroad "for the specific purpose of avoiding American wage and living standards which make possible the purchase of products advertised by such TV pictures."

FCC's 24th annual report, summarizing activities of fiscal 1958, is now available from the Commission.

FCC Budget Goes Up: A boost of \$1,240,096 for FCC (from \$9,759,904 in current fiscal year to \$11,000,000 in fiscal 1960) is asked by President Eisenhower in the hold-down \$77 billion Federal budget submitted to Congress this week. This increase for FCC, which has been coasting along with little budget change in recent years, would be spread across the board. The President asked for more money to take care of bigger workloads and reduce "time lag between dates of receipt and dates when applications are reached for consideration."

Proposed step-ups include: Broadcast activities, \$2,361,601 vs. \$1,942,055. Technical research & frequency allocation activities, \$859,628 vs. \$727,461. Engineering & monitoring, \$3,226,040 vs. \$3,137,022. Permanent payroll would rise to 1405 employees from 1273.

In other broadcasting-connected agency budgets, the President requested: For FTC: \$6,975,000 vs. \$6,515,000, with a major part of the increase going for investigation & litigation, including TV-radio advertising monitoring. For USIA: \$106,800,000 vs. \$101,009,246, including \$555,700 more for TV service and \$642,000 for operating new radio facilities. For Office of Education in Health, Education & Welfare Dept.: \$3,000,000 vs. \$500,000 for Defense Education Act's TV-radio-movies research program, which just got started last year (Vol. 14:46). Office of Education also is asking supplemental \$1,000,000 audio-visual research appropriation for rest of current fiscal year ending June 30.

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Harris—More of the Same? House Commerce Committee Chairman Harris (D-Ark.) greased the way this week for quick return of his legislative oversight subcommittee—or a facsimile thereof—to the happy headline-hunting grounds.

The first thing he did at the first meeting of his committee in the new session of Congress was to push through an all-embracing resolution (H. Res. 56). It calls for House authorization to continue "investigations & studies" started by the oversight subcommittee (Vol. 14:2 et seq), whose legislative life expired Jan. 3 (Vol. 15:1).

Other pending business of the committee—including appointment of the regular subcommittee on transportation & communications, which normally would have FCC jurisdiction—was left waiting while Harris won unanimous support for his proposal to resume special probes.

Harris met no opposition in the House Rules Committee, and his resolution was approved for an early vote in the House. There may be token resistance but there's little doubt Harris will get the investigative authority—and money for a special staff—that he wants.

The reconstituted Commerce Committee has a 21-12 Democratic majority vs. last session's 18-15 ratio. And, of last session's 15 Republicans, only 7 were left to carry on, election defeats & retirements taking away 7 of the other 8. A hold-over, Rep. Alger (R-Tex.), chose to leave Commerce for a Ways & Means Committee assignment.

New Republican members of the committee are Reps. Harold F. Collier (Ill.), Milton W. Glenn (N.J.), Samuel L. DeVine (O), Archer Nelsen (Minn.), Hastings Keith (Mass.). We polled them on their interests—legislative or personal—in broadcasting. None professed to have any.

On the Democratic side, all 18 committee members at the last session won reelection, but Rep. Loser (Tenn.) preferred to join the Judiciary Committee, leaving 4 openings. They were filled by Reps. P. G. Rogers (Fla.), R. W. Hemphill (S.C.), D. Rostenkowski (Ill.), L. Brock (Neb.).

Rogers used to have a token interest (less than 1%) in WJNO-TV (now WPTV), Palm Beach, but has no broadcasting connections now. Hemphill introduced an anti-pay-TV bill in the last session, may put one in again. Rostenkowski told us he owns a TV set, but otherwise is no expert on broadcasting. Brock said he is particularly concerned now about the FCC's ban on boosters (see p. 5), a hot issue back home.

The Senate Commerce Committee's membership (11-6 Democratic vs. 8-7 Democratic at the last session) was rounded out meanwhile with selection of "liberal" Republicans—Sens. Clifford P. Case (N.J.) Thruston B. Morton (Ky.), Hugh Scott (Pa.)—to fill 3 vacancies. Among the Republican newcomers, Scott probably has demonstrated most interest in TV & radio. A veteran House member before he won Senate election, he once served on the House Commerce Committee, was an advocate of TV-radio coverage of House hearings. Scott, as Republican National Chairman, also pioneered use of TV in 1948 campaigns.

Only 3 of last session's Republicans on the Senate committee were left to carry on. Sens. Schoepel (Kan.), Butler (Md), and Cotton (N.H.) survived the Democratic sweep which cost the seats of Sens. Bricker (O.), Potter (Mich.), Purtell (Conn.) and Payne (Me.). In contrast, all 8 Democrats were back, but Sen. Bible (Tex.) switched to Appropriations, giving vacancies to 4 newcomers (Vol. 15:3)—Sens. Engle (Cal.), Bartlett (Alaska), Hartke (Ind.), McGee (Wyo.).

Chairman Magnuson (D-Wash.) of Senate Commerce Committee has called organization meeting for Jan. 27, but otherwise has set no schedule for TV-radio-FCC business at this session beyond next week's hearings on his Federal-Aid-to-Educational-TV bill (Vol. 15:3).

Stereo and the FCC: Stripped of all the hystereo, when the chips are finally down in FCC's coming stereo broadcasting deliberations (see p. 4), the most important question facing the Commission will be: Wide-band or narrow-band?

The subsidiary questions, which NSRC may resolve for the FCC, are: What is good stereo? Can a narrow-band system give good stereo? Question is important because FM functional music operators want to get in on home stereo without giving up their piped-music subsidiary operations, which often mean the difference between profit and loss to them. The wide-band stereo multiplex proponents are already saying that FM broadcasters should be forced to choose between stereocasting and functional music. They maintain that good quality stereo can't be transmitted without using the whole channel for stereocasting.

Commission staffers studying the issue don't seem much worried about the "compatibility" problem. The feeling is that either wide- or narrow-band FM systems can be devised with compatibility feature.

Six stations currently have developmental authorizations for FM stereocasting. They are: WBAI, New York, testing the Crosby wide-band system; NBC's WRCA-FM, New York, to test Crosby and other systems; Westinghouse's KDKA-FM, Pittsburgh, to test all systems; Fordham U's WFUV, to test compatible version of Halstead narrow-band system; KMLA, Los Angeles, to test Calbest system, another compatible narrow-band method (somewhat similar to Percival system now being tested by BBC in England); WPJB-FM, Providence, to test Crosby system.

Some hi-fi component manufacturers already have multiplex converters on the market to equip FM tuners for stereo multiplex—and this is source of worry to FCC. In one case, the Commission cut back a station's experimental stereo multiplex hours because parts distributors were promoting and selling converters to the public—converters which might become orphans after FCC sets up final stereo FM standards.

Dismissal of indictments against ex-FCC Comr. Richard A. Mack and Miami lawyer Thurman A. Whiteside was requested by counsel Nicholas J. Chase in hearing before Federal District Court Judge Burnita S. Matthews in Washington Jan. 23. Mack and Whiteside are charged with "corruption" in Miami Ch. 10 "influence" case (Vol. 14:39). Chase argued: (1) Justice Dept. leaked word to *Washington Star* reporter Howard Dutkin that true bill was being drawn, violating grand jury secrecy rule. (2) Fair trial couldn't be conducted in Washington and the case should be moved to Miami.

Transfer of WMBV-TV, Marinette, Wis. to Murphy-Bridges interests by W. E. Walker, J. D. Macklin & associates (Vol. 14:20-21) was finalized this week by FCC. Order noted that protestants WFRV-TV & WBAY-TV, both Green Bay, had waived rights to file exceptions to initial decision. At same time, hearing examiner Forest L. McClenning, in initial decision, approved move of WMBV-TV's transmitter site and increase in antenna height from 780 to 960 ft., WFRV-TV & WBAY-TV having withdrawn objections.

Participation in Boston Ch. 5 "influence" case was granted by FCC to *Boston Globe* this week, as commission finalized its tentative decision (Vol. 15:3). *Globe's* intervention is limited to issue No. 1: "possible disqualification of one or more of the commissioners."

CP Granted: Ch. 10, Presque Isle, Me., to WLBZ Television Inc., operator of WCSH-TV, Portland (Ch. 6) & WCSH, Portland; WLBZ-TV, Bangor (Ch. 2) & WLBZ.

New and Upcoming Stations: New owners of WHCT, Hartford (Ch. 18) pulled switch and resumed programming Jan. 24 as planned (Vol. 15:3), after formal transfer of property earlier in month from CBS to new Capitol Bcstg. Inc. for \$250,000 (Vol. 14:46,49). On-air count changes to 547 (84 uhf. In Canada, CJDC-TV, Dawson Creek, B.C. (Ch. 5) began operation Jan. 15, becoming that country's 55th outlet.

WHCT pres.-gen. mgr. & 54% owner is Edward D. Taddei, ex-gen. mgr. of WNHC-TV, New Haven (Ch. 8). David K. Harris, v.p. 23.7% owner, is programming director; Bruce Compton, gen. sales mgr.; Anthony Guardino Jr., 1.67% owner, chief engineer; Jack Borden, news director. Base hour is \$400. Rep. is Young.

CJDC-TV has 200-watt GE transmitter, 70-ft. tower with Alford antenna. H. L. Michaud is pres. & gen. mgr.; Mike LaVern, station mgr.; R. W. Michaud, sales mgr.; Mel Lang, chief engineer. Base hour, \$75. Reps: Donald Cooke (U.S.); TV Representatives (Toronto, Montreal); Hunt Scharf (Vancouver); A. J. Messner (Winnipeg).

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

WAFG-TV, Huntsville, Ala. (Ch. 31) has ordered Continental transmitter from General Precision Labs, but doesn't expect to begin programming until next Aug., writes pres. John S. Gregory Jr. Plans for studio-transmitter building are complete, but construction hasn't started. It will use 150-ft. U. S. tower with GE 5-bay antenna. Rates not set. Rep not chosen.

KUAT, Tucson (Ch. 6, educational) now is without target, although 500-watt RCA transmitter has been wired and hooked to antenna on 250-ft. Utility tower, reports Wesley T. Johnson, radio-TV engineer of grantee U of Ariz. He explains work remaining on used transmitter is scheduled for completion by end of Jan., then station must compile proof of performance data.

New WJAR-TV Offer: J. S. (Dody) Sinclair, gen. mgr. of WJAR-TV & WJAR, Providence, took the stand this week in a Rhode Island Superior Court hearing on his fight to block sale of parent Outlet Co. (Vol. 14:49-50). He submitted check for \$1,000,000 as down payment on an offer to buy all stock held by the company's trustees—about 55%—for \$6,760,000 (\$122.50 a share), together with a written guarantee he would operate the Providence department store for at least 2 years, rather than spin it off and retain only the stations. He also testified he had unsuccessfully sought to buy the stations for \$6,000,000 from William Zeckendorf, head of Webb & Knapp realty firm, last month in New York. N.Y. realtor Roger L. Stevens had option to buy Outlet Co., but presumably transferred his option to 90165 Corp., jointly owned by Zeckendorf & John C. Mullins. The 90165 Corp. then offered to buy up all Outlet stock at \$120 a share. Sinclair seeks injunction to block sale of the stock (33% of total) held in trust for him.

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Personal Notes: George Shupert, pres. of ABC Films which he organized in 1953, onetime United Artists v.p., resigns to become head of MGM-TV. His successor has not been announced . . . William B. Dolph resigns as pres. of American Bestg. Stations Inc., 49% owner of WMT-TV, Cedar Rapids-Waterloo, and owner of WMT there and KWMT, Ft. Dodge. Mrs. LeRoy Marks replaces him as pres., William B. Quarten continuing as exec. v.p., Helen J. Jett named secy. Helen M. Hermann, treas. . . Norman Racusin, NBC-TV network director of budgets, pricing & planning, adds duties of business affairs director, succeeding Howard L. Lettes, now RCA v.p. and controller . . . Brent O. Gunts, ex-Brent Gunts Productions, Baltimore, named mgr. of Hearst's WBAL-TV, Baltimore; Thomas S. Carr, ex-NBC, 1951-58 administrative asst. to Md. Gov. Theodore H. McKeldin, named mgr. of radio WBAL. They replace Leslie H. Peard Jr., who resigned as mgr. of both stations, plans unannounced . . . Oliver Treyz, ABC pres., named chairman of TV committee for National Conference of Christians and Jews Brotherhood Week. Matthew (Joe) Culligan, NBC radio exec. v.p., named chairman of radio committee . . . Michael Nitdorf, international TV administrative & programming exec., named American program rep. of Radio Luxembourg . . . Harry Huey, formerly gen. mgr., KOLO-TV, Reno, named v.p. and gen. mgr., American TV Co., licensee of KNAC-TV, Ft. Smith, Ark., succeeding Walter Windsor, who returns to gen. mgr. post at KCMC-TV, Texarkana, Tex., where he succeeds Richard M. Peters, resigned . . . John Hay Whitney, Ambassador to Great Britain, will receive an honorary degree of Doctor of Laws from Exeter U., March 17 . . . Joseph E. Cain, pres. of P. R. Mallory, elected a director, Gross Telecasting . . . Lloyd E. Cooney promoted to gen. sales mgr., KSL-TV, Salt Lake City . . . James Robertson, ex-WTTW, Chicago, and WTMJ-TV, Milwaukee, joins Educational TV & Radio Center, Ann Arbor, as station relations director . . . Robert J. Rich, ex-radio WEBC, Duluth, named asst. mgr., WDSM-TV & WDSM there . . . Richard Pryor promoted to program mgr. of affiliated KTBC-TV & KBTC, Austin, and KRGV-TV & KRGV, Weslaco, Tex. . . Avery Chenoweth, ex-educational WUFT, Gainesville, Fla., one-time art director of WMBR-TV (now WJXT), Jacksonville, named program director, WSAZ-TV, Huntington-Charleston, W. Va. . . Alexander P. Hunter, ex-commercial mgr., KING-TV, Seattle, promoted to asst. to v.p. & gen. mgr. Otto P. Brandt. James D. Neidigh promoted to sales mgr. . . Dr. David Parker, director of public services & educational programs, Westinghouse KPIX, San Francisco,

named to new post of editorial writer. He's succeeded as education director by Fred Joslyn . . . James H. Ferguson, ex-WSAZ-TV, Huntington, W. Va., named program mgr., WMCT, Memphis . . . Willis C. Beecher, partner in Kear & Kennedy, Washington consulting engineers, takes leave of absence because of illness . . . William A. Cornish appointed national sales director, Flamingo Telefilm Sales . . . Kay Norton, now a consultant, elected v.p. in charge of administration, United Artists Corp. . . . Marc Daniels promoted to v.p. in charge of programs, Theatre Network Television Inc. . . . Kurt Blumberg, ex-ITC, named administrative assistant to United Artists Television exec. v.p. Bruce Eells . . . James Weathers promoted from nat. sales mgr. to gen. mgr. of Ziv-owned World Bestg. System . . . Leonard S. Gruenberg, ex-RKO Radio Pictures, named v.p., Gross-Krasne-Sillerman . . . Fred Raphael, ex-J. Walter Thompson, named client relations mgr., Videotape Productions, N.Y. . . . Joseph B. Durra, ex-Ciba Pharmaceutical Co. adv. mgr., is gen. mgr. of new American Television Communications (260 Kearney St., San Francisco) specializing in closed-circuit TV programming . . . G. Carleton Hunt, General Film Labs, Hollywood, named financial v.p. of SMPTE. S. P. Solow, Consolidated Film Industries, Hollywood, becomes treas. . . . Leonard Levy to head new Chicago branch office of TV film commercial firm of Robert Lawrence Productions Inc. . . . William J. Tynan, of rep. Peters Griffin Woodward, named a v.p. and Chicago-based midwestern sales mgr.

Howard Pyle, whose resignation as deputy asst. to President Eisenhower was accepted this week, won't resume radio activity but will become pres. of National Safety Council, Chicago, Feb. 1. Ex-Gov. of Ariz., he was once program executive of Arizona Bestg. Co. (KVAR & KTAR, Phoenix; KYUM, Yuma & KYCA., Prescott).

National Religious Broadcasters gave a special citation at 16th annual convention in Washington this week to NAB pres. Harold E. Fellows for "courageous leadership" in broadcasting. The group also praised him for "significant contribution to freedom of the airways."

In accepting award, Fellows assured questioners from the floor that NAB has "held the line" against liquor commercials on TV & radio. He pointed out that "one of two" stations which had announced acceptance of hard liquor advertising was now abiding by NAB's Standards of Good Practice (Vol. 15:2). Other speakers at the convention included FCC Chairman Doerfer, and Sen. Holland (D-Fla.), who made brief remarks.

Obituary

Hulbert Taft Sr., 81, retired editor and publisher of *The Cincinnati Star* and chairman of Radio Cincinnati Inc. (Taft stations) died Jan. 19 at his home in Indian Hill, near Cincinnati. A nephew of former President William Howard Taft, and a star newsman, he raised strong objections when the *Times-Star* was sold last summer to the *Cincinnati Post*, with which it was then merged (Vol. 14:30). Radio Cincinnati owns WKRC-TV & WKRC, Cincinnati; WTVN-TV & WTVN, Columbus; WBRC-TV & WBRC, Birmingham; WKYT (TV), Lexington, Ky., and 30% of WBIR-TV & WBIR, Knoxville, Tenn. His son, Hulbert Taft Jr., pres. of Radio Cincinnati, founded WKRC-TV in 1949. Another son, David G. Taft, is exec. v.p. & TV-operations supervisor of Radio Cincinnati. He is also survived by his widow, 2 daughters, 9 grandchildren.

ADVERTISING AGENCIES: Terrell Van Ingen moves from *SatEvePost* sales staff to v.p., Erwin Wasey, Ruthrauff & Ryan . . . Frank Armstrong, pres. of Sales Communications, elected a v.p. of parent McCann-Erickson . . . George J. Poris promoted to v.p., Sullivan, Stauffer, Colwell & Bayles . . . Murray J. Leddy, John A. Garber & Montague L. Boyd elected v.p.'s of D'Arcy Adv. . . . Reginald L. Dellow elected v.p., Grant Adv., Chicago . . . Arthur A. Bailey, Los Angeles senior v.p., Foote, Cone & Belding, now heads all of agency's western operations including San Francisco, Hollywood & Houston . . . Arthur Poretz named public relations director, Mogul, Lewin, Williams & Saylor Inc., N.Y. Dr. Norman Young, ex-Anahist Co., named research director . . . Gerald Pickman, ex-Wilding-Henderson, Detroit, named mktg. & research director, Kudner Adv., N.Y. . . . James Watt Jr. elected a v.p. of Young & Rubicam . . . Graeme W. Stewart & Donald L. Cuttle named v.p.'s, Henri, Hurst & McDonald, Chicago . . . Edwin Sonneck promoted to pres., McCann-Erickson subsidiary Market Planning Corp. . . . William D. Lewis promoted to v.p., Geyer, Morey, Madden & Ballard Detroit office . . . James T. Aubrey retires as chairman of Aubrey, Finlay, Marley & Hodgson, Chicago, continuing as senior consultant . . . James A. Miller, ex-radio-TV director, Joseph Katz Co., Baltimore, named v.p., Applestein, Levinstein & Golnick Adv., there . . . J. Edwin Jacobs, ex-Merchandise Mart, Chicago, named public relations director, Buchen Co. adv. agency . . . William B. Finkle promoted to v.p., Ritter, Sanford, Price & Chalek, N.Y. . . . Ted Breining named v.p., Ben Sackheim, N.Y. . . . V. C. Kenney promoted to v.p., Charles Hull Wolfe to creative director, Griswold-Eshleman, Cleveland . . . Mrs. Helen Barthelme promoted to v.p., Bruce & Mitchell adv., Houston.

Treble damage suit for \$1,691,040 against CBS, NBC, ABC and A&P Tea Co. was filed this week in U.S. District Court, N.Y., by Peter Reeves Markets Inc., alleging injury from TV-radio networks' promotional tie-ins with other grocery chains. Operating 53 stores in the N.Y. metropolitan area, Reeves claimed promotional plans constituted price discrimination and violation of anti-trust laws. FTC cited a half-dozen major grocery producers—but not networks—in 1957 (Vol. 13:43-44) for participating in allegedly illegal tie-ins, through which producers gave promotional allowances to chains by paying for the latter's broadcast time. At the time, networks denied that plans discriminated against any retailers.

TV advertising this year will match the record high of 1958—and “could rise as much as 10%,” TvB pres. Norman E. Cash predicted this week. In year-end roundup of last year's TV business, he said industry's share of advertising dollars reached 13.7%. Total TV revenue for time, talent & production rose 8% from 1957 to \$1.4 billion, networks tallying \$720,000,000, national spot \$398,000,000, local \$276,000,000, according to Cash.

National spot TV sales will total \$365,000,000 in 1959, an increase of 10% over the 1958 estimate of \$330,000,000, which in turn was 12% over 1957's figure, Station Representatives Assn. managing director Lawrence Webb told Oklahoma Bcstrs. Assn. annual meeting last weekend. He said 1958 national spot radio sales were \$178,000,000, about 5% above 1957's all-time high.

Monsanto Chemical has renewed sponsorship of an expanded series of *Conquest* programs for the 1959-60 season on CBS-TV. The 6-times-a-year program will become a half-hour weekly series for 20 weeks when it returns on Oct. 26, and Monsanto will sponsor alternate weeks.

Network Television Billings
November 1958 and January-November 1958
(For Oct. report see *Television Digest*, Vol. 14:52)

NETWORK TV BILLINGS in Nov. slipped slightly from Oct. but continued to forge ahead of the corresponding 1957 period. Total billings were 8.4% above Nov. 1957 for a total of \$52,008,793, bringing 11-month 1958 total 9.9% ahead of the same 1957 period—\$512,651,580 vs. \$466,459,830, according to TvB. CBS kept its long-standing leadership with Nov. billings of \$21,853,592 an increase of 2.1% over Nov. 1957, while ABC scored a 27.9% increase and NBC went up 7.1%. Complete TvB report for Nov:

NETWORK TELEVISION						
	Nov. 1958	Nov. 1957	% Change	Jan.-Nov. 1958	Jan.-Nov. 1957	% Change
ABC	\$10,338,126	\$ 8,079,932	+27.9	\$ 92,550,834	\$ 74,456,638	+24.3
CBS	21,853,592	21,407,125	+ 2.1	224,946,459	217,304,292	+ 3.5
NBC	19,817,075	18,511,686	+ 7.1	195,154,287	174,698,900	+11.7
Total	\$52,008,793	\$47,998,743	+ 8.4	\$512,651,580	\$466,459,830	+ 9.9

1958 NETWORK TELEVISION TOTALS BY MONTHS				
	ABC	CBS	NBC	Total
January	\$ 9,168,609	\$22,094,015	\$18,344,111	\$49,606,735
February	8,441,988	19,410,741	16,785,315	44,638,044
March	9,402,407	21,211,070	18,874,597	49,488,074
April	8,739,456	20,628,511	18,283,379	47,651,346
May	8,477,755	20,970,022	18,470,368	47,918,145
June	7,387,586	19,733,057	16,648,462	43,769,105
July	7,083,555	18,332,925	15,702,029	41,118,509
August	6,923,735	19,383,736	15,202,021	41,509,492
September	6,627,093	19,427,754	16,362,343	42,417,190
October	9,960,524	21,901,036*	20,664,587*	52,526,147*
November	10,338,126	21,853,592	19,817,075	52,008,793

*Figures revised as of January 16, 1959

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

Network Business: Ford's Edsel div. will pick up co-sponsorship tab for the Feb. 6 NBC-TV one-shot colorcast starring Phil Harris, via Kenyon & Eckhardt. Other half has been signed by U.S. Time Corp. (Timex), whose increasing taste for one-shot musical “specials” is demonstrated by having pacted half of the March 29 Mary Martin show on NBC-TV and full sponsorship of a March 19 one-shot with Dean Martin. Last week, NBC-TV also signed Helene Curtis Industries, via Chicago's Edward H. Weiss, for segments of three nighttime shows: *Northwest Passage*, *Ellery Queen*, and *Cimarron City*, during the spring.

At CBS-TV, growing list of Kellogg business added a Screen Gems half-hour package, *Dennis The Menace*, tentatively slated for Fridays, 8:30-9 p.m. (no starting date set). *Dennis* will move *Rawhide* back a half hour, and spell the end of American Tobacco's long-in-difficulty *Hit Parade* in the 7:30-8 p.m. slot. Also for CBS-TV: an alternate-week, one-third sponsorship of *Rawhide* between Allied Van Lines and Gulf Oil, via Campbell-Mithun and Young & Rubicam. Two-thirds of the hour-long western is now sponsored by Lever Bros. and Pharmaceuticals, Inc.

Two Ziv-TV products figure in ABC-TV signings. *Ziv's Rough Riders* renews for 26 weeks effective in March by P. Lorillard, via Lennen & Newell, and *Tombstone Territory*, returns (after a two-month hiatus without sponsor) for Lipton and Philip Morris, through Young and Rubicam and Leo Burnett.

A third Ziv show, *Bat Masterson*, bagged a renewal from Kraft Foods and Sealtest through J. Walter Thompson, will continue 26 weeks beyond March in its present NBC-TV slot.

Stations

Farewell to Double Rate? Pressure for a "single-rate" pricing structure in TV-radio is building, according to Larry Webb, managing director of the Station Representatives Assn.

"The pressure is coming from all sides," says Webb. "Stations in many areas feel that having both a local and national rate causes them to miss important spot business, and causes price-cutting when advertisers seek the lower rate. Agencies and clients don't like a double rate, because they're never sure if a competitor has a lower price, and because local rates remove much national control of spot advertising."

The SRA reports that "one of our leading member firms"—which one of the 22 reps in the group Webb didn't say—is planning soon to announce that 12 of the repped stations are shifting to single rate. Such switches have to be voluntary, since an SRA move to force single rates would raise questions under the Robinson-Patman Act.

Difficulties of broadcasters who try to give politicians equal time under sec. 315 of Communications Act—and under FCC interpretations of it—are reviewed sympathetically in Jan. *Harvard Law Review*. In article titled "Political Broadcasting," Jack H. Friedenthal of Stanford Law School and Washington attorney Richard J. Medalie say broadcasters often are "in an impossible situation" when they try to observe letter & spirit of law during election campaigns. One remedy suggested: FCC should promulgate regulations incorporating its informal opinions on equal-time questions. Copies of *Review* are available at \$1.50 from Gannett House, Cambridge, Mass.

A station receptionist was killed and 2 other persons injured Jan. 21 when fierce winds toppled the 654-ft. tower of WLEX-TV, Lexington, Ky., into the station building, demolishing the only studio less than an hour after it had been cleared following a local show. Killed was Mrs. Susan Grazley. Another station employe and an unidentified man were taken to the hospital. V.p.-gen. mgr. Earl L. Boyles estimated damage at \$300,000-\$400,000. He said he did not know when the station would be back on the air. The tower collapsed when an old 375-ft. tower fell, cutting the guide wires which supported the higher structure.

Add tall towers: WOC-TV, Davenport, Ia. (Ch. 6) this week filed application for 1340-ft. structure to replace its 625-ft. tower, as part of project to cost \$443,000. Tower & antenna system costs \$250,000, new transmitter driver \$80,000, land \$35,000, remodeling \$50,000, installation & miscellaneous \$25,000, frequency & modulation monitors \$3000. New antenna will be located a mile northwest of Pleasant Valley, near present site. Antenna is 83-ft., 6-section RCA super-turnstile, atop 1252-ft. guyed tower.

Unique feature of new bowling alley in Memphis is \$60,000 worth of GE TV originating equipment—cameras, controls, etc.—to feed telecasts of matches to WMCT. GE asserts that it's the first in U.S. so equipped. The multi-million dollar alley has 48 lanes, no roof-supporting columns, a nursery with baby-sitters, a community meeting room—and is open 24 hours daily.

Translator starts: K76AO, Olivia, Minn. began Jan. 19 repeating WCCO-TV, Minneapolis. K72AU, Verdi, Nev. began Dec. 21 with KOLO-TV, Reno. K71AN, Boonville, Cal., also serving Philo, began Jan. 12 with KPIX, San Francisco.

NBC's **flagship WRCA-TV, N.Y.**, increased sales 17% in 1958 over 1957, station reported this week. Year was described as "most successful" in the station's history.

Educational

ETV Research Contest: Lively competition for Defense Education Act grants for educational TV research (Vol. 14:51) was developing this week among universities, colleges, city school boards & individuals as Feb. 1 deadline for initial applications approached.

U.S. Office of Education, which administers the 4-year \$18,000,000 Federal program for audio-visual experimentation in teaching methods, said more than 100 research projects—half in ETV fields, the rest involving use of radio, films and recording—already had been proposed, and unofficial estimates of govt. money needed for all of them ran to about \$10,000,000—more than 3 times the total budget of \$3,000,000 asked by the administration for all of fiscal 1960 (see p. 7).

Details of varied ETV projects outlined in applications were withheld by Office of Education pending March 5-6 sessions of 14-member advisory committee that will recommend which proposals should be approved by Comr. Lawrence G. Derthick. But one of the most ambitious plans was reported to be a city-wide ETV experiment blueprinted by the Los Angeles school board.

Audio-visual research advisers will escape one problem—question of loyalty oaths—which is confronted by administrators of \$6,000,000 student loan provisions of National Defense Education Act. Some colleges are refusing to participate in its student loan program because of oaths required of applicants by last-minute Senate amendment to law last year. Loyalty requirement doesn't apply to TV-radio-movie project applicants.

Statewide ETV network is planned in Ohio where Ohio Council for Educational TV, State Board of Education and Governor's Committee on Education Beyond High School are drafting proposals to submit to state legislature.

Although there now are only 2 ETV outlets in Ohio—Cincinnati's WCET (Ch. 48) and Columbus' WOSU-TV (Ch. 34)—state plan envisions network of 9 stations, including Miami U's WMUB-TV (CP), Oxford (Ch. 14) and an Ohio U station at Athens on commercial Ch. 62, for which application is on file.

The full 9-station microwave system would cost \$700,000-\$1,000,000, according to proposal submitted to OCET by Sarkes Tarzian Inc., Bloomington, Ind., whose pres. Sarkes Tarzian himself is a pioneer commercial telecaster. He founded WTTV, Bloomington-Indianapolis (Ch. 4) in 1949, and WPTA, Fort Wayne (Ch. 21) in 1957.

New ETV directory, listing on-air & upcoming educational TV stations and their facilities & personnel, is included in the Jan. *Educational Television Factsheet* published by the Joint Council on Educational Television, 1785 Mass. Ave., N.W., Washington, D.C.

Educational TV & Radio Center moves its headquarters from Ann Arbor, Mich., to New York's Coliseum Bldg. at 10 Columbus Circle this spring. Move will involve pres. John F. White, program and p.r. units—total of 25 people.

COLD CATHODE TUBE — KEY TO TRANSISTOR TV? Electronics' workhorse -- "Old Unreliable," the vacuum tube -- pranced into the limelight this week and showed it can cut many of the same capers as the glamorous transistor. In fact, the major new tube development announced this week may even make transistor TV practical by removing its last major roadblock: the tremendous power required by the picture tube.

New type of cold-cathode tube, developed by Tung-Sol on basis of Signal Corps research, was hailed by Army as "the first major breakthrough in basic tube design in more than 30 years." Army predicted its impact on electronics might be as great as was the development of the transistor. Basic difference between cold-cathode and conventional tubes: no heat required. Principle can be applied to most current tube types, including receiving, power, radar, transmitting, and cathode ray tubes.

Advantages are numerous: (1) "Indefinite" life span -- the new tubes may never need replacement. (2) No filament circuit needed -- cold-cathode tubes operate on less than one-tenth the power of conventional tubes and eliminate large part of a TV or radio power supply. (3) Immediate operation without "warmup" period.

These are some of same advantages as transistors -- but there's one the transistor doesn't have yet: low cost. Tung-Sol expects to produce cold-cathode tubes for about same price as today's filament tubes -- maybe cheaper.

Commercial production of some cold-cathode tubes may be possible by year's end, Tung-Sol research director Dr. A. M. Skellett told us. First to be developed will be electron gun for TV picture tube and complete complement of tubes for table model radio. Prototypes of these tubes are already operating.

Signal Corps' first project is walkie-talkie. Tung-Sol has applied for some basic patents on the tube. Signal Corps has others.

Yes, there are some drawbacks. Tube isn't self-starting, must be "flashed" like fluorescent light. This is done with tiny tungsten filament wired to flash instantaneously when power is turned on. At present, tube requires 300 volts in plate circuit; conventional tubes operate on as little as 12 volts. Tung-Sol is already attacking this problem by reducing thickness of cathode coating.

In its application to TV, Tung-Sol engineers think electron gun's power requirements can be reduced enough to make battery-operated sets practical.

For more details on the Signal Corps-Tung-Sol cold-cathode tube, see p. 14.

DILEMMA OF STEREO — SINGLE OR DUAL CABINETS: The home electronics entertainment industry is a house divided against itself over the question of whether stereophonic sound can be truly achieved only with space-consuming dual speaker cabinets -- or whether compromise techniques already are at hand to compress stereo into a single instrument. It's a dilemma that has the engineers at loggerheads with the merchandisers. And it's a question to be settled finally by the consuming public.

There's no stampede yet among manufacturers toward single-cabinet stereo, although the trend is in that direction. Most we queried will have both types in their lines for the foreseeable future, or until the housewife decides there isn't space in her livingroom for a stereo console plus an extra speaker cabinet. Only one major phono maker, RCA, offers stereo only in dual cabinet styling, and they are reliably reported now readying at least one single-cabinet console for introduction this Spring -- mid-summer for sure.

Typical of industry comment was statement by newly appointed CBS phono dept. v.p. James J. Shallow. He said CBS would carry a full line of both single and dual cabinet stereo systems this spring, with the hope the public will indicate a pref-

erence before 1960 lines go into production. "It's my guess," he said, "that single cabinet stereo will make up 80% of next year's stereo sales."

Philco tries to solve problem of stereo sound reproduction by an acoustical arrangement of cabinet doors to deflect sounds in the upper range. They're called "Stereo-Dors" and may be adjusted to achieve a satisfactory stereo effect.

* * * *

CBS' dual channel, single amplifier is attracting industry attention as a cost-saver, eliminating the need for 2 amplifiers. Dr. Peter C. Goldmark, pres. of CBS Labs, said the single amplifier was an outgrowth of the development of a compatible stereo record which was once shown to the industry (Vol. 14-13) but has since been put back into the lab. It's being offered for license but so far has been accepted only by Heath div. of Daystrom, largest manufacturer of electronic kits.

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TV-Radio Production: TV set production was 103,696 in week ended Jan. 17 vs. 91,212 preceding week & 108,806 year ago. Two-week total for 1959 was 194,908 vs. 223,198 last year. Radio production was 279,954 (109,765 auto) for the week vs. the preceding week's total of 254,021 (197,875 auto) & 239,133 (99,578 auto) last year. Total for two weeks was 533,975 (217,649 auto) vs. 456,057 (186,148 auto).

Trade Personals: A. R. Hopkins, retired RCA mgr., broadcast & TV engineering products dept., named consultant at Ampex Corp., Redwood, Cal., specializing in videotape recorder sales... Wendell R. Smith, ex-Alderson Assoc. Inc. (Philadelphia management consultants), named RCA director of marketing research & development... J. Frank Leach, ex-manufacturing v.p. of Amphenol Electronics, named v.p. & gen. mgr., Amphenol connector div., formed under recent merger of Amphenol and Borg Electronics. Robert E. Svoboda, ex-Amphenol distributor sales mgr., promoted to gen. mgr., Amphenol distributor div.... Dr. and Mrs. Alan Hazeltine have announced the engagement of their daughter, Maud Denise, Wellesley '56 and M.A. of Brandeis U (where she is a candidate for a Ph.D. degree), to Ansel Burt Chapman, son of Col. Robert T. Chapman (USA ret.) and the late Mrs. Chapman, of Dedham, Mass. He's a Princeton graduate, studied in Paris and Algiers on a Fulbright fellowship, is presently a senior at Harvard Law School... Dominic P. Schmit, RCA v.p., product engineering, appointed senior RCA representative in C Stellerator Assoc., management-engineering organization set up by RCA and Allis Chalmers for thermonuclear power research project at Princeton U... Leonard H. Davis named to new post of v.p. & gen. counsel, Gabriel Co... Keneth A. Simons promoted to chief engineer, Jerrold Electronics, in charge of research & development... Raymond T. Leary, ex-distributor sales mgr., promoted to v.p., Cornell-Dublier... H. S. Crawford, ex-Westinghouse, named purchasing agent for Packard-Bell's technical products div... Irving Sarlin promoted to eastern regional sales mgr., Emerson Radio & Phonograph Corp... Owen H. Klepper promoted to adv. & sales promotion director, Philco's home laundry and air conditioner dept... Joel M. Rowley, ex-General Tire, named adv. mgr., V-M Corp... Eli Sammett, ex-Belock Instrument Corp., named adv. & public relations mgr., Narda Ultrasonics... Larry Epstein, ex-University Loudspeakers, named sales v.p., United Audio Products... Herman Bergman promoted to asst. treas. of Standard Coil's subsidiary Kollman Instrument Corp.

ELECTRONICS PERSONALS: Dr. C. Guy Suits, GE v.p. & research director, awarded Wililam Proctor prize by Scientific Research Society of America... Walter C. Heckman, consultant in GE's Washington defense evaluation operation, retires after 38 years with company... Richard W. Lee promoted to v.p. for engineering & research General Precision Laboratory. William P. Hilliard promoted to v.p. for administration & manufacturing... Martin J. Johnson, ex-Johnson Aircraft Engineering Co., appointed director of foreign operations, Laboratory for Electronics, Boston. Matthew B. Thorp, ex-United Services Assoc., becomes Washington rep... Robert E. S. Thompson, ex-pres. of Thompson Trailer Corp., named exec. v.p., Chesapeake Industries... Alan G. Richards, ex-Bourns Labs, named asst. sales mgr., Daystrom's potentiometer div... Charles L. Hulswit, pres. of Orange & Rockland Utilities, Nyack, N.Y., elected a director of Dynamics Corp of America.

Obituary

Alexander M. MacLennan, 64, retired asst. v.p. for public relations of ITT, died Jan. 19 while visiting at Del Ray Beach, Fla.

RCA's 10 fellowships for advanced studies in engineering, physics, dramatic arts, bring total awards to 130 since program started in 1947. This year's recipients of fellowships, worth about \$3500 each, will study at New York U, Columbia U, Cal. Tech, Cornell, Princeton, Rutgers, Carnegie Tech, Yale, Illinois, Purdue. RCA also has awarded 63 undergraduate scholarships, \$800 each, which went to 30 students in fields related to electronics & broadcasting, 30 studying to be teachers of mathematics, physics, chemistry, biology & general science, 3 honor graduates of RCA institutes.

GE's Annual Edison Radio Amateur Award for 1958 goes to Julius M. J. Madey, 18, Clark, N.J., who spent average of 90 hours weekly sending messages to personnel on isolated Antarctic, Arctic & South Pacific bases. Presentation of trophy and \$500 will be made at dinner in Washington Feb. 26, at Sheraton Carlton Hotel.

Raytheon has sold its electrocardiograph business to Cardiotron Electro-Medical Products Labs, Bayshore, L. I.

Cold Cathode Looks Hot: New "cold" tube unveiled this week by Signal Corps and Tung-Sol Electric Inc. (see p. 12) marks major departure in the principle of electron tube operation. Since the development of the vacuum tube by Fleming and the Audion by DeForrest, electrons have always been "baked" from the filament or cathode by applying heat. The cold-cathode tube, once started, continually emits electrons without any heat, even in temperatures far below zero.

Because heat generated by the red-hot filament is the major direct or indirect cause of tube failures, cold-cathode tubes are expected to set a new mark in reliability. One has been in continuous operation for more than a year without any signs of deterioration—and it's possible development of cold-cathode types for TV & radio may end tube replacements forever, an Army spokesman said.

The principle was first discovered late in 1952 by Dr. Dietrich Dobischek of Army Signal Research & Development Lab at Ft. Monmouth, N.J. He discovered that thin magnesium oxide layers deposited on nickel and treated at a high temperature in oxygen, when bombarded briefly with ultraviolet rays or electrons, started an electron flow. The "starter" in the new cold-cathode tubes provides the brief bombardment which imparts a positive charge to the surface of the cathode so electron emission can begin.

Tung-Sol stepped into the picture under a Signal Corps contract to develop actual tubes using the principle. This was done by a team under engineer B. G. Firth at less than \$200,000.

The new cold-cathode tube is not regarded as a "substitute" for the transistor but as an important improvement in the area in which vacuum tubes are most vulnerable—reliability. Tung-Sol hopes eventually to put out an entire line of the no-filament tubes, and presumably to license others.

Upsurge in Electronics: Sales exceeding \$15 billion in 1959 were forecast for the electronics industry by RCA pres. John L. Burns before a meeting of RCA distributors in Chicago this week—an increase of 11% over the nearly \$14 billion sales total for last year.

Factory sales of consumer products, Burns said, will rise 7% above the 1958 volume of \$1.6 billion, stimulated by sales of phonos and tape recorders in the stereo hi-fi field.

Once again taking up the cudgels for color TV, Burns told the distributors that "color is ready, color is right, color is here." Color programming, he said, is more extensive than ever before, with 300 stations—well over half the U.S. total—now equipped to broadcast it. "These favorable factors are strongly reflected in the rising sales trend [which] will accelerate sharply this year," Burns added.

Greatest growth was predicted in electronic products for business and industry with the volume in this category increasing 27% over the 1958 total of \$1.4 billion. Industry sales of defense electronic products can be expected to rise by at least 14% over last year's \$3.6 billion, Burns said.

Top 100 Defense Firms: General Dynamics took top rank away from GE among electronics firms on the list of 100 leading defense contractors issued this week by the Defense Dept. for the fiscal year ended July 1958. General Dynamics was second only to Boeing in total defense contracts awarded during the fiscal year, slipping from the first place it held in fiscal 1957 (Vol. 14:37). GE ranked 3rd among all contractors.

We've consolidated 2 new "top 100" lists in the table below to show the standings of electronics firms and their changes from preceding fiscal year. (All dollar figures are in millions. Dash indicates company was not among first 100 prime contractors for the period.)

	July 1957- July 1958		July 1956- July 1957	
	Contracts	Rank	Contracts	Rank
General Dynamics	\$1,383.2	2	\$1,018.9	1
GE	783.4	3	876.8	3
AT&T	659.8	6	591.8	5
Hughes Aircraft	472.6	9	389.9	8
Sperry-Rand	361.9	11	210.3	17
IBM	316.4	14	362.0	10.
RCA	288.1	15	133.4	24
Westinghouse	268.9	18	181.8	22
Raytheon	237.0	22	217.5	16
Bendix Aviation	207.4	24	250.4	13
ITT	96.7	30	97.2	30
AVCO	86.5	31	178.1	23
Burroughs	71.6	35	65.1	40
American Bosch Arma	70.9	36	128.3	25
Philco	66.2	38	57.7	46
Collins Radio	61.3	44	63.3	42
Mass. Inst. of Technology ...	56.1	52	49.9	52
General Precision Equip't ...	52.9	54	48.3	53
Minneapolis-Honeywell	47.0	55	73.4	38
Cal. Inst. of Technology	45.4	57	30.7	77
Lear	38.4	61	—	—
Sylvania	37.0	62	—	—
Motorola	29.8	77	28.0	79
Hoffman	—	—	25.0	89
Gilfillan Bros.	23.7	95	22.0	98

Public interest in stereo will boost 1959 sales of hi-fi components 30% above 1958, according to L. Berkley Davis, gen. mgr. of GE's electronic components div. "Most of this growth will result from sales of stereo components, as 1959 will be first full year when all types of these components will be generally available. Stereo components will bear higher price tags because of their specialized nature," Davis said. He sees biggest challenge to hi-fi industry as education of the music-loving public "on basic technical points of stereo hi-fi." Receiving tube sales, he predicted, will register a 10% increase over 1958, reaching \$380,000,000. Picture tube sales will increase 5% to 12,300,000 units, of which "slightly more than half" will go into replacement market. He said principal factors in upswing will be: (1) Improvement in general business activity. (2) Decline in TV-radio inventories. (3) Repairs heretofore considered marginal now are being made by set owners. (4) Industrial and military equipment manufacturers have reduced excessive tube inventories.

Bill to end excise tax on TV-radio-phonos, as well as records and musical instruments, was introduced in new 86th Congress by Rep. Melvin Price (D-Ill.). Bill to exempt uhf TV sets from 10% excise tax was introduced by Rep. Edward P. Boland (D-Mass.).

EIA Industrial Relations Conference scheduled for Chase-Park Plaza Hotel, St. Louis, Feb. 25-27.

Stereo and the NSRC: The National Stereophonic Radio Committee, the all-industry group formed under the aegis of the EIA to test all stereo systems (Vol. 14:44, 47, 49), finally seems to be getting off the ground. A formal announcement is due next week inviting all interested members of the industry to serve on its panels, and offering to study and test any and all proposed compatible broadcast systems for AM, FM and TV.

NSRC will turn its findings over to the FCC as did the previous National TV System Committees which recommended the current standards for black-&-white and color TV—and its stereo findings are expected to carry the same weight. There is a possibility that NSRC may approve more than one stereo system as acceptable—not choosing to enter the arena of economics, which must be considered in the final decision (see p. 4).

Formal charter of NSRC charges it to conduct a technical study of compatible stereo sound, to clarify technical issues, verify its technical findings by field testing and to delineate signal specifications. Chairman of NSRC is C. Graydon Lloyd, GE; vice chairman George H. Brown, RCA. Coordinating committee under Donald G. Fink, Philco, will be composed of panel chairmen and vice chairmen and will oversee panel assignments. The policy-directing administrative committee is headed by Dr. W. R. G. Baker, v.p. of Syracuse U Research Corp., with David Smith, Philco, as vice chairman.

Six operating panels will be appointed: Panel 1, system specifications; Panel 2, interconnecting facilities; Panel 3, broadcast transmitters; Panel 4, broadcast receivers; Panel 5, field testing; Panel 6, subjective aspects.

Anti-Trust Confab: Canada's concern over anti-trust suits filed by the Justice Dept. against GE, Westinghouse and N. V. Philips (Vol. 15:3) will be the subject of high-level conference Jan. 29 between Canadian Minister of Justice E. Davie Fulton and Attorney General William P. Rogers in Washington. Allegations that Canadian subsidiaries of the 3 defendants manipulated a patent pool (Canadian Radio Patents Ltd.) in order to limit imports of U.S.-made TVs, radios & phonos into the Canadian market, have stirred vigorous protests from official Canadian quarters which see an effort by the U.S. to encroach on the affairs of private firms in the Dominion.

Decision to hold the conference was reached at the meeting of the Joint U.S.-Canadian Committee on Trade & Economic Affairs in Ottawa early this month when Canadian representatives expressed concern over the possible extra-territorial effects of the anti-trust suits. Justice Dept. seeks a decree in Federal court restraining the 2 American companies and Dutch-owned Philips, whose subsidiaries do business in this country, from operating the Canadian patent pool so as to make it virtually impossible for U.S. firms to ship home-entertainment apparatus into Canada. Result of the alleged conspiracy, the suit contends, is to force U.S. manufacturers to establish Canadian subsidiaries against their wishes and best interests.

Fulton's conference with Rogers follows a talk before the N.Y. State Bar Assn. anti-trust section (Jan. 28) on "Extra-territorial Application of the U.S. Federal Anti-trust Laws."

Sprague Electric Co. buys magnetic component & filter product lines of International Resistance Co.'s Hycor div., manufacturing equipment & inventories to be moved from Hycor's Sylmar, Pa. plant to Sprague plants at Visalia, Cal. & North Adams, Mass. Hycor continues manufacture of precision resistors.

Financial Reports

Emerson Earnings Up: Emerson Radio reports a tenfold increase in earnings for the year ended Oct. 31, 1958 compared with its poor profit showing in the preceding fiscal year. Pres. Benjamin Abrams attributed the increase to the acquisition of the DuMont line, "higher profit margins on some product lines, particularly radios and phonographs, and substantial reductions in over-all operating costs and expenses." Spurred by the popularity of transistor radios, Emerson's radio sales were "significantly higher" than 1957, he said, along with an increase in phonos, hi fi and stereo. Govt. electronics sales also increased over the previous year, and Abrams predicted a further rise in 1959. Sales and profits of Emerson's international business were higher, he added, thanks in part to the DuMont label. The company's TV sales were "lower than 1957," but in the latter part of 1958 showed an improvement over comparable 1957 figures.

Emerson Radio & Phonograph Corp. and subsidiaries, year ended Oct. 31:		
	1958	1957
Consolidated net sales	\$58,401,179	\$54,803,069
Net profits	1,410,009	138,431
Earned per common share . .	72¢	7¢

Telechrome Mfg. Co. reports increased net sales and earnings for the period ended Sept. 30, first quarter of its fiscal year:		
	1958	1957
Net sales	\$343,354	\$227,798
Net income	54,888	37,994
Earnings, "A" & "B" shares .	20¢	14¢
Order backlog (Sept. 30) . . .	1,000,000	692,449

Siegler Corp. reports higher net earnings for 6 months ended Dec. 31 than the \$1,215,930 recorded for the entire preceding fiscal year ended June 30.

For 6 months ended Dec. 31:		
	1958	1957
Sales	\$41,167,719	\$39,279,806
Net earnings	1,231,661	757,781
Earned per common share . .	80¢	50¢
Common shares outstanding .	1,538,171	1,513,574
For 3 months ended Dec. 31:		
Sales	\$22,162,088	\$22,616,971
Net earnings	698,399	389,179
Earned per common share . .	45¢	26¢

National Telefilm Assoc. reports sharply higher earnings for 3 months ended Oct. 31. Increase, however, includes capital gain of \$1,144,756 (\$1.04 a share) from sale to United Artists of contract to purchase Allied Artists Productions (Vol. 14:25,33). Net operating income for the quarter totaled \$220,131 (20¢ a share). For 3 months ended Oct. 31:

	1958	1957
Net income	\$1,364,887	\$269,577
Earned per common share . .	1.24	26¢
Shares outstanding	1,099,611	1,020,350

Dividends: Gross Telecasting, 40¢ on common & 7½¢ on Class B common, payable Feb. 10 to stockholders of record Jan. 26. . . . Amphenol-Borg, 35¢ March 30 to holders March 16 . . . Stanley Warner, 25¢ Feb. 25 to holders Feb. 10 . . . Oak Mfg., 25¢ March 13 to holders Feb. 25 . . . Bellock Instrument, 2% stock March 2 to holders Jan. 30 . . . Paramount Pictures, 50¢ March 13 to holders Feb. 26 . . . Siegler Corp., 10¢ March 2 to holders Feb. 16 . . . Electronics Investment, 3¢ Feb. 27 to holders Feb. 2 . . . Indiana Steel Products, 30¢ March 10 to holders Feb. 25.

Gross Telecasting Inc. (WJIM-TV & WJIM, Lansing, Mich.) had 1958 earnings and revenues which "compare favorably" with 1957's earnings of \$674,239 and revenues of \$2,733,846 (Vol. 14:11), pres. Harold F. Gross announced after board meeting in Lansing this week.

Videotape Installations: Ampex Corp. will have delivered its 241st Videotape recorder by Feb. 28 (see p. 3). Here is a complete breakdown of all Ampex Videotape installations through that date:

TV Networks

American Broadcasting Co.	19
Columbia Broadcasting System	25
National Broadcasting Co.	19

TV Stations

Market	Station	No. of Recorders	Market	Station	No. of Recorders
Atlanta	WAGA-TV	1	New Haven-	WNHC-TV	2
Baltimore	WJZ-TV	2	Hartford	WTIC-TV	1
Boston-Cambridge	WBZ-TV	1	New York-Newark	WNEW-TV	2
	WHDH-TV	1		WNTA-TV	2
	WGBH-TV	1		WOR-TV	1
Buffalo	WGR-TV	1		WPIX	1
Charleston, S.C.	WUSN-TV	1	Norfolk	WTAR-TV	1
Chicago	WBBM-TV	2	Pensacola-Mobile	WEAR-TV	2
	WBKB-TV	1	Philadelphia	WFIL-TV	2
	WGN-TV	2	Phoenix	KOOL-TV	1
Cleveland	KYW-TV	2	Pittsburgh	KDKA-TV	1
	WEWS-TV	2		WIC-TV	1
	WJW-TV	1		WTAE-TV	1
Dallas-Ft. Worth	KRLD-TV	1	Portland, Ore.	KGW-TV	1
	WPAATV	1		KOIN-TV	1
Denver	KLZ-TV	1	Providence	WJAR-TV	1
Detroit	WJBK-TV	1	Raleigh-Durham	WRAL-TV	1
Flint	WJRT	1	Sacramento-		
Honolulu, T.H.	KONA-TV	1	Stockton	KCRA-TV	1
	KHVH-TV	1	Salt Lake City-Provo	KLOR-TV	1
Houston-Galveston	KOUL-TV	1	San Antonio	KENS-TV	1
	KPRC-TV	1		WOAT-TV	1
Indianapolis-Bloomington	WISH-TV	1	San Francisco	KPIX	1
Lancaster, Pa.	WGAL-TV	1		KRON-TV	2
				KTVU	1
Los Angeles	KCOP	2	Schenectady-Albany-Troy	WRGB	1
	KHJ-TV	1	Seattle-Tacoma	KING-TV	1
			Springfield, Mo.	KYTV-TV	1
	KTLA	4	St. Louis	KCPPTV	1
	KTTV	3	Syracuse	WSYR-TV	1
Louisville	WHAS-TV	1	Tampa-St. Petersburg	WFLA-TV	1
Lubbock, Texas	KDUB-TV	1	Tulsa	KOTV	1
Milwaukee	WITL-TV	1	Washington, D.C.	WTTG	1
Minneapolis-St. Paul	WCCO-TV	1	Wichita Falls, Texas	KSYD-TV	1
	KMSP	1			

Studios and Agencies

Elliot, Unger & Elliot, N.Y.	1
Filmways, N.Y.	1
Guild Films, N.Y.	1
John Guedel Productions Inc., Los Angeles	1
On-Film Inc., Camden, N.J.	1
RKO Film Studios, Hollywood	1
Telestudios Inc., N.Y.	3
Termini Videotape Services, N.Y.	1
Videotape Productions of N.Y.	3

Laboratories and Schools

Minnesota Mining & Mfg. Co.	
Hutchinson, Minn.	2
U of Texas, Austin	1
Washington County (Md.) School System, Hagerstown	1
Yonkers Raceway, N.Y.	1
U.S. Govt.	13
Other research labs	5

Foreign Installations

Australia	Kyushu TV, Fukuoka	1
Amalgamated Television Network, Sydney	NHK (Japan Brdctr. Corp.), Tokyo	3
Canada	NTV (Nippon Television Network Corp.), Tokyo	2
Canadian Bdtg. Corp.	OTV, Osaka	2
England	Radio Tokyo (TV), Tokyo	2
ABC Television Ltd., London	RHB Mainichi Bdtg. Corp., Fukuoka	1
Assoc. Rediffusion, London	Shizuoka TV, Shizuoka	1
Associated TV Ltd., London	Tokai TV (TIHK), Nagoya	2
British Bdtg. Co., London	Mexico	
Cinemas TV Ltd., London	Cadena Television del Norte, Monterrey	1
Granada TV, Manchester	Television de Chihuahua, Guadaluajara	1
Southern Television Ltd., Southampton	TV de Mexico, Mexico City	2
Tyne Tees Television, Ltd., London	West Germany	
	Siomens & Halske	7
Japan	Scotland	
Chuhu Nippon Bdtg., Ltd., Nagoya	Scottish Television, Ltd., Glasgow	1
Fuji TV, Tokyo		
Kansai TV, Tottori		
Kyoiku TV, Tokyo		

"License-TV" Bill: Measure introduced in the N. Y. state legislature late last week by Assemblyman A. Bruce Manley seeks TV censorship in a new form, with a "license" revenue gimmick thrown in as well. Manley, a young Republican from Fredonia, N.Y., wants the state's top education brass—the Board of Regents—to pass on all network or local "entertainment" TV shows—news, special events, public service exempted—and then O.K. them for TV air use after payment of a license fee of \$50 per half-hour or less. The fee would be paid by the station telecasting the show.

Manley's move got a quick play in the N.Y. daily press, which emphasized a quote from him that TV is airing "a disproportionate amount of crime, sex, horror, terror, brutality and violence."

However, when contacted by *Television Digest*, Manley proved much milder. "I'm not a TV expert," he said, "We're not trying to hurt the TV industry." He admitted that "opposition"—he didn't elaborate—was already forming, and that bill's chance of passing this year was "remote."

The Business Of Sex: CBS's Edward R. Murrow isn't likely to join TV-radio columnist Marie Torre as the latest personality to land behind bars for refusing to reveal a news source—or so CBS spokesmen believed this week. Murrow, CBS public affairs director Irving Gitlin & producer George Vicas were interviewed by Deputy Police Commissioner James R. Kennedy because of Murrow's Jan. 19 *The Business of Sex* on CBS radio—an hour-long taped documentary including interviews with madams and deluxe call girls, one of whom told how she aided in a deal for "a man who was selling electronics."

They were asked for names. They politely declined. Kennedy said, however, "No one is going to jail here." N.Y. District Attorney Frank Hogan ordered a transcript of the show. Mayor Wagner indicated he'd seek a police investigation of the whole thing. Chief Magistrate John M. Murtaugh, author of *Cast the First Stone*, a book dealing with the same subject, charged the CBS show had "exploited" the prostitution problem for audience interest.

Gitlin denied charges the show was a hoax. "Every element in the show was factual, and we stand unqualifiedly behind it. These were real people, not actors. Research for the show went on for at least a year and involved local reports on prostitution from over 200 CBS stations to make it a national story." He added that the show was "not an attack on big business" but "the story of a social ethic."

In general, the reaction appeared to be shocked surprise on the part of city officials. CBS feels its legal position is protected by the First Amendment. The network will face charges by the District Attorney as they arise—which they haven't as yet—but won't give any names. It reported national reaction to the show was about "60-40" in favor.

On another broadcast chore, Murrow cancelled a scheduled *Person to Person* visit to the New York apartment home of Mrs. Babe Ruth Jan. 23 when the building manager demanded payment to permit camera crews to enter. Co-producer Jesse Zousmer said this was the first time the issue had come up in the history of the program, which has visited homes of "75 to 100" people in the New York area. French singer Genevieve went on instead.

**THE
AUTHORITATIVE**

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

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Television Digest

with **ELECTRONICS REPORTS**

January 31, 1959

Radnor, Pa.

Murray 8-3940

Vol. 15: No. 5

SUMMARY-INDEX OF THE WEEK'S NEWS

NO PAY-TV TESTIMONY planned by CBS at Congress hearings, Stanton announces. Networks expected to urge NAB board to adopt similar change in tactics (p. 1).

FCC RETREATS ON BOOSTER FRONT as Congressional revolt grows. Commission extends deadline for ban on illegal stations, will "study" relaxations (pp. 1 & 5).

TAPE SYNDICATION IS HERE NOW. Guild Films sells 3 taped shows to 25 stations. Many stations in 'miniature syndication.' CBS Films, NTA stepping in (pp. 2 & 6).

FEDERAL AID TO ETV PLAN gets quick Senate consideration as sponsors push \$51,000,000 Magnuson measure toward almost certain approval by Congress (pp. 3 & 6).

FCC WOULD SHEAR NETWORKS of station rep business, if proposed rule-making is finalized. Commission vote unanimous at this stage (p. 3).

NO LETUP, APPARENTLY, IN MAGAZINE barrage against TV, as *Post* shoots off another gun. Other critics of TV in the Fund for the Republic's spotlight (pp. 4 & 16).

HOUSE ENDORSES PROBE OF FCC and other agencies, gives Commerce Committee \$125,000 to continue oversight unit's work. Other Congressional developments (p. 5).

NETWORK TV IS ONLY MEDIUM showing gain in Nov. 1958 over Nov. 1957 in *Printer's Ink* Nat. Adv. Index (p. 16).

Manufacturing-Distribution-Finance

"NEW LOOK" IN TV will appear in June lines as major set makers prepare to use new 23-in. rectangular Corning tube. Plans of manufacturers outlined (p. 12).

PICTURE-ON-WALL TUBE now practical, using flat cold-cathode design, Tung-Sol believes. Tube engineers see cold-cathode demonstrations, react cautiously (p. 13).

CANADA MAY RETALIATE against extra-territorial application of U. S. anti-trust laws. Dominion Justice Minister Fulton cites objections to U. S. trade policy (p. 14).

NSRC PANEL CHAIRMEN NAMED, duties of panels outlined, as EIA-sparked committee organizes to recommend compatible stereo standards to FCC (p. 14).

CBS PLANS TO SIT OUT PAY-TV HEARINGS: CBS won't testify at upcoming pay-TV hearings before House Commerce Committee -- unless called. NBC is understood to have adopted similar line, and both networks will present this position to NAB board when it meets next week at Hollywood Beach Hotel, Hollywood, Fla.

Confirming our exclusive Jan. 17 report on this change in network tactics (Vol. 15:3), CBS pres. Frank Stanton told affiliates board meeting in New York this week: "We continue to believe that the use of the public's channels for pay TV is against the public's interest. We believe that we have fully met every reasonable obligation for informing the people . . .

"Certainly we have put before Congress and the American people our views and all the facts available to us. . . . If our views are sought, we will, of course, respond. Further than this we don't propose to go -- certainly at this time."

Whether a virtual industry-wide boycott of any further pay-TV discussions will result depends largely on policy adopted by NAB board.

THE GREAT BOOSTER REBELLION OF 1959: Power of political pressure to influence FCC -- the subject of much pious indignation in Congress during last year's House investigation of TV licensing practices (Vol. 14:2 et seq.) -- was never more convincingly demonstrated than by members of Congress themselves this week, operating openly.

FCC was stopped cold in its determination to outlaw illegal TV booster stations by March 30. And it took only some gestures of defiance on Capitol Hill -- not even back-stage maneuvering -- to do it.

Confronted with flock of bills introduced and speeches made (see p. 5), FCC

began beating retreat from its "final action" of last Dec. 30 on long-troublesome booster question (Vol. 15:1).

There is now a very strong chance that FCC will find a formula to legalize boosters. It's likely that Commission will: (1) Ask Congress to amend Sec. 319(a) of Communications Act to "excuse" booster operators for building without permission. (2) Relax its engineering standards to permit construction of boosters cheaper than uhf translators. (3) Relax operating-personnel requirements to permit simplest kind of engineering supervision over booster installations.

After 4 years of rule-making wrestling with problem -- and coming to a 6-1 decision that the "public interest" can't be served by unlicensed uhf stations -- FCC needed only a touch of political pressure to reconsider. No Congressional hearings on the subject were held or even scheduled. No new technical evidence was produced to disprove case against unauthorized repeaters. But Commission nevertheless voted -- unanimously this time -- to give operators 6 months instead of 90 days to apply for uhf translators or shut down. Commission said it now finds it needs to "give further study to the legal & technical aspects of the problem."

VIDEO TAPE SYNDICATION IS HERE--NOW: All TV film producers and syndicators are preparing right now to begin gradual changeover to tape -- no matter how loudly they publicly deprecate the medium of electronically-recorded TV programming.

Even as the "can't-be-done" chorus rings loud and clear, the inevitability of tape as a substitute for film programs produced for TV is foreshadowed by the fact that magnetic video pickup heads already are scanning syndicated non-film subjects in dozens of TV stations across the country.

Today's infant tape syndication industry is living on distribution of programs which started as local shows -- in short, recorded in the TV station. But CBS Films' announcement this week of a new original tape series by Robert Herridge (see p. 6) was opening gun in the produced-especially-for-tape race. Also poised for original tape shows are NTA, Guild and other as-yet-to-be-announced producers -- in fact, virtually all of the TV film majors probably will be in some tape activity in '59.

Biggest syndicator of tapes today is Guild Films, which now has co-production syndication deals to handle local shows originated by 3 stations. It has 3 taped series in syndication -- each one bought by approximately 25 stations. They are 60-min. "Divorce Court" (originating at KTTV, Los Angeles), 30-min. "Bedlam from Boston" wrestling (from WBZ-TV, Boston) & "People's Court" (from KCOP, Los Angeles).

How about "ole demon incompatibility" -- the legendary gremlin which is supposed to degrade playback quality of tape recorded on a different machine? We've never heard of one instance of it," says Guild sales v.p. Irving Feld. He adds that stations are treating tapes with loving respect; there's been no damage to date.

Guild makes 2 prints of each tape, bicycles them among subscribing stations. It's looking for more local station programs which might make good national tape shows, and has several originals on books for syndication in next 6 months.

Approximately 80 stations now have TV tape facilities (see list, Vol. 15:4), and this is the current market for syndicated tape product.

* * * *

There's plenty of bush-league tape syndication going on -- mostly among stations under common ownership. Some of the Storer stations are interchanging taped programs. Bullitt stations KING-TV, Seattle, & KGW-TV, Portland, are swapping programs and special events. WFLA-TV, Tampa, & WEAR-TV, Pensacola, Fla. are exchanging. Metropolitan's WNEW-TV, New York, will begin sending tapes to its WTTG, Washington, when latter gets its recorder on Feb. 11.

In the immediate offing are bigger projects: Brooklyn Union Gas Co., sponsor of "Dione Lucas' Gourmet Club" on New York's WPIX, is hoping to interest other gas utilities in sponsoring tapes of the show on their own local stations. Paramount Pictures' KTLA, Los Angeles, has set up syndication div., and will offer 6 taped shows. Los Angeles' KTTV is understood to be ready to syndicate "Peter Potter's Juke Box Jury," a one-time network show. ABC may syndicate its "Stars of Jazz."

Sure, there are problems -- lots of them. There's still no quick way to make duplicate tapes. Most stations still don't have VTRs. Tapes are heavy for shipment. And what's to stop a station engineer from making his own duplicate on old tape to send back to the syndicator, while keeping the new tape? Yes, there are problems -- but those of faint heart, those who missed the boat on TV in the first place, will be first to attest to the fact that in this industry problems are licked, and fast.

"Syndication by microwave" is a proposition which has occurred to programmers. The idea: lease network lines during off-time in wee small hours, transmit programs to stations, let them re-tape them off the line for later use. Though there's been some active investigation of this delivery method, nobody is planning to use it now -- but you'll be hearing more about it.

For other stories on tape and syndication, see pp. 6 and 10.

OUTLOOK FOR FEDERAL AID TO ETV--ROSY: Clear sailing for the first federal program to provide direct financial help -- \$51,000,000 worth -- to the country's slow-moving, money-starved educational-TV system now seems assured. It's good news not only to educational broadcasters but to equipment manufacturers.

Top priority for govt. ETV subsidies has been marked on the legislative calendar of the powerful Senate Commerce Committee. It held swift hearings this week -- and is expected to stamp unanimous approval next week -- on proposal by Chairman Magnuson for up-to-\$1,000,000 in grants to each state & territory (see p. 6).

No legislation introduced at this session of Congress has had earlier -- or faster -- treatment. And there are no reports that the program will run into trouble in the House Commerce Committee. Unlike last session, when similar ETV proposals ran up against a last-minute House logjam after clearing the Senate (Vol. 14:34), the momentum already started should carry through to final passage this time.

Problems of activating more ETV stations (only 36 are on the air for the 257 non-commercial channels reserved by FCC) won't be solved by federal aid, of course -- \$51,000,000 isn't enough for that. But the sum should at least get things started toward fuller attainment of ETV's vast potentials. As Westinghouse Broadcasting Co. pres. Donald H. McGannon put it at Senate hearings: "The longer this is delayed, the longer these vital frequencies are unused, the longer will the American people be deprived of [educational] opportunity."

FCC MOVES TO OUST NETWORKS FROM REP FIELD: Suddenly and with no dissents, FCC this week started rule-making to consider the concept of kicking CBS & NBC out of the rep business (ABC isn't in it). Though action was unanimous at this stage (Ford absent), it should not be presumed that Commission's mind is made up -- although lack of any kind of dissent is good indication the majority is in favor of idea.

Though CBS & NBC are expected to fight to keep their spot sales activities, which are profitable, it's common conjecture that they would pull out in a minute if they had any assurance that this concession would allow them to keep their stations and option-time. Networks already have given in on minimum buy, which Justice Dept. and FCC's network study staff termed "monopolistic" (Vol. 14:49, 15:2).

Commission discussion of the rule-making proposal was brief, we're told, and its official order isn't illuminating. It merely notes that its staff concluded that "national spot and network TV are competing forms of national TV advertising and that there is a potential if not actual conflict of interest when the same party engages in both activities." As for Commissioners themselves, FCC said:

"On the basis of the (staff) report on network broadcasting and the testimony presented in the hearing in docket No. 12285, the Commission is of the view that a rule-making proceeding should be instituted to consider the adoption of a rule prohibiting TV station licensees from being represented in national spot sales by an organization which also operates a TV network. This proposed rule does not apply to the representation in spot sales of TV stations licensed to the organization which operates a TV network." The last sentence means networks could rep stations they own.

Comments are due Feb. 28, counter-comments 15 days later. Commission asks parties to suggest deadline by which networks should be out of the business, and it also asks parties whether networks should be forced out of radio station rep business, too -- even though its network study staff didn't get into radio and made no recommendations on network radio representation. FCC's order is docket No. 12746, public notice 59-63, mimeo 68406, only 2 pages, available from Commission or us.

NBC was quick to react, stating: "NBC will oppose the proposal . . . believes (it) is completely contrary to the public interest . . . has consistently opposed such action by FCC since 1948 because it believes banning network companies from this field would restrict, not enhance, competition among spot representatives."

CBS issued no official statement, but CBS-TV stations pres. Merle Jones made no bones about intention to fight. He, too, insisted that FCC staff report failed to show how network operation of rep business harms public. Station Representatives Assn. had no formal comment, but members were obviously delighted.

Commission action renders quite apropos the move of some CBS affiliates to find ways of carrying on if CBS Spot Sales is dissolved (Vol. 15:4). Some of those repped by the CBS div. are mulling idea of taking it over, continuing it as is.

Next item on FCC's network agenda: Feb. 2, multiple ownership, Feb. 6, network-producer relationships regarding program "tie-ins" (Vol. 15:4).

COMPETITORS AND CRITICS: SatEvePost, hard on heels of its own promotion ads which bemoaned catastrophic manner in which advertisers can fail on TV, is out this week (Jan. 31) with full-page editorial entitled, "Why Not Let Pay TV Have a Trial Run?" Leads off Post: "Commercial television has been running into heavy weather of late. Nobody seems completely satisfied with it. The sponsor, etc., etc."

This is typical of kind of current printed comment which is causing double-takes throughout TV industry -- especially because such denouncements are from print media that invariably turn editorially to a television personality when their newsstand sale needs a shot in the arm. We admit bias for TV, but in name of logic, must at this time call following facts to attention of our colleagues in other media who are suddenly and almost unanimously concerned about TV's health:

Americans still spend more time with TV than in any other activity. And advertisers have just invested a record expenditure in TV: \$1.394 billion in 1958.

All other media, according to Printers' Ink Index (see p. 16) were down in ad revenue -- from 2% to 18%, including 7% drop for weekly magazines -- during first 11 months of 1958, compared with same 1957 period. In circulation, the 9 national weeklies are down in single copy (to many, the significant) sales, dropping from 2.5% to 33.1%. There were only 2 exceptions: a piddling increase for one, and a ¼-million increase for another -- latter being only title on list devoted exclusively to TV!

In face of these figures, we are forced to ask: Just WHO is it that's "running into heavy weather"?

During same week Post shot off its cannon in what appears to be an interestingly-spaced barrage that has now included formidable bursts from such other big guns of magazine business as Life, Reader's Digest, and Fortune, the Fund for the Republic's Pat McGrady gave a broadcasting audience (see p. 16) a preview of his findings in a 7-month study of TV's critics. Said he in part:

"By and large, TV criticism is the fitful labor of tired writers of monumental goodwill, a degree of talent and a jaded perspective. As such, its effect has been profound. In instances it has been positive, but it is generally inconsistent, capricious and of questionable value. Chief cause for this unhappy state of affairs is the critics' concern with a fantastic amount of mediocre, trivial material."

Their "vitriolic unpleasantness," he added, "is not characteristic of other critical relations -- in art, literature, drama, or music. . . . There is no reason why the critics should have to resort to verbal bludgeoning to have their way. In fact, there is no reason why they should give the orders in programming. They have not the responsibilities, nor the creative faculties for the job."

The Week in Congress

More about

Boosters Win a Battle: The Western revolt in Congress against FCC's decree that operators of more than 1000 illegal, unregulated TV booster stations must take them off the air (Vol. 15:4) gathered such force this week that the Commission hastily met, and voted unanimously to start a strategic retreat (see p. 1).

In the House alone, more than 25 bills & resolutions peppered the hopper. They demanded investigations of FCC's ban, proposed Communications Act amendments making them legal, and an expressed sense-of-Congress policy favoring the operation of vhf TV booster or repeater stations.

On the Senate side, Sens. Carroll (D-Colo.) & Allott (R-Colo.) were marshals of the rebellion. A wide-ranging bipartisan coalition joined them in support of measures (S. Con. Res. 4 & S. J. Res. 26) to block FCC's action. Recruits included Sens. Mundt & Case (R-S. D.), Curtis (R-Neb.), O'Mahoney & McGee (D-Wyo.), Mansfield & Murray (D-Mont.), Langer (R-N. D.), Chavez (D-N.M.). They were assured of a powerful ally in Chairman Magnuson (D-Wash.) of the Commerce Committee, too.

In addition, one western state legislature after another poured petitions on Capitol Hill imploring Congress to step in and stop FCC from depriving citizens of booster service.

Immediate result: FCC voted unanimously to revise its 6-1 decision of last Dec. 30 (Vol. 15:1) giving booster operators 90 days until March 30 to apply for uhf translators instead or go off their unauthorized air.

The deadline was stretched to 6 months—to June 30—"during which time the Commission will study the legal & technical aspects of the problem."

Presaging moves by FCC to ask Congress to write its own rules on boosters, the Commission said "studies will include possible new legislation looking toward amending the Communications Act to provide more flexibility in administering Sec. 319 (a) and a possible relaxation of the operator requirements for broadcast stations."

No voice in Congress was raised to defend FCC's original "final action" banning boosters, which followed 4 years of rule-making proceedings. But outside Congress, NAB and National Community TV Assn., which have suffered booster headaches for years, did speak up.

"We thought the FCC was right in the first place, and we certainly didn't think it would come around now and reconsider it," NAB TV v.p. Thad H. Brown told us sorrowfully. "We're only hopeful now that the situation will be cleared up so that there won't be illegal stations on the air." The issue will have a top place on NAB's winter meeting agenda next week in Florida.

"For a solid year," said NCTA gen. counsel E. Stratford Smith, "Congress has been highly critical of the FCC for decisions allegedly based on influence & political pressures rather than on the FCC's own sound judgment. Now Congress itself is forcing the FCC to

take action that the Commission has found not to be in the public interest—for good safety & engineering reasons. We honestly think the FCC's decision in Dec. was a sound one. In the last analysis, Congress should agree that extremely technical problems should be left to the FCC."

Go-Ahead for Harris: Chairman Harris (D-Ark.) of the House Commerce Committee this week got his authority—and \$125,000 for staff hire—to continue investigations of FCC & other federal agencies which his legislative oversight subcommittee started last year (Vol. 15:4).

Without objections from anybody on the floor, the House approved 12-part resolution (H. Res. 56) giving Commerce Committee broad power to look into many jurisdictional areas, including: (1) Allocation of radio spectrum. (2) Color TV. (3) Pay TV. (4) Educational TV. (5) Ownership & control of radio & TV Stations. (6) Technical developments in communications field.

With equal ease, Harris also won a \$125,000 special appropriation for probes (vs. total of \$325,000 for oversight unit in 1957-58), which will be conducted by an as-yet-unnamed subcommittee or subcommittees. At week's end, he and ranking minority committee member Bennett (R-Mich.) were trying to reach an agreement on subcommittee makeup. Meanwhile, the Committee itself was embarked on hearings into such non-TV-radio subjects as railroad retirement and airports, setting no schedule for any other business.

* * *

On other legislative fronts this week:

Rep. Dingell (D-Mich.) added more anti-pay-TV proposals to those already made by Harris (Vol. 15:3) and others in House & Senate. One Dingell bill (HR-3287) would amend Communications Act to prohibit pay TV. Another (HR-3288) would "clarify existing law" on pay TV. Rep. Vanik (D-O.) suggested that if there were more "superb" programs like "What Every Woman Knows" on CBS-TV's *Du Pont Show of the Month* Jan. 28, "any interest in pay TV" would vanish.

Reps. Horan (R-Wash.) & Magnuson (D-Wash.) introduced bills (HR-3651) & (HR-3666 to repeal manufacturers' excise tax on uhf or all-channel TV sets. Reps. Henderson (R-O.) & Whitener (D-N.C.) proposed (HR-3308 & HR-3395) to eliminate communications excise taxes.

Sen. Eastland (D-Miss.) submitted resolution (S-61) from his Judiciary Committee authorizing "study of administrative practice & procedure in govt. depts. & agencies," including "rule-making, licensing & adjudicatory functions."

Rep. Steed (D-Okla.) offered a bill (HR-3506) setting up ham radio networks as auxiliaries to military communications.

Chief counsel Robert F. Kennedy of Senate rackets committee got the transcript of Edward R. Murrow's now-celebrated CBS radio documentary *The Business of Sex* (Vol. 15:4), to see if his committee should look into alleged employment of call girls by business.

More about

Fresh Start for ETV: Proposals for \$51,000,000 Federal Aid to Educational TV—which came close to approval by Congress last session (Vol. 14:34)—got off to a strong new start in the Senate this week.

No sooner had the Commerce Committee organized for 86th Congress than it made ETV its No. 1 order of legislative business. It moved at once into hearings on—and certain endorsement of—program (S-12) re-submitted by Chairman Magnuson (D-Wash.) for \$1,000,000 equipment grants to each state, D. C. & Hawaii.

"We need it," said Magnuson in an opening statement read by Sen. Monroney (D-Okla.), who took over hearings when the Chairman went home with a cold. "We cannot afford to be too little, too late. Let us move forward while there is time. Now is the time."

In 2 swift days of proceedings, conducted in committee's plush hearing room in the new Senate Office Building, a dozen professional ETV advocates—and Westinghouse Bcstg. Co. pres. Donald H. McGannon—piled up testimony in support of Magnuson's plan.

Leadoff witness was Rep. Udall (D-Ariz.) author of companion bill (HR-1961) in the House, where similar measures (HR-31 & 2926) by Rep. Boggs (D-La.) & Roberts (D-Ala.) await Commerce Committee action there. Udall said he's confident that this time ETV aid will go on to the House floor and an early vote instead of dying—as it did last year—after Senate passage and House committee approval.

"Everything that was said last year [about urgency of federal grants] is more true now than ever before," Udall told the Committee. He seconded Magnuson's argument that ETV's failures are due to "lack of adequate funds to pay for the basic installation of TV facilities—not to educational broadcasters' lack of interest, desire, planning or zeal."

Lining up in support—most of them repeating voluminous testimony about ETV problems which was put in the record in 1958 hearings—were such pros as exec. director Ralph Steetle of the Joint Council on Educational TV, pres. William Harley of National Assn. of Educational Broadcasters, gen. mgr. Raymond Hurlbert of Ala. Educational TV Commission, exec. v. p. John Ivey of NYU, supt. William Brish of Washington County (Md.) schools, director Richard Hull of Ohio State U's Radio & TV Service, and spokesmen for D. C. schools which have been unsuccessful in attempts to set up an ETV station in the capital. The latter included schools supt. Dr. Carl F. Hansen and pres. Mrs. Edmund G. Campbell of Washington ETV Assn.

Typical of their statements was Harley's "Unless federal support is provided, we believe that for many years there will be no more than some 40 to 50 educational stations in the nation, while over 200 other frequencies allocated for education lie fallow."

Westinghouse's McGannon put in his case for ETV as a commercial broadcaster. He said more ETV stations—and quickly—are a must for U.S. "if our people are to keep pace with our fast-changing times." McGannon backed federal aid, pointing out that: (1) local school finances already are overtaxed. (2) Ford

Foundation isn't the ETV angel it once was. (3) Commercial broadcasters, try as they do to include education in their programming, can't be expected to do ETV's job because they're in the highly competitive entertainment business to make some money.

Only non-committal testimony at hearings came from FCC Comr. Craven, who restated his position last year that Commission is in favor of ETV but "does not have any special competence as to whether or not federal appropriations should be used" to help educational stations. No spokesman for Eisenhower administration (which opposed Magnuson's plan last year) testified. Views of Health, Education & Welfare Dept., whose office of education would administer the aid plan, are to be filed for the record.

Note: At organization meeting preceding hearings, Senate Committee renamed Sen. Pastore (R-R.I.) as chairman of communications subcommittee, which was expanded from 5 to 8 members. Holdover subcommittee members are Sens. Monroney & Thurmond (D-S.C.). New Democratic members are new Sens. McGee (Wyo.) & Hartke (Ind.). Republicans on subcommittee are Cotton (N.H.), Case (N.J.) & Scott (Pa.). (Other story on p. 3.)

More about

TV Tape Syndication: You'll see more and more announcements of taped shows being offered for syndication from now on (see p. 2). First to break the ice with the taping of an original series (as opposed to tapes of live shows which have been originally telecast on stations or networks) is CBS Films, which has 13 half-hour episodes in an as-yet-untitled anthology series scheduled for completion by Aug. 1.

Shooting will take place at CBS-TV in New York. The producer is Robert Herridge, whose credits range from *Camera 3* to *Kraft TV Theatre*. CBS Films operations director Fred Mahlstedt expects the number of video tape-equipped stations to reach the level of "a good, basic sales market" by the time his first group is on tape reels—but the producers hope, of course, to place the series first on a network, where equipment is no problem.

Whether another TV filmery will beat CBS Films with the first original program tape is uncertain. But Guild Films expects to do some syndication taping of brand-new shows, and NTA chairman Ely Landau this week made specific reference to his company's plans to produce taped programs at recently acquired Telestudios, which soon will have 3 recorders & mobile unit.

Landau told NTA stockholders he expects that "sale of TV programs on tape produced through NTA's Telestudios and our owned-&-operated stations will become an important source of income." First syndicated NTA tape—although not an "original"—will probably be David Susskind's *Open End* conversation program from WNTA-TV, Newark-N.Y.

The newly-formed syndication div. of Paramount Pictures' KTLA, Los Angeles, now has pilot tapes of 6 shows, and is understood to be ready to screen them for sponsors or stations: *Indictment*, *Mark Brand*,

Youth Court, Guy Mitchell Show, Municipal Court, Emergency Ward.

There's still a big barrier to international syndication of tapes—aside from the fact that few foreign stations have tape equipment. The problem of transmission standards, unimportant in film sales, is a major vexation in countries which don't use U.S. standards. Countries with U.S. standards which now have TV tape recorders are: Japan (22 recorders), Canada (7), Mexico (4) and Cuba (1).

In Manchester, England, engineers of commercial programmer Granada TV are developing an electronic standards converter, as an accessory to their Ampex recorder—so that U.S. 525-line tapes will produce a British-standard 405-line picture. This will have important implications for Eurovision and all international TV activities, since it will be usable with live TV, too. Eurovision currently uses "optical conversion"—aiming a camera at the face of a monitor.

The FCC

Protest Base Broadened: The U.S. Supreme Court certainly didn't ease FCC's burden this week, when it upheld the Court of Appeals' ruling that the Commission must give Philco a hearing on its protest against renewal of RCA-NBC's WRCV-TV & WRCV, Philadelphia (Vol. 14:52).

The net effect of this decision, in addition to guaranteeing Philco a hearing, is to insure that a new large class of non-broadcast interests will have a chance to air complaints against stations in Commission hearings. FCC had fought the Philco protest vigorously, asserting that its claims of injury by RCA-NBC stations were "vague & insubstantial . . . remote & speculative." Hitherto, non-broadcast interests such as Philco, got short shrift from FCC.

Lawyers aren't agreed on how wide the door has been opened to protests. One veteran practitioner comments: "Any good lawyer can get a hearing for almost any party with a gripe against a station. He's limited only by the fertility of his imagination." But an experienced FCC attorney claims: "It broadens it a bit—not necessarily real wide. It really depends on the facts in each case." More test cases will provide the answer.

Philco had sought the hearing in an effort to prove RCA-NBC is a "monopoly" not qualified to be a station owner. To get a hearing, the law requires Philco first to prove that it has "standing"—i.e., is injured by the practices complained of. As a competitor to RCA, Philco charged that RCA used NBC's stations in such fashion as to give RCA products a promotional edge—e.g., identifying NBC on the air as "a service of RCA."

Both FCC & NBC called Philco's grounds far-fetched, and the Commission was particularly apprehensive lest it be overwhelmed with protest hearings. Curiously, the Dept. of Justice didn't agree—so Justice & FCC filed opposing opinions in briefs before the Supreme Court, a rare procedure (Vol.14:52).

■
Comments on new space proposal by FCC (Vol. 15:2) may be filed until Jan. 26. The Commission has extended the deadline at the request of the American Rocket Society.

Dr. Schwartz vs. FCC: A new book on the House legislative oversight subcommittee by ex-chief counsel Dr. Bernard Schwartz (Vol. 15:1) promises the "full, shocking inside story of corruption & influence-peddling in the federal regulatory agencies"—with FCC getting the fullest treatment. Jacket blurb for *The Professor & the Commissions*, scheduled for publication Feb. 17 at \$4 by Alfred A. Knopf, says the book tells "what important areas the Harris Committee has barely touched upon."

Among those mentioned: TV cases in Fresno, Madison, Albany-Schenectady, Mobile, Chicago, Indianapolis, Denver, Tampa, Hartford, Petersburg, Va. It's likely, however, that the book will reveal less about untouched FCC scandals than about Dr. Schwartz. He's the NYU law professor who came to Washington as an expert on administrative law and was fired by subcommittee last Feb. (Vol. 14:7) after earning a reputation as the most unorthodox Congressional investigator since the late Sen. Joseph R. McCarthy.

Stations

Court Scans Dropout Expenses: When an applicant drops out of a competitive hearing and has his hearing expenses paid by the remaining applicants, the parties involved must satisfy FCC that the expenses are truly out-of-pocket—and nothing more. That's the nubbin of a Court of Appeals decision this week, sending back to the FCC the much-litigated Beaumont Ch. 6 case. Winner Beaumont Bestg. operates KFDM-TV on the channel now.

There were originally 3 applicants—Beaumont Bestg., KTRM & Enterprise Co. KTRM stockholder W. P. Hobby, head of *Houston Post* (KPRC-TV), lent \$55,000 to Beaumont Bestg. to give to KTRM to drop out. In turn, Hobby got an option to acquire 32½% of a new corporation in which Beaumont Bestg. would hold 67½%. Enterprise appealed on the grounds that the agreement changed the original Beaumont Bestg. application. The court agreed, but FCC issued another final decision, again in favor of Beaumont Bestg. Enterprise appealed again, and included the "expense" question. This week's court decision sends the case back to FCC, for the latter to determine that the \$55,000 was for legitimate expenses. Decision came from Judges Bazelon, Fahy & Danaher. It was written by Bazelon. They had no quarrel with rest of FCC's decision.

In another decision, Court of Appeals turned down the argument by Gerico Investment Co., holder of CP for WITV, Ft. Lauderdale, Fla. (Ch. 17), that FCC should have given it Ch. 6 when the channel was dropped into the Miami area. WITV now competing for Ch. 6 with 3 other applicants. Judges Miller, Fahy & Danaher had this to say of WITV's argument:

"To sustain this contention, we would be required to hold, as we cannot do, that the Commission has been arbitrary, capricious and unreasonable in opening the question of allocating Channel 6 to other applicants as well as to Gerico. The disposition of this Channel is now before the Commission to be determined in a consolidated proceeding in which we must at present assume that the rights of the respective applicants, including Gerico, will be respected by the Commission, subject to judicial review."

Quick Indianapolis Hearing: The essence of an entire competitive TV hearing was crammed into about an hour of oral argument this week as FCC heard WIBC & Crosley argue over Indianapolis' Ch. 13.

Crosley had won the original decision and now operates WLWI, but the Court of Appeals sent the case back to the FCC for a fresh look, ruling that Comr. Craven shouldn't have voted in the case because he hadn't heard

the original oral argument (Vol. 14:25 et seq.).

The big question in the case now is presented by the composition of the Commission. Originally, Comrs. Doerfer, McConnaughey & Mack voted for Crosley, with Comrs. Hyde, Bartley & Lee dissenting. Now, Doerfer is sole remaining member who voted for Crosley—because Craven said he won't participate this time. New members to vote for the first time, are Comrs. Ford & Cross.

WIBC's arguments, presented by attorneys Harry T. Icc and Thomas W. Wilson, stressed local ownership and ownership-management integration, and attacked Crosley's "concentration" of station ownership in the general area—since it operates WLWT, Cincinnati (Ch. 5); WLWD, Dayton (Ch. 2); WLWC, Columbus (Ch. 4). Crosley also owns WLWA, Atlanta (Ch. 11).

Crosley, through attorney Duke Patrick, stressed its considerable TV-radio experience and long record of pioneering in broadcasting. Patrick also made a point of the fact that local ownership isn't necessarily permanent, noting that Indianapolis' WFBM-TV & WISH-TV have both been sold to non-resident owners—Time Inc. and Whitney interests, respectively.

Boston Hearing Shaping Up: The Boston Ch. 5 "influence" hearing will start Feb. 16 instead of March 2, it was agreed in a pre-hearing conference this week—because examiner Judge Horace Stern has called off his projected trip (Vol. 15:2). FCC counsel Edgar Holtz gave a tentative list of his witnesses, estimating that their testimony would run 1½-2 weeks, and that the other parties' cases might take another week.

Following are FCC's witnesses: Robert B. Choate, publisher of the *Boston Herald Traveler*, which won Ch. 5 decision and operates WHDH-TV; Forrester A. Clarke, of applicant Mass. Bay Telecasters; Former FCC Chairman George McConnaughey; John L. Taylor & W. Davis Taylor, *Boston Globe*; John B. Fisher, Washington public relations consultant and former asst. to Sen. Saltonstall (R-Mass.); Charles F. Mills, former member of the Renegotiation Board. Holtz also said that he may have statements for the record from unidentified Senators and Congressmen.

Also a possible witness is former Commerce Secy. Sinclair Weeks, although Holtz didn't mention him. Rep. John Dingell (D-Mich.) once stated that Weeks aided *Herald Traveler's* case.

Temporary operation on Ch. 13, New Orleans, to April 30, was granted by FCC this week to New Orleans TV Corp., a new company resulting from merger of WJMR-TV and Coastal TV Co. after dropout of competitor Okla. TV Corp. (Vol. 15:3). Commission said temporary operation not to be construed approval of merger, yet to be considered.

International Transmissions Inc., 480 Lexington Ave., N. Y. (Murray Hill 7-7744), new overseas news service for radio stations, reports these customers to date: WTOP-TV & WTOP, Washington; WIIC, Pittsburgh; radio WMCA, N. Y.; WIP, Philadelphia; KWK, St. Louis; WEMP, Milwaukee; WOHO, Toledo; WRFD, Columbus, O.; WBUD, Trenton. It has correspondents in 13 European capitals, plans more, offers 5 one-min. reports 3 times weekly, transmitted via cable and taped in U.S. Pres. is Sumner J. Glimcher, ex-Radio Free Europe and NBC. Exec. v.p. in London is Noel Bernard, ex-BBC. Sales v.p. is Frederick A. Bell, ex-Compton Adv.

Facility Changes: WSBA-TV, York, Pa. (Ch. 43) boosted power to 132-kw Jan. 9 . . . WKBN, Youngstown (Ch. 27) boosted power to 430-kw, using new 650-ft. tower, week of Jan. 26.

Cox Buys WSOC-TV, Charlotte: The \$5,600,000 purchase of WSOC-TV Charlotte, N.C. (Ch. 9) & WSOC by Cox interests raises to 4 the vhf stations in which it holds ownership. Headed by James M. Cox Jr., the organization controls WSB-TV, Atlanta (Ch. 2); WHIO-TV, Dayton, O. (Ch. 7), and holds 42.5% of WCKT, Miami (Ch. 7). Principal stockholder in WOSC-TV was E. E. Jones, who said he wanted to reduce his activities. He recently resigned as pres. of Pyramid Life Insurance Co. Pres.-gen. mgr. Larry Walker will remain in charge. According to J. Leonard Reinsch, managing director of purchaser, no changes in personnel or organization are planned. Cox interests also publish *Atlanta Journal & Constitution*, *Miami Daily News*, *Springfield (O.) Sun & News*.

NAB TV board agenda for Feb. 4 winter meeting at the Hollywood Beach Hotel, Hollywood, Fla. includes code amendments, FCC's policies on boosters, community antenna problems, TV allocations and TASO report, pay TV, public relations. Radio board meets at the same time to hear reports from AM, FM, good practice standards, and tariff committees. Joint board session Feb. 6 will hear from committees on membership, finance, editorializing, freedom of information, 1959 convention, Hall of Fame, and legislation.

Ex-FCC Comr. Richard A. Mack and friend Thurman A. Whiteside are still due to start trial in Washington Feb. 16 on charges of "corruption" in Miami Ch. 10 case (Vol. 15:4), Washington Federal District Court Judge Burnita S. Matthews having denied their request that the case be dismissed or moved to Miami. They had argued that the case was prejudiced by the fact that the *Washington Star*, 11 days before the grand jury acted, carried a leak from Justice Dept. that a true bill was being drawn. They had claimed that this prejudiced their case.

WRW, Reading, Pa. (1340 kc, 250 watts) has been sold by the Steinman interests for \$290,000 to Phoenixville, Pa. meat packer Charles T. Weiland, Attorney Perrin C. Hamilton of Philadelphia and Hugh L. Hamilton, who is majority owner of A. V. Smith Engineering Co., Narberth, Pa.

In Montana Microwave case (Vol. 15:50-51), the Court of Appeals this week denied a request by KXLJ-TV, Helena, that Montana Microwave be stayed from feeding the signals of Spokane stations to the Helena CATV system. Judges Washington, Danaher & Bazelon then scheduled argument in the case for early March.

CP Granted: Ch. 9, Hot Springs, Ark., to Southwestern Operating Co., headed by broadcaster-publisher Donald W. Reynolds (for other holdings, see *Television Factbook No. 27*, p. 177). At same time, FCC denied petition of Henry B. Clay to delete Ch. 9 from Hot Springs, add Ch. 10 to Shreveport, La.—Comrs. Doerfer & Hyde dissenting.

Call letter change: KIDO-TV, Boise, Ida. (Ch. 7), changes to KTVB Feb. 1.

Radio station sales: CBS announcer Olin Tice, owner of WKEN, Dover, Del.; WCAY, Columbia, S. C.; WBLR, Batesburg, S. C. and WMYB, Myrtle Beach, S. C.) is buying WAKN, Aiken, S. C. (990 kc, 1 kw D) for \$117,000 from John Mare & Oliver Grace. Broker is Allen Kander & Co. Also being sold is WTRX, Bellaire, O. (1290 kc, 1 kw D) by public relations man Robert K. Richards and associates Walter Patterson and Fred Allmon for \$130,000 to Frederic Gregg (owner of WCMI, Ashland, Ky.) and General Dynamics exec. Charles Wright. Richards and associates also own WKYR, Keyser, W. Va. and WKBZ, Muskegon, Mich. Broker is Blackburn & Co. [For news about other radio station sales, see *AM-FM Addenda D.*]

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Personals: J. W. Wright, exec. v.p. of KSL-TV & KSL, Salt Lake City, appointed pres., succeeding J. Reuben Clark Jr. Ivor Sharp, v.p. for corporate development, retires after 20 years with parent Radio Service Corp. . . . James E. Denning, ex-NBC v.p., joins MCA-TV Feb. 16 as v.p. in charge of talent and program contract administration . . . Robert D. Kasmire, ex-asst. to former N.Y. Gov. Harriman, named coordinator of special projects, NBC corporate planning dept. . . . Court McLeod, recently appointed administrative mgr. of ABC-TV program dept., Western div. (Vol. 15:2), assumes duties also of program service mgr., succeeding Thomas M. Lufkin, resigned . . . Salvatore Iannucci named to new CBS-TV network business affairs dept. post of director of contracts-talents & rights. Bernard Krause named coordinator of program costs . . . Leonard H. Goldenson, pres. of AB-PT, named chairman of advertising, publishing & entertainment section, N.Y. Red Cross chapter's 1959 campaign . . . M. S. (Bud) Rukeyser Jr., named to new post of press editor, news & public affairs, NBC press dept. . . . Robert M. Light, ex-West Coast promotion director, Pacific Coast broadcasting properties of RKO Teleradio Pictures, appointed managing director of Southern California Bcstrs. Assn., succeeding Art Holbrook . . . John A. Patterson, sales mgr. of WPIX, N.Y., promoted to sales v.p. . . . T. H. (Pat) Patterson elected exec. v.p. of WITN, Washington, N.C. . . . Harry Edelman resigns as gen. mgr. of KELP-TV & KELP, El Paso . . . Edward V. Cheviot, ex-commercial mgr., promoted to mgr. of WOAI-TV, San Antonio, Tex. . . . Chet Huntley, 48, NBC commentator, and Lewis Tipton (Tippy) Stringer, 28, "weather girl" of WRC-TV, Washington, to be married, date not yet set. Huntley, divorced recently, is father of 2 children . . . Ray Thompson, ex-KTVK, named promotion mgr. of KVAR & KTAR, Phoenix . . . Howard Morris, ex-mgr. of WARD-TV, Johnstown, Pa., named mgr. of N.D. Bcstg.'s KBMB-TV, Bismarck . . . Kenneth H. Berkeley, one of NBC's first radio managers, founding mgr. of *Washington Star's* WMAL-TV, now in retirement and owner of radio WIPC, Lake Wales, Fla., has recovered from a serious illness. His son-in-law, Charles D. Bishop, ex-WSUN-TV, St. Petersburg-Tampa, manages his radio station . . . Louis C. Stephens, legal asst. to FCC Comr. John S. Cross, appointed asst. chief, rules & standards div. He's replaced by Leonidas P. B. Emerson from rules & standards div. . . . Cal Perley named exec. asst. to pres. Kenyon Brown of KCOP, Los Angeles . . . Joseph E. Baudino, Westinghouse stations v.p., elected pres. of Broadcasters Club of Washington. Carleton D.

Smith, v.p.-gen. mgr. of WRC-TV, 2nd v.p. Fred Houwink, gen. mgr. of WMAL-TV, secy. Re-elected: Harold E. Fellows, NAB pres., chairman; Robert K. Richards, public relations consultant, 1st v.p.; James D. Secrest, EIA exec. v.p., treas. . . . Arthur J. Smith, managing director of news, special events and public affairs, WHTN-TV & WHTN, Huntington, W. Va., leaves Feb. 14 on a 30-day tour of the Orient, heading a delegation of local residents . . . Herb Robinson promoted to director of news operations, KOMO-TV & KOMO, Seattle . . . William D. Bryan named southern area sales mgr., Screen Gems, headquartering in Atlanta . . . George Gruskin, co-head of William Morris Agency's TV dept., resigns to form own TV consulting firm in N.Y. & Los Angeles . . . Robert Nash named sales & production mgr., Faillace Productions (musical commercials) . . . Stanford Meigs, ex-ABC central div., named director of TvB central div. office to open Feb. 2 in Wrigley Bldg., 400 N. Michigan Ave., Chicago . . . Phil Wygant promoted from operations mgr. to promotion director of WBAP-TV, Ft. Worth, succeeding Margaret McDonald, retired . . . Ruth Hider named merchandising mgr. of WNBF-TV & WNBF, Binghamton, N.Y.

Herbert E. Evans, v.p. & gen. mgr. of Peoples Broadcasting Corp. (KVTU & WNAX, Sioux City, Ia.; radios WRFD, Worthington, O.; WTTM, Fairmont, W. Va.; WGAR, Cleveland; WMMN, Trenton) will be NAB's delegate to Inter-American Assn. of Broadcasters, replacing Gilmore Nunn, Lexington, Ky. Appointment by NAB pres. Harold E. Fellows will be effective following IAAB's 6th general assembly in April in Mexico or Cuba, which both Evans & Nunn will attend.

Irl T. Newton Jr., who recently closed consulting engineering offices in Haddonfield, N.J. and Washington, re-opens at 7013 State Rd., Parma, O., (Victory 2-1621), with branch at 15 N. Ft. Harrison Ave., Clearwater, Fla. (phone 3-7388) where George H. Bowles is mgr. Newton has joined Smith Electronics, Cleveland.

Col. Robert D. Heintz Jr., 42-year-old son of the late Washington newsman who was one of the first to specialize on radio in its pioneer days and who enjoyed the confidence of most of the industry's leading figures, has been made chief of a Marine Corps mission to Haiti.

Metropolitan Phoenix Broadcasters elects: John Redfield, radio KIFN, pres.; Howard Stalnaker, KPHO-TV, v.p.; Sheldon Engel, radio KRIZ, secy.-treas. New directors are Bill LaDow, KTVK; Ray Smucker, KVAR & KTAR; Homer Lane, KOOL-TV & KOOL; John Hogg, radio KOY.

NAEB elects these regional directors: Raymond D. Hurlbert, Ala. ETV Commission, Birmingham; James Miles, radio WBAA, Lafayette, Ind.; John Schwarzwald, Twin City Area ETV Corp., St. Paul; Duff Browne, WYES-TV, New Orleans; Mrs. Gertrude Broderick, U. S. Office of Education. Run-off election was ordered to decide contest between Kenneth Harwood, radio KUSC, Los Angeles, and Glenn Starlin, radio KWAX, Eugene, Ore.

Obituary

Gilbert Martyn, 53, veteran newscaster and for the last 8 years news director of KTLA, Los Angeles, also author of the educational series, *Guidepost*, died of cancer Jan. 24 in Los Angeles.

Carl Kinsley, 88, pioneer radio engineer, died Jan. 30 at his home in Falls Church, Va. He started radio experiments in the 1890's, installed America's first radio station at Fire Island, N.Y., contributed substantially to start of commercial radio. His widow, 3 daughters survive.

Advertising

'Location' Tape Commercials: The door to location shooting of video tape commercials—primarily for network shows now, for spot campaigns later—has been opened with the introduction by Ampex of the "Video-tape Cruiser" mobile tape recording unit.

The cruiser was put through its paces this week by Ampex Corp. and an NBC-TV crew at a farm near Yuma, Ariz., where it shot a 30-min. documentary tape for Ford Tractor & Implement div., of Birmingham, Mich. Its use Feb. 3 will mark wedding of tape and closed-circuit business meetings.

The tape will be used as keystone of a 2-hour closed-circuit distributor sales rally to be piped to 30 cities by TelePrompTer's Group Communications div., to be viewed on projection screens in hotel ballrooms by Ford farm vehicle distributor personnel. The telecast will replace the huge traveling industrial shows, costing up to \$1,000,000, which Ford Tractor previously used to pep up its distributors. Tractor div.'s ad agency, Meldrum & Fewsmith, told us the entire TV sales convention won't cost more than \$250,000 and that the tape provides further savings, costing "far less than film."

After final check-outs, Ampex will take its Videotape Cruiser around the country as part of its VTR sales drive—lending it to stations, using it for demonstrations, etc. It has recording-playback equipment, own power plant, can even record while in motion.

A somewhat similar mobile unit is being put together by Telestudios, N.Y., NTA subsidiary.

There are indications that the networks will be next to equip themselves with mobile recording units—since the cost of a completely equipped tape cruiser (probably as much as \$250,000) is beyond all but the best-heeled concerns. Whether the networks will go whole hog in setting up independent tape commercial operations remains to be seen, but indications are that all 3 are considering the idea.

Advertising people will be watching the progress of the Videotape Cruiser closely—they consider "flexibility of location" of major importance in the production of commercials. This point was made to us by toppers of such agencies as Benton & Bowles, J. Walter Thompson and Bryan Houston.

Remote taping has been done before—but usually by microwave from a standard mobile TV station unit, beaming a microwave signal to the station, where the actual recording has taken place. With the self-contained mobile units, the line-of-sight limitation is removed and TV taping offers much the same flexibility as film, but with cost savings estimated by agencies to run to a third or a fourth of location filming tabs.

Growing agency interest in taped commercials was highlighted in N. Y. this week by special "previews" of new TV tape installations at Filmways Productions, commercial producers, and the new, partly-Ampex-owned Videotape Productions. Filmways showed an Ampex recorder, 3 camera chains, control room, viewing room, etc. Howard Meighan of Videotape invited more than 100 J. Walter Thompson creative, commercial and film personnel, for demonstrations.

People: Robert E. Kilgore elected pres. of Detroit's Gray & Kilgore succeeding Charles M. Gray, founder, who becomes chairman . . . William R. Gillen, Chicago v.p. of BBDO, named asst. to pres. C. H. Brower. He's succeeded by Wayne Tiss, formerly head of the Hollywood office who, in turn, is succeeded by TV production supervisor Robert J. Stefan . . . William E. Matthews promoted to v.p. & media relations director, Young & Rubican . . . William V. Patten elected a v.p., Lennen & Newell . . . Dale Anderson, ex-Lennen & Newell v.p., named v.p., Compton Adv. . . Jack Runyon, onetime Kenyon & Eckhardt v.p., forms Jack W. Runyon & Co. (26 O'Farrell St., San Francisco) . . . Gertrude Neuren promoted to v.p., Sterling Adv. . . Sidney G. Alexander, ex-Doner & Peck, named v.p., Kastor, Hilton, Chesley, Clifford & Atherton . . . John F. Neary promoted to v.p., John C. Dowd Inc., N.Y. . . . F. R. Risley, senior v.p. & mgr. of Reach, McClinton's Newark office, named vice chairman. He's succeeded by v.p. Don Mayer.

Obituary

Wallace J. Rigby, 52, v.p. of McCann-Erickson's subsidiary Sales Communication, died Jan. 22 in N.Y.

Giveaway Show Rule: NAB's TV Code Review Board this week set 10 seconds as the time limit, effective Feb. 1, for identification of products to be given away on audience participation shows. Code subscribers may complete existing contracts providing for longer plugs, but prize agreements after Feb. 1 must comply with the new rule.

"Impact of TV" Campaign by NAB for spot promotion of the medium by members has been carried on by 196 stations. NAB estimates that air time given to animated film spots in the campaign is worth more than \$2,500,000.

New reps: KIMA-TV, Yakima, Wash. with 3 satellites, to Hollingbery Feb. 1 (from Weed). WOWL-TV, Florence, Ala. to Rambeau, Vance & Hopple (from Forjoe).

CBC appoints McGavren-Quinn as its first U.S. rep, for radio only. Liaison will be R. S. Joynt, CBS asst. director of radio network sales.

Rate Increases: WHDH-TV, Boston (Ch. 5), Jan. 1 raised base hour from \$2500 to \$3000, min. \$500 to \$600. KFDX-TV, Wichita Falls (Ch. 3), Jan. 1, hour from \$350 to \$400, min. \$80 to \$100. WTVY, Dothan, Ala. (Ch. 9), Jan. 1, hour \$150 to \$200, min. \$30 to \$40. WFBC-TV, Greenville, S. C. adds AA hour (7:30-10 p.m.) at \$650, min. at \$135, class A hour from \$525 to \$550. KMJ-TV, Fresno (Ch. 24), Feb. 1 raises base hour from \$600 to \$650, min. \$150 to \$175. WLOS-TV, Asheville, N. C. (Ch. 13) Feb. 1 adds class AA hour (7:30-10 p.m. daily) at \$600, min. at \$120, class A hour going from \$450 to \$425. KSLA-TV, Shreveport (Ch. 12), Feb. 1 raises hour from \$500 to \$550, min. \$125 to \$150. WJTV, Jackson, Miss. (Ch. 12) Feb. 1 from \$400 to \$450, min. \$90 to \$120. KTVC, Ensign, Kan. (Ch. 6) Feb. 1 adds class AA hour (6:30-9:30 p.m.) at \$130, min. \$28.60, class A hour going from \$100 to \$91. Rate decrease: WTVH, Peoria (Ch. 19), Feb. 1 cuts base hour from \$550 to \$500, min. \$110 to \$100.

Spot increases: WCCO-TV, Minneapolis (Ch. 4), Jan. 1, raised base min. from \$400 to \$600. KGO-TV, San Francisco (Ch. 7), Jan. 1, min. \$500 to \$550. WWLP, Springfield, Mass. (Ch. 22) Dec. 1, min. \$170 to \$190. WCPO-TV, Cincinnati (Ch. 9), Jan. 1 raises base min. from \$290 to \$340. KBET-TV, Sacramento (Ch. 10), Feb. 1, min. \$225 to \$250. WTAR-TV, Norfolk (Ch. 3), Jan. 15, min. \$200 to \$220. KOTV, Tulsa (Ch. 6), has raised min. from \$200 to \$220. KOLN-TV, Lincoln, Neb. (Ch. 10) min. from \$90 to \$100.

Film

Film Business: The latest New York film ratings provide eye-openers for film buyers—and Madison Ave. Backstopped by strong promotion, the MCA-sold Paramount features bought by flagship WCBS-TV last week re-demonstrated how "new blood" can revitalize ratings for feature showcases. Opening night (Sunday, Jan. 15) "Going My Way" gave *The Late Show* a whopping 73.0 audience share, with Arbitron averaging 20.0. The lead over WRCA-TV ran about 4 to 1. WCBS-TV also scores a high mark in syndicated film honors. The Nov.-Dec. N. Y. Nielsen shows a 60.0 audience share for the Saturday, 10:30 p.m., Ziv-syndicated *Sea Hunt* series. It's now the second-highest-rated Nielsen show among all shows, network and local, in N. Y. with a 35.2—out-ranked only by *Como* with a 39.3. It even beats *Gunsmoke* (34.5), immediately preceding.

Screen Gems has a second half-hour film property, *Gangster Squad*, in the works for syndication or networking, with the Clarence Greene-Russell Rouse team, now contracted to produce 2 series a year for 3 years for SG. First project, *Underworld*, starts shooting later this month. . . . Bing Crosby Productions, in a co-production deal with ABC-TV, will start shooting *Lincoln Jones* in Hollywood. In charge will be Sy Gomberg, who created the series. Program will be sold by ABC-TV when the pilot is completed.

Bat Masterson, network film series, co-sponsored by Kraft and Sealtest, is due for a major promotional ride, with the first prize being a role in the Western adventure series. It's tied into a jingle contest, and Kraft has scheduled a backstopping print ad campaign in *Metro Comics*, *Independent Comics*, *Dell Comic Books*, and *Life Magazine*. Grand prize winner gets two weeks' work in the Ziv-produced *Bat Masterson* show at \$10,000 per week.

Producer-star Jack Webb has closed a deal with NBC-TV to shoot a half-hour film series, *The Black Cat*, through Webb's Mark VII Productions. Otis Carney will produce and script the film series, which will have a newspaper background and be sold at network level.

Wire Service telefilm series, aired in 1957 on ABC-TV, is due back on that network in rerun form starting Feb. 8 under the title *Deadline for Action*. No sponsor for the Don Sharpe-Warren Lewis package has been announced. . . . United Artists, a major factor in the field of feature film TV packages, is starting to move strongly in the program field, having scored an advance network sale to Philip Morris' Marlboro cigarettes for a new half-hour series, *Trouble Shooters* starring Keenan Wynn. UA has 4 more film shows in the works and will gun first for network sales—rather than syndicated release—on all of them.

Contract covering 15,000 film workers in TV and theatrical pictures was signed in Hollywood Jan. 31 by major TV and movie film producers with International Alliance of Theatrical Stage Employees (IATSE). Providing 21¢ hourly wage boost and fringe benefits, the pact was signed after 3 weeks of negotiation—the first time major motion picture producers, TV film producers and film processors have joined together to set terms of a labor agreement.

Coming—Silent Movies: The next big advance in the motion picture art for TV and theatres (after color, 3-D, Cinemascope and Cinerama) will be movies without sound. Paramount Pictures, searching through its vault for saleable material, has come up with 300-500 non-talkies which "could be put in good condition" for TV and/or movie houses, out of 1,500 silent pictures in its backlog. Pres. Barney Balaban says a sound track may be added.

Networks

Network Business: In a strong upbeat of network sales NBC-TV late this week signed the Edison Electric Institute and the Gold Seal Company for segment sales of several of the network's morning and afternoon shows. Edison Electric—via Fuller & Smith & Ross—will sponsor a quarter-hour segment on alternate Thursdays, starting Feb. 12, in the *Price Is Right*, *Young Dr. Malone* and *County Fair*. Gold Seal is slated for alternate-week quarter-hour segments of four daytimers: *Tic Tac Dough*, *Treasure Hunt*, *Concentration* and *County Fair*, via Campbell-Mithun.

Sponsors for two major awards shows were also pactured by NBC-TV. The Academy of Motion Picture Arts and Sciences again signed to sponsor the annual "Oscar" presentations on April 6, with the Hollywood-based show—now in its 7th straight year on NBC—expected to run at least 105 minutes on a 192-station lineup. It will also be Academy-sponsored, simulcast fashion, on 199 radio stations. Procter & Gamble, in a team-up with Benrus Watch Co., will sponsor TV's own Emmy awards on May 6 in a 90-minute, 2-coast origination. In other NBC-TV business, Mennen purchased alternate-week sponsorship starting Jan. 31 of *Cimarron City* and *Dragnet*, as well as a participation schedule on the *Jack Paar Show*, effective immediately. Both Mennen agencies, Warwick & Legler and Grey, are represented in the signings.

Completing its busy sales week, NBC-TV signed a 52-week daytime order with the Bauer & Black div. of Kendall Co., via Leo Burnett, for sponsorship of an alternate-Friday quarter-hour segment of *Concentration*, late-morning quiz series, effective immediately. RCA via Kenyon & Eckhardt, signed to sponsor "The Third Commandment," a Ben Hecht teleplay in the *Kaleidoscope* series on Feb. 8.

CBS-TV scored a full-sponsorship sale of *Keep Talking*, Sunday-night comedy game show, to Mutual of Omaha starting Feb. 11, through the Bozell & Jacobs agency. The insurance firm has, up to now, been an alternate-week sponsor of *Keep Talking* with P. Lorillard, which is dropping out. Helene Curtis also appears on the CBS-TV sales list, with the cosmetic firm signing for three alternate-week half-hours of *Playhouse 90* starting Feb. 5. Elgin Watch signs for a one-time half-hour of the Mar. 12 *Playhouse 90*. In other CBS pacts: Coca-Cola will sponsor an hour-long musical special, *America Pauses for Springtime*, on Mar. 30, via McCann-Erickson, and two Jack Benny comedy specials—both hour-long—are slated for March 18 and May 23 on CBS-TV under joint sponsorship of Greyhound Bus and Benrus Watch, both represented by Grey Advertising.

ABC-TV signed the Albert-Culver Co., maker of hair preparations, for full sponsorship of the *Meet McGraw* series on ABC-TV, starting Feb. 1 in a new time slot (Sundays, 10:30 p.m.) on behalf of the firm's "Command," men's hair spray. The contract was placed via the Geoffrey Wade agency for the Don Sharpe-Warren Lewis package. Elsewhere on ABC-TV, Massey-Ferguson Inc.—farm equipment manufacturer which sponsors the network's *Jubilee, U.S.A.* series—has set up an unusual arrangement whereby the cast and production personnel of the show have become "sponsors" in their own right. Show personnel as well as every member of the show's parent organization, Crossroads TV Productions, has been gifted with one share of Massey-Ferguson common stock—about 120 people altogether. A blackboard has been placed in the show's studio for the daily stock quotations.

First Jan. Nielsen ratings give ABC-TV its best nighttime showing to date: It tied with CBS in top-10 ratings—4 for each, 2 for NBC-TV. In nighttime half-hour competition, 15 ABC-TV shows were on top vs. 14 CBS-TV and 12 NBC-TV.

SET MAKERS COTTON TO 'NEW LOOK' IN TV: Long-sought "new look" in TV, a dream of the industry's merchandisers to reverse the sagging sales trend, will be apparent in lines to be shown distributors in June. That's consensus we get from major set makers we queried about their plans to use the new Corning 23-in. rectangular "twin-panel" picture tube that's starting the TV industry once again on the march toward bigger picture screens (Vol. 14:43,49).

New tube won't be in many models at first, for the reason that Corning can't make quantity deliveries of envelopes to the tube makers until after June 1 -- too late for widespread incorporation in new lines. But, tube will be featured strongly by some makers -- less enthusiastically by others -- with the hope by all that it will hypo sagging TV sales in the big selling season next fall.

Hassle within industry over deflection angle -- whether it should be 110 or 118 degrees -- has been settled and Corning will turn out only the 110-degree version this year. That decision is another indication the industry is settling on the 110-degree tube and gradually abandoning the 90-degree tube, but is still unwilling to carry the trend further. Even Zenith, last hold-out among the majors for the 90-degree tube, is said to be highly interested in the new 23-in. Corning tube, indicating that this leading manufacturer may swing to 110-degree tubes throughout line.

Set designers are having a field day with the new tube. Briefly, its features are: (1) Curved safety glass panel is joined directly to the face of the tube by a special plastic cement. (2) Tube face is flattened to a considerable degree. (3) Square corners give a more rectangular picture, and viewing area is increased from 262 sq. in. in the standard 21-in. tube to 282 sq. in. (4) Tubes are dust-free because dust-collecting surfaces have been eliminated. (5) Reflections are reduced because there are only 2 reflecting surfaces, not four. (6) Light output is increased about 8%, attributable to elimination of reflections. (7) Both depth and width of the cabinet can be reduced because of sharp corners and flat tube surface.

* * * *

Here's what we learned from manufacturers about their individual plans:

Sylvania, most enthusiastic among all those with whom we talked, will incorporate the 23-in. tube in its June line as widely as possible. It will be used in most of the high-end sets, price leaders continuing to use the standard 21-in. tube. Gen. marketing mgr. Robert L. Shaw believes bigger tube offers an opportunity for increased profits at the manufacturing, distribution & retail levels.

Philco has evaluated the new tube and may use it in a few models. Armin Allen, v.p. for product development & planning told us, however, that Philco will proceed cautiously because of the increased costs resulting from use of the new tube (approximately \$10-\$20 per set at retail). He said the tube also presents a styling problem because "it may not appear as decorative in high-end models as the present tube with a safety glass front."

RCA has not yet reached a decision on using the 23-in. tube this year. Most models in its 1960 line are now "frozen" but we are told there are a few openings left where the tube may be added at the last minute.

GE advised us that it has tested the Corning tube and there is a possibility it will be used in a few models. It presents a peculiar problem for them, GE told us, because of the high brightness factor in their picture tubes, which is then softened by the use of a tinted safety glass filter.

Westinghouse will incorporate the 23-in. tube in some models if it is available in time. However, doubt was expressed that sufficient quantities of envelopes will be on hand to make the June showing.

Motorola informed us that it had not received enough samples to decide whether it will be able to use the new tube in its upcoming line. The tube has been evaluated and turned over to the company's designers.

Admiral foresees the possibility of using the new tube in a "limited" number of models this year, depending on availability. TV sales mgr. Ross D. Siragusa Jr. said, however, its use will increase set prices "considerably."

Hoffman plans to use the new tube in high-end models as soon as it is available and add it to other models as quantity production gets under way.

* * * *

Adaptations of the "twin-panel" idea are coming from other glass manufacturers, we learned. Kimball Glass Co. of Toledo is sampling the industry with a contoured safety glass front similar in many respects to the Corning tube. Also, Pittsburgh Plate Glass is offering a bent glass front which makes possible many of the styling innovations inherent in the Corning tube. Several plastic manufacturers are talking with TV set makers about the use of moulded plastic implosion plates similar to those incorporated this year in Philco's Predicta line.

Whether the twin-panel tube may be recovered was a question to which we got contradictory answers. Some time ago we were told the tubes could not be recovered. However, we now learn that some tube re-builders have been able to bake the plastic from the face of the tube and return the envelope to its original condition for re-use. The process is expensive and may preclude the use of twin-panel tubes by re-builders until a more economical method has been developed.

TV-RADIO PRODUCTION: TV set production was 112,762 in week ended Jan. 23 vs. 103,696 preceding week & 103,444 year ago. Three-week total for 1959 was 307,670 vs. 325,491 last year. Radio production was 293,721 (108,359 auto) for the week vs. the preceding week's total of 279,954 (109,765 auto) & 232,845 (80,036 auto) last year. Total for 3 weeks: 827,696 (325,999 auto) vs. 708,585 (262,260 auto) last year.

Trade Personals: Titus Haffa, chairman of Webcor, assumes duties also of pres., succeeding Nick Malz, resigned. John H. Ihrig, v.p.-gen. mgr., lam'nation div., promoted to exec. v.p., succeeding Joseph L. Raffel Jr., also resigned. L. O. Kressman promoted to secy. L. A. Garfinkle to treas. . . . Joseph J. Toyzer promoted to mgr., RCA TV receiver plant, Indianapolis. Robert W. Sears named mgr. of TV cabinet plant, Monticello, Ind. . . . Raymond C. Clemons, ex-gen. sales mgr., promoted to v.p., Symphonic Radio & Electronics. Joel J. Zimmer promoted to chief purchasing agent, succeeding Harold Beck . . . Leonard C. Truesdell, Zenith sales v.p., elected to the board of directors . . . Roger S. Drew resigns as Philco's asst. gen. merchandising mgr. He was formerly RCA coordinator of color TV set sales . . . Raymond K. McClintock named mgr. of Sylvania's new Mountain View (Cal.) special tube plant. Elmer J. Perry promoted to manufacturing mgr., semiconductor div. . . . Thomas L. Taggart, treas. of Ampex Corp., elected a v.p. . . . Lewis E. Gillingham, ex-RCA International, named marketing & adv. mgr., Altec, Los Angeles . . . Maj. Gen. George I. Back (USA ret.), ex-Chief Signal Officer, now asst. to pres. of International Resistance Co., elected to the board of directors . . . Abe Morin, ex-Radio Receptor, named purchasing agent, Siegler's Bogen-Presto div., succeeding Louis Ellenson . . . Herbert A. Frank, formerly national sales mgr. of Steelman Phono & Radio Co., named sales director, Granco . . . Joseph C. Mathews named national promotion mgr., Capitol Records Distributing Co.

Flat Tube from Tung-Sol? A practical picture-on-the-wall TV display tube may be an important byproduct of the cold-cathode tube discovery announced last week (Vol. 15:4), Tung-Sol engineers believe.

"We have a design we think will work," research director Dr. A. M. Skellett told us. The next step, he said, will be to build a small experimental model, probably no more than 6-in. square. Basically the cold-cathode flat picture screen would be an extremely thin vacuum tube. The unusual feature—made possible by the development of the cold cathode—would be a large flat cathode covering the entire inside back portion of the flat tube and replacing the cathode ray gun.

Horizontal and vertical voltages applied to a criss-cross grid would let electrons through one spot in the cathode at a time. Dr. Skellett called this arrangement an "electron spotlight" as opposed to the conventional electron beam. He said brightness should be better than a CR tube and "1000 times better than the flat electroluminescent devices shown to date."

This flat-tube approach, if it comes, is still a long time off, but Dr. Skellett says Tung-Sol hopes to be producing conventionally shaped CR picture tubes with cold cathodes this summer and "a line of receiving tubes for 3-way portable radios" by early 1960. Already

developed is a design for a cold-cathode audio power amplifier and "a preamplifier employing secondary emission that will produce more amplification than any hot-cathode tube."

* * *

It was open house at Tung-Sol this week, as set makers and competitive tube manufacturers visited to observe demonstrations of the new development. Most industry people we contacted took the cautious approach. While there were no on-the-record statements, the gist of their comments was that last week's announcement was the early disclosure of an exciting principle. There was no attempt to minimize the development—but other tube makers seemed dubious about any possibility of early commercial production.

Some engineers felt that the power currently required to supply grid and plate voltages may well eat up any power advantages gained by removing the heater circuits.

The announcement of the cold-cathode tube sharply affected Tung-Sol stock prices. Last week it rose 7¾ points, closing at 50¼. By this week's end, it had levelled off at 48¼.

Canada's 'Hands Off' Warning: Extra-territorial application of the U.S. anti-trust laws to Canadian subsidiaries of American companies may bring retaliatory legislation, E. Davie Fulton, Canadian Minister of Justice, warned in a speech (Jan. 28) to the N.Y. Bar Assn. anti-trust section. He made specific reference to recent anti-trust complaints filed by the Justice Dept. against GE, Westinghouse and N.V. Philips, which alleged that the patent operations of their Canadian subsidiaries prevented the importation of U.S.-made TV's radio & phonos (Vol. 14:48,52 & Vol. 15:3,4).

These cases, Fulton said, "appear to be directed against arrangements entered into by Canadian companies in Canada which are matters of Canadian commerce governed by Canadian laws. [They] appear to illustrate a tendency . . . for U.S. authorities to regard foreign subsidiaries of U.S. companies merely as projections of U.S. trade and commerce, and thereby subject to U.S. policies [prior to] the laws, customs and interests of the countries in which such subsidiaries are incorporated and carry on business."

Continued extra-territorial application of U.S. anti-trust laws might compel Canada to move to preserve its sovereignty in such matters, although "we share the aversion which I know you feel to that action."

Fulton suggested the U.S. enforce anti-trust laws with a "proper regard for the feelings, rights and objections of friends and neighbors." He added that if the U.S. feels Canadian practices are unduly restrictive of international trade, it should express this concern through the usual diplomatic channels.

Next day, in Washington, Fulton saw U. S. Attorney General William S. Rogers. Upshot of the conference was Roger's assurance that U.S. would consult with Canadian officials before starting proceedings affecting the Canadian economy. There was no indication, however, that the Justice Dept. will call off its anti-trust suit against GE, Westinghouse & N. V. Philips.

NSRC Panels & Chairmen: The new National Stereophonic Radio Committee, an all-industry group organized to recommend stereo standards to FCC, this week announced the chairmen and duties of its 6 panels. Top NSRC officers were reported last week (Vol. 15:4). Following are panels, chairmen, chores:

Panel 1—System Specifications (Charles H. Hirsch, Hazeltine, chairman), shall consider system proposals for compatible stereophonic broadcasting; shall identify the technical issues in said proposals and refer them where necessary to other panels for detailed study; shall formulate a consistent set of transmission specifications for each form of broadcasting; and shall provide an overall evaluation of the system performance implied in the specifications.

Panel 2—Interconnecting Facilities (Axel Jensen, consultant, Bell Labs, chairman; John M. Barstow, Bell Labs, vice chairman), shall study and recommend technical characteristics of interconnecting lines, networks, studio-transmitter links and related stereo-transmission facilities between program origination points and the transmitters proper, said characteristics to include tolerable limits on cross talk, relative time delay, frequency response, gain, and such other matters as must be controlled to assure a stereo signal of adequate quality at the transmitter input.

Panel 3—Broadcast Transmitters (Ralph N. Harmon, Westinghouse Stations, chairman), shall study the system proposals referred to it by Panel 1 with particular regard to (1) the feasibility of the proposed transmission method and (2) methods of adapting the proposals to existing broadcast transmitters.

Panel 4—Broadcast Receivers (Joseph N. Benjamin, David Bogen Co., chairman), shall study the system proposals referred to it by Panel 1 with particular regard to (1) the performance of existing monophonic receivers when tuned to the stereophonic signal (receiver compatibility), (2) the performance of stereophonic receivers designed for the stereophonic signal (stereo performance) and (3) the performance of stereophonic receivers when tuned to monophonic signals (reverse receiver compatibility).

Panel 5—Field Testing (A. Prose Walker, NAB, chairman; Ross H. Beville, WWDC, Washington, vice chairman), shall study and compare the system proposals referred to it by Panel 1 and the existing services with particular regard to coverage, interference effects and other matters related to channel utilization; and shall conduct field tests with the advice and assistance of the other panels.

Panel 6—Subjective Aspect (Dr. A. N. Goldsmith, consultant, chairman), shall provide to the other panels the available scientific information on the subjective aspects of the stereophonic reproduction of sound.

Improved performance of TV's, radios and other electronic equipment will result from new process for coating cathodes of electron tubes, Sylvania Electron Tubes div. pres. Matthew D. Burns, announced recently. Sylvania calls its new coating "Sarong," since it is a skin-tight film which is wrapped around cathode, replacing former method of spraying coating on in liquid form. It is this coating of carbonates, which, when heated, gives off electrons, making the tube function. Burns explained that the weight of sprayed materials on cathodes may vary as much as 20% from tube to tube, while variation in "Sarong" coatings doesn't exceed 2%. The result, he said, is longer tube life, more stable operation and less "noise." The first application of the new process will be in tube types designed for TV tuners, where Sylvania states they will reduce "snow." Extension to all tube types is anticipated.

Financial Reports

Philco Comeback: Despite a poor showing for the full year, Philco's fourth-quarter 1958 profit was nearly double the corresponding 1957 figure, a preliminary earnings statement shows. For the first half of 1958, Philco operated at a loss of \$1,442,000 (Vol. 14:31), but third-quarter earnings wiped out the deficit.

Pres. James M. Skinner Jr. said: "The increase in sales and net for the last quarter of 1958 over the 1957 period was even better than the third quarter's substantial gain. Thus, while sales and net for the full year were below 1958, sales for the last 6 months were up 8% and net increased 34%." Philco's report for the year ended Dec. 31:

	1958	1957
Sales	\$351,000,000	\$372,629,000
Net income	2,866,000	4,081,000
Earned per common share..	61¢	91¢
Common shares (computation basis) ..	4,069,629	4,069,629
For 3 months ended Dec. 31:		
Sales	105,000,000	97,558,000
Net income	2,534,000	1,138,000
Earned per common share..	60¢	31¢

Jerrold Electronics Corp. profits for 9 months ended Nov. 30 were 20 times higher than in the comparable 1957 period, and sales were up nearly 25%. Pres. Milton Shapp attributed the increase to all aspects of Jerrold's business: new products, development and installation of master TV antennas, community antenna equipment and operation, closed-circuit TV and military work. He said the 10 Jerrold-owned CATV systems had added 250 subscribers in 9 months, and that the company had installed closed-circuit facilities at Ft. Eustis, Va., and Ft. Gordon & Hunter Air Base, Ga. A city-wide closed-circuit system is being built in Ellenville, Wash., where Jerrold is connecting Central Washington College of Education to all city public schools. The report for 9 months ended Nov. 30 (1958 income includes a non-recurring credit of \$27,268):

	1958	1957
Net sales & service revenues	\$5,262,166	\$4,326,766
Net income	210,573	9,960
Earned per common share	19¢	0.9¢
Shares outstanding (approx.)	1,100,000	1,100,000

Westinghouse reports a 2.9% increase in next income for 1958 over 1957, although net sales declined. In a preliminary financial report, the company attributed profit improvement to "vigorous cost and expense control measures." The report for the year ended Dec. 31:

	1958	1957
Net sales	\$1,895,699,000	\$2,009,043,000
Net income	74,772,000	72,652,000
Earned per common share.	4.25	4.18
Common shares outstanding	17,180,128	16,943,337
For quarter ended Dec. 31:		
Net sales	511,200,000	531,770,000
Net income	25,761,000	23,550,000
Earned per common share .	1.47	1.36

Reports & comments available: Amphenol-Borg, an analysis by Hallowell, Sulzberger, Jenks, Kirkland & Co., National Bank Bldg., Philadelphia . . . Bendix Aviation, a study by Harris, Upham & Co., 120 Broadway, N.Y. . . . General Dynamics, a review by Sartorius & Co., 39 Broadway, N.Y. . . . Walt Disney Productions, a study by W. E. Burnet & Co., 11 Wall St., N.Y.

Packard-Bell Electronics reports record sales for the first fiscal quarter ended Dec. 31, 1958. Profits were 93% above the comparable 1957 period. Pres. Robert S. Bell said the home products div., in the midst of an unsteady market for TV receivers, increased its sales 11% over the same quarter of 1957, and noted "accelerated activity in color TV." Sales of the technical products div. were double the preceding year's period. For quarter ended Dec. 31, 1958:

	1958	1957
Sales	\$12,869,602	\$8,554,431
Net income	421,361	218,314
Earned per common share .	61¢	32¢

Raytheon Mfg. Co. had its most successful year in 1958, with both sales and earnings setting records, pres. Charles F. Adams told the Boston Society of Security Analysts this week. "We expect continued improvement in both sales and earnings in 1959," he added. Adams said dividend payment "is no longer impossible [but] the current requirements of our growing business are such that we should continue to retain earnings." Highlights of Raytheon's best year to date, as outlined by pres. Adams:

	1958	1957
Sales	\$375,156,000	\$259,865,000
Net earnings	9,403,000	4,828,000
Earned per common share ...	3.08	1.70
Shares outstanding	3,050,459	2,831,980

Meredith Publishing Co. reports revenues slightly down, net income up, for 6 months ended Dec. 31, 1958. Meredith publishes *Better Homes & Gardens* and *Successful Farming*, and owns WHEN-TV and WHEN, Syracuse; WOW-TV and WOW, Omaha; KPHO-TV and KPHO, Phoenix; KCMO-TV and KCMO, Kansas City, Mo.; radio KRMG, Tulsa. For 6 months ending Dec. 31:

	1958	1957
Revenue	\$23,937,131	\$24,110,964
Net income	1,772,865	1,685,063
Earned per common share .	1.37	1.30
Shares outstanding	1,298,203	1,293,844

Cornell-Dubilier reports, for quarter ended Dec. 31:

	1958	1957
Sales	\$5,932,977	\$6,994,023
Net income (loss in 1957) .	54,643	(80,153)
Earned per common share .	9¢	—
Common shares outstanding	512,390	512,390

Zenith Radio Corp. directors, in a surprise move this week, proposed a 3-for-1 stock split, subject to approval by stockholders April 28. It will be the company's second in 13 months—a 2-for-1 split having been effective last March (Vol. 14:6). Zenith expects first-quarter sales of about \$53,000,000, about 25% higher than the record set in the first-quarter of 1958. News of the stock increase, together with a regular dividend increase from 50¢ to 75¢, pushed Zenith up 11½ points Jan. 28 to 189½. Friday closing: 188.

Symphonic Electronic Corp. plans new plant for manufacture of stereo hi-fi equipment at Woodbridge, N. J.

Dividends declared this week:

Corporation	Amt.	Payable	Stk. of record
Consol. Electrodynamics	\$0.10	Mar. 13	Feb. 25
Cornell-Dubilier20	Mar. 24	Mar. 10
Intl. Resistance05	Mar. 2	Feb. 13
P. R. Mallory & Co.35	Mar. 10	Feb. 13
Sperry Rand20	Mar. 26	Feb. 11
Standard Radio Ltd.15	Apr. 10	Mar. 20
TV-Electronics Fund08	Feb. 28	Feb. 2
20th Century-Fox40	Mar. 28	Mar. 13
Tung-Sol35	Mar. 2	Feb. 11
Westinghouse50	Mar. 2	Feb. 9
Zenith75	Mar. 31	Mar. 13

More about

Fund and the Critics: Underlining what knowledgeable broadcasting people have long suspected, Fund for the Republic's Patrick M. McGrady Jr. told an RTES luncheon audience this week what, in his opinion, makes a critic influential. "Even more important than [his] actual persuasive powers," asserted the researcher, "is his *reputation* for them. The single most important factor of power is a critic's reputation for being read by industry people. Most agency & network people are outwardly cynical about the soundness of critical opinion generally, but they all believe that the *sponsor* depends excessively on the critics for his determinations of value."

McGrady, whose long-awaited study of TV criticism will appear as a free pamphlet in about 4 weeks (Fund for Republic, 60 E. 42 St., N.Y.C.), gave the Radio & TV Executives Society a preview which was interesting, literate, and not particularly news to long-time observers of this phase of the industry.

"The Fund's Committee of Consultants decided, in its study of the mass media, to place emphasis on television," explained McGrady, adding, "A great deal has already been said on the subject. Some is cogent and persuasive; much is utopian. The prime need is for an approach which . . . recognizes television's practical limitations as well as its potentialities."

His conclusion: TV's "abiding overriding concern with making money—a concern of almost any business" clashes with the critics' "violent, often confused refusal to countenance" this. "If TV and criticism are going to make more sense than they do now," ended McGrady, "this fundamental issue must be resolved."

Highlights: McGrady's 4 requirements for a critic: taste, wit, courage, time for reflection . . . A third of the critics interviewed complained of "occasional improper interference from managers of stations owned by their newspaper" . . . Of 46 critics he wanted to interview, McGrady was unable to see only 2: Jack O'Brian and Nick Kenny . . . One critic (Aldine Bird of *Baltimore News-Post*) had 8 other beats (including Mr. Fixit-Safety, R.O.T.C. Rifles, and Christmas Party) on top of which he was "subject to general assignment" . . . Publicity junkets as described by some press people: "drunken parties—outrageous—undignified—the critics are like pigs in a trough" . . . McGrady cited 7 cases in which critics caused alterations in programs; promised more instances in the full report . . . His choices for 10 best critics: Jack Gould, John Crosby, George Rosen, Harriet Van Horne, Jack O'Brian, Marya Mannes, Janet Kern, Hal Humphrey, William Ewald, Terrence O'Flaherty . . . One critic (anonymous) did his column for 4 years without a television set. (Other story on p. 4.)

Quiz show was dropped like a hot potato by CBS-TV when it was discovered—as programming exec. v.p., Hubbell Robinson Jr. delicately phrased it—"the decimal machine used on the show to determine the size of cash prizes awarded to contestants, had from time to time unknown to management, not been free from control." The show, *For Love or Money*, produced by Walt Frammer, had run on the network Mon.-Fri. 10-10:30 a.m. from June 30 through Jan. 30 when reports by crewmen to CBS management indicated irregularities in the "floating decimal" machine, which by placement of a decimal point, could determine whether a contestant could win—for example—\$1, \$10, \$100 or \$1000. Beginning Feb. 2, a film anthology series will replace the quiz.

Only Networks Up in Index: The sole medium to show a gain in Nov. 1958 over the same month in 1957 was network TV, according to the latest *Printers' Ink* monthly National Advertising Index. It shows all media down an average of 3%, while networks gained 9%. Network radio was down 24%, weekly magazines 11%, women's magazines 1%, general monthlies 2%, farm magazines 1%, newspapers 8%, business papers 6%, outdoors 13%. Following are index figures for Nov. & cumulative Jan.-Nov. 1958:

	Index		% change from month ago	% change from year ago	% 11 month cumulative change (57-58)
	Nov. 1958	Nov. 1957			
General Index	205	213	- 3	- 4	- 3
Total Magazines	158	172	- 4	- 8	- 6
Weekly	177	199	- 6	-11	- 7
Women's	117	118	+ 1	- 1	- 9
General Monthly	194	197	+ 2	- 2	- 3
Farm	92	93	0	- 1	-18
Newspapers	181	196	-11	- 8	- 9
Network Television	432	397	+ 1	+ 9	+10
Network Radio	25	33	- 4	-24	- 9
Business Papers	202	215	+ 2	- 6	- 7
Outdoor	148	170	- 1	-13	- 2

All indexes have been seasonally adjusted. The index shown for each medium is based on estimated total advertising investments in the medium including talent, production and media costs. For each medium, the base (100) is an average of total investments in years 1947-49 except for TV base which covers the years 1950-52.

Weaver of Dreams: Sylvester L. (Pat) Weaver last week renewed his plea for a higher level of programming and a "new force" outside the networks to improve viewers' cultural level while entertaining. He appeared with *New York Times'* TV-radio editor Jack Gould on David Susskind's *Open End* (WNTA-TV, Newark-N.Y.), a program which habitually mourns the state of television.

The former NBC president—now a consultant to McCann-Erickson—saw in video tape a "second chance" to improve programming, and he said most stations would gladly clear prime time for good independent tape shows, although "the networks won't like it." He said he had been exploring a form of pay TV—in fact, "we came within one conference of doing it." His plan: A series of monthly spectacles using regular commercial TV facilities but with program notes sold to the public for \$1 a month—title & subject of shows to be withheld from the press.

He blamed Washington for sameness in TV fare—"I would have been in business long before this" if there were 5 stations in every market.

Gould suggested that the Advertising Council "take the initiative in revitalizing TV" by sponsoring cultural spectacles. He predicted that home TV tape would some day let viewers choose their own program fare, just as music lovers now program their own hi-fi listening with records.

(Controversial *Open End* got its first sponsor this week. Helena Rubinstein purchased the 10-11 p.m. hour.)

Bans on broadcasting of legislative sessions, whether Congressional, state or local, are "a serious impediment to the free flow of information at a time when the country can ill afford it," says chairman Robert D. Swezey (WDSU-TV & WDSU, New Orleans) of NAB's freedom of information committee. Addressing Ga. Radio-TV Institute at Athens this week, he cited House rules by Speaker Rayburn (D-Tex.) as sample of how lack of TV-radio coverage "deprives the people of an opportunity to watch their govt. in action."

Fidel Castro will appear live on Edward R. Murrow's *Person to Person* Feb. 6 on CBS-TV. Pickup from the Castro apartment in the Havana Hilton Hotel will be handled by CMAB-TV, Havana (Telemundo) and the program will be beamed over the AT&T-ITT scatter relay from Guanabo, Cuba, to Florida City, Fla.

The authoritative newsletter for executives of TV and associated radio and electronics industries

SUMMARY-INDEX OF WEEK'S NEWS

DOERFER SEES MORE VHF CHANNELS as logical allocations solution, says hope "is not dead." Proposes compromise with Harris on scope of pay-TV tests (pp. 1 & 5).

MULTIPLE-OWNERSHIP STATUS QUO LIKELY, as FCC's first discussions reveal no disposition to accept network study staff's recommendations to cut quotas (p. 1).

HEAT OF BOOSTER BATTLE RISES as more pressure is brought to bear on FCC. Sen. Fulbright, perhaps others in favor of hands-off-FCC policy (p. 2).

STUDY OF COMMUNICATIONS by new 5-man commission is recommended by OCDM. Members would be named by President, raising question of military "dominance" (p. 3).

COMMUNIQUE IN THE MAGAZINE WAR on television: Newest TV-audience figures bigger than ever; and an afterthought for Look's Mr. Myers (pp. 3 & 6).

INTERNATIONAL TV LINK connecting North & South America is planned by Florida firm claiming Cuban TV backing. New electronic techniques involved (pp. 3 & 5).

NO NEW NAB POLICIES ON PAY TV or boosters develop at TV Board's winter meeting (p. 7).

JUSTICE DEPT. & FCC DISAGREE on when "influence" is influence in non-adjudicatory cases, filing briefs in Springfield-St. Louis deintermixture case (p. 16).

Manufacturing—Distribution—Finance

TV, RADIO, TUBE, TRANSISTOR output and sales figures for 1958 recapitulated by EIA, showing set industry had poorest year since 1949. But transistor sales boomed (pp. 12 & 13).

PHILCO LICENSES THORN to manufacture and sell black-&-white TVs, radios & phonos in Great Britain. Sells British subsidiaries to Thorn (p. 13).

DOERFER PLUGS FOR MORE VHF CHANNELS: "Expansion in a continuous vhf band is the logical solution and would create the least dislocation for the public." So said FCC's outspoken Chairman John C. Doerfer in talk this week to Radio-TV Executives Society luncheon in N.Y., in which he expressed his strong personal opinion on the most controversial TV-radio issues now facing Commission and Congress.

Hope for securing more vhf channels "is not dead," and a clearer picture of prospects will develop this year, he said. Vhf-uhf deintermixture moves would now be "unwise," he added. Hinting at possibility of Commission delay on allocations after TASO makes report in March, he pointed out that some needed information (such as propagation prediction curves, DA tests, etc.) will still be lacking.

Doerfer was expressing own opinions, of course. Subjects he tackled are controversial and Commission is split wide open on most of them. Other highlights:

He proposed compromise on scope of pay-TV tests—somewhere between FCC's "First Report" of 1957 and the far more limited conditions proposed in Harris resolution (Vol. 15:3). He hailed resolution's test proposals as finally indicating "disposition to obtain some meaningful information," although he said terms were too "restrictive." FCC majority probably would go for such a pay-TV compromise.

He flatly opposed 2 widely-discussed proposals for changes in Communications Act—compulsory hearings on station transfers and outlawing of so-called "pay-offs" in settlement of competitive station applications. (Details on p. 5).

NO IMMEDIATE TROUBLE FOR MULTIPLE OWNERS: FCC's go-round on multiple-ownership this week—a discussion of network study staff's recommendations—produced no formal action, and it's understood that tenor of closed-door discussions was in favor of status quo. Major staff recommendation was that no one be permitted to own more than 3 vhf's in top 25 markets (Vol. 15:3). Present rules allow a licensee to control 5 vhf's & 2 uhf's—in markets of any size.

Multiple-owners have been uneasy but never seriously worried ever since the staff report came out, because there has been no indication that Commissioners would go along with staff. This week's FCC discussions tend to relax them more. Also contributing to their peace of mind was recent indication by top Justice Dept. spokesmen that Justice doesn't plan to attack multiple-owners (Vol. 15:2).

There's always Congress to consider, however, and there's no telling when someone will get a brain-storm on the Hill. Sen Bricker (R-O.) is no longer on hand with a threat to clip networks' wings, but there are others—and multiple-ownership could get involved. For example, Sen. Douglas (D-Ill.), prodded by Chicago performers & producers who assert that NBC has been cutting local originations, is still considering drafting a bill to regulate networks—but he's been too busy to get at it. If he resumes attack, he's bound to find someone in the House to join him.

Douglas is likely to attack multiple-ownership, or at least network ownership of stations, because he claims that network-owned stations aren't free to handle local situations. And Douglas is something of a power in the Democratic-controlled Congress, whereas Bricker's influence wasn't significant under Democrats.

FCC made short work of another network problem this week—by deciding to conduct a hearing on "program tie-ins" (Vol. 15:5). It's expected that this decision will be made public next week. "Tie-ins" is an expression covering a number of alleged discriminatory practices by networks. Complaints have been made, notably during 1956 hearings of Senate Commerce and House Judiciary committees (Vol. 12:20 et seq), that networks wouldn't let advertisers bring their own shows to networks but forced network-owned programs on them—or demanded a piece of the programs.

Commission concluded this week: "Let's have a record to go on." It has never conducted a hearing on the subject. Justice Dept. has investigated complaints, but hasn't taken any action.

SHARPENING HORNS OF FCC'S BOOSTER DILEMMA: There's no telling how FCC will jump finally on the illegal booster question—if indeed there ever will be a final answer—following its action last week in which it backtracked from its decision banning boosters (Vol. 15:5). Flood of anti-FCC pro-booster bills in Congress slowed to trickle this week, but they're still coming—while evidence of a counter-current has begun to develop in Congress.

FCC is uncomfortable about the situation for many reasons. It has in its files, for example, a staff report on how a plane followed a spurious radio beacon emitted by a haywire booster—fortunately without mishap. FCC is afraid that a plane crash may, sooner or later, be blamed on a booster. On the other hand, it's physically possible to build boosters with safe characteristics—but these may be quite expensive, and booster operators will have none of that.

A new factor in the picture is a formal petition before FCC, filed by new loosely-organized Home Free TV Assn. comprising 17 western stations. Represented by Haley, Wollenberg & Kenehan, group asks Commission to rescind its booster-banning decision, throw the subject into the overall inquiry on secondary TV services (satellites, boosters, CATV, etc.), and come up eventually with "suitable rules & standards for the control & regulation of all secondary TV services" (for stations, see p. 9).

A leader of the group is Ed Craney, owner of KXLF-TV, Butte (Ch. 4) & KXLJ-TV, Helena (Ch. 12), Mont., who is bitter enemy of community antenna systems and strong booster booster. This week, he carried out promise to close down KXLJ-TV, which he had said he would do if Court of Appeals failed to stop Helena CATV system from getting signals of Spokane stations via microwave.

There were still no vocal defenders of the FCC's booster action on the Hill. But Sen. Fulbright (D-Ark.), new Foreign Relations Committee chairman, was doing some research on it. According to Fulbright's aide, the Senator believes that FCC, as the "expert body," should be left alone to handle job. Other Senators & Congressmen are said to hold similar views, may speak up.

But the pro-booster forces are increasing. Reps. Brock (R-Neb.) & Westland (R-Wash.) introduced HR-3845 & HR-3929, respectively, to: (1) Waive FCC requirements for licenses for boosters operating before Dec. 30, 1958. (2) Set up a "Community TV Bureau" in FCC "to promote TV reception in small communities." Rep. Baring (D-Nev.) introduced a pro-booster resolution (H.Con. Res. 76).

Sen. Langer (R-N.D.) wrote to FCC Chairman Doerfer that unless commission reverses itself he'll demand "a thorough & complete investigation."

NEW COMMUNICATIONS STUDY -- WILL IT BE STACKED? Advice of President's Special Advisory Committee on Telecommunications (Vol. 14:38 et seq) is being taken seriously by Leo A. Hoegh, director of Office of Civil & Defense Mobilization. This week he announced he was taking these immediate steps as result of its recommendations:

(1) Started hunt for an expert to act as consultant, reporting directly to him, and for some 20 "qualified people" to beef up his telecommunications staff. (He asked us, incidentally, to suggest names. Know any good men available?)

(2) Recommended that President ask Congress to establish a 5-man commission to conduct the "studies proposed in the committee report regarding management procedures and allocations of radio frequencies." All 5 would be named by President.

An important question raised is this: Since broadcasters last year succeeded in killing Potter resolution (S. Res. 106), which would have set up a similar commission, because they feared it would be stacked in favor of the military in any debate over share of vhf spectrum between TV and military, will they be even more fearful if all 5 members of proposed new commission are named by the President? Potter resolution had provided that its 5-man commission would be appointed as follows: 2 by President, one each by Vice President, FCC Chairman, Speaker of the House.

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Text of SACT report wasn't released but Hoegh said the group recommended that there be a study of "the gov't's entire administrative organization for managing telecommunications" and that "the national table of radio frequency allocations be reviewed in order to determine whether the current division of radio frequency space as between gov't. and non-gov't. users properly serves the national interest."

Hoegh said his recommendation should be submitted to Congress within 30 days, and that he hoped the 5-man commission could complete its study in a year. SACT had recommended a 3-man commission, but Hoegh didn't tell why he wants 5. It isn't intended that they be confirmed by the Senate, as are members of major gov't. agencies.

Asked why congressional action is sought—why President doesn't merely name his own commission—Hoegh said he believes project should be a joint operation of legislative & executive branches, noting that Congress reflected its interest in subject by almost passing Potter resolution.

SACT was headed by Victor E. Cooley, retired chairman of Southwestern Bell, and until early last year the deputy director of OCDM's predecessor Office of Defense Mobilization. The other members were: Dr. Irvin Stewart, FCC member 1934-1937, ex-pres. of W. Va. U; William G. Thompson, retired AT&T asst. v.p. in charge of overseas radio & cable communications; Dr. Frank G. Kear, Washington consulting engineer; Maj. Gen. W. Preston Corderman, 1955-1957 Deputy Chief Signal Officer, now a v.p. of Litton Industries.

THEY'RE STILL WATCHING: The figures given this week to our New York bureau by both Nielsen and Trendex present small comfort to print-media proponents who have been attempting to generate an anti-TV groundswell among advertisers by suggesting that apathy may be setting in among viewers. We refer you to our report on ratings which you'll find on p. 6.

And those who found themselves impressed by Look publisher Vernon C. Myers' let-us-have-partial-pay-TV message to the Magazine Publishers Assn. will be interested—possibly even surprised—to get the facts of how the present TV audience compares with the magazine audience when it comes to putting out cash for the enjoyment of their media (see p. 6).

IN THE WORKS -- U.S.-SOUTH AMERICA TV LINK: A live TV hookup of North & South America via the Caribbean islands is now in the planning stage. Backers of the project say it is now practical from the standpoint of economics, licensing and engineering—thanks to bold new electronic techniques.

This Latin-American network, as now planned, would extend from Cuba through Puerto Rico and Venezuela to Colombia, also connecting smaller islands in between. Planners of the link claim to have backing of Cuban TV networks, who they say hope to transmit 8-10 hours of live programming daily to future "affiliates" in other Latin-American markets.

Prime mover in venture—handling engineering, construction, operation—is little-publicized Florida Micro-Communications Inc. (FMC), which recently began operating low-cost Florida-to-Cuba TV microwave service (in competition with AT&T-ITT) and is now beaming some network sports shows to Cuban TV.

It's a long-term project involving multitude of "scatter" microwave hops. Tentative timetable, according to FMC: Tests between Cuba and a point near Puerto Rico by end of this year; test circuit to Puerto Rico by end of 1960; Puerto Rico-Venezuela circuit in another 1½ years; Venezuela-Colombia, 1962 or 1963.

For further description of proposed Caribbean link, and some of the electronic methods which might be used to accomplish it, see story on opposite page.

The Week in Congress

ETV Bill Sails Along: Full weight of the Senate Commerce Committee was thrown behind federal aid to educational TV this week when it voted unanimous endorsement of proposal (S-12) by chairman Magnuson (D-Wash.) to grant up to \$1,000,000 to each state, D.C. & Hawaii to buy equipment (Vol. 15:5).

The next steps by sponsors of the \$51,000,000 ETV program will be: (1) Getting it on the Senate floor for a vote, which shouldn't take long. (2) Persuading Chairman Harris (D-Ark.) of the House Commerce Committee to put an early action tag on the companion House bills by Rep. Udall (D-Ariz.) and others.

Following swift hearings last week, the Magnuson measure cleared the Senate committee as its No. 2 legislative item in the new session of Congress. Only Federal Airport Act amendments (S-1) took precedence. The language of the Magnuson bill was left unchanged, except for an amendment by Sen. Engle (D-Cal.) terminating the ETV program after 5 years.

As outlined by Magnuson, who nearly won enactment of his program last session: "The bill proposes to make grants, not in excess of \$1,000,000, to each state agreeing to provide the land, buildings and costs of operating & maintaining the TV facilities placed in operation. The money is to be used exclusively for the purchase of actual equipment & facilities required in ETV projects. Federal Govt. intervention ends there."

Bipartisan backing for the program on the Senate floor is assured since Sen. Schoeppel (R-Kan.), ranking minority member of the Commerce Committee, is a co-sponsor of Magnuson's bill. At week's end, no schedule for Senate action had been set, but Magnuson was expected to press for an early date.

On the House side, the Commerce Committee was late in getting organized into subcommittees and assigning the ETV bills to the transportation & communications subcommittee (headed at the last session by Chairman Harris himself) with Rep. Roberts (D-Ala.) as the ranking majority member. Committee sources told us these formalities should be completed next week. And Roberts, who steered the Magnuson measure through the House committee last session, but failed to get it on the House floor for a vote, is this time himself the author of an ETV bill (Vol. 15:4).

Meanwhile Sen. Scott (R-Pa.), joined by Sens. Clark (D-Pa.) and Case (R-N.J.), introduced a bill (S-924) amending the Communications Act "to establish for educational purposes a certain priority in the award of vhf channels" by the FCC. It was aimed

specifically at reassignment of Storer's abandoned WVUE, Wilmington-Philadelphia (Ch. 12) to ETV—as sought by uhf WHYY-TV, Philadelphia (Ch. 35, educational) with backing of the Joint Council on Educational TV (Vol. 14:51). Philadelphia Mayor Richardson Dilworth has asked FCC to withhold action on Ch. 12 pending the formation of a non-profit group to apply for it on an educational basis. In a Senate floor speech, Sen. Scott pointed out that the FCC has assigned no vhf channel for ETV in N.J., Eastern Pa., Del., and part of Md.—and "even one vhf channel to cover this area would be highly beneficial," he added. Sen. Frear (D-Del.) said he's all for ETV, but wants Storer's surrendered WVUE permit to stay in Del.

TV Baseball Brownouts: "Save-baseball" moves in Congress, exempting pro sports from anti-trust laws so club owners can decide whether major league games can be telecast in minor league territory (Vol. 15:4), took a new turn this week—into the lap of the FCC.

Sen. Kefauver (D-Tenn.), whose Judiciary anti-monopoly subcommittee blocked passage of a blanket TV blackout bill last session (Vol. 14:31) came up with a brownout bill (S-886) of his own. It would apply anti-trust regulations to most aspects of pro sports. But it would permit broadcast agreements by club owners if the FCC finds them "reasonably necessary" to keep minor clubs in business.

Kefauver argued: "The Commission would be in a position of considering a conflict of public interest [between] the need to protect and build up minor leagues [and] the rights of people who wish to have sports contests appear on their TV sets."

Kefauver's TV compromise was promptly denounced by Sen. Keating (R-N.Y.) as "a baseball badgering bill." He promised a fight in & out of hearings on the issue of whether minor leagues can continue to survive competition from big-game TV at home. Leader of last year's battle for blanket blackouts, Keating this year is co-sponsoring alternative proposals permitting blackouts within 75 miles of minor league towns on home-game days.

The FCC, FTC & Justice Dept., joined by the NAB, opposed Keating's 1958 measure, and the FCC, which shuns controls over broadcast programming, won't be any more in favor of the new role of baseball TV umpire which Kefauver wants to assign to it.

FCC Chairman Doerfer will participate in govt. panel session at a midwinter conference of the AFA, Feb. 9 at Sheraton-Park Hotel, Washington.

More about

Doerfer Speaks His Mind: "The TV allocation problem," FCC Chairman Doerfer told a Feb. 4 RTES luncheon in N.Y. (see p. 1), "holds out little promise of immediate solution—at least not until every effort to get more vhf spectrum space is exhausted." He said he felt that "strong congressional pressures will develop to secure sufficient space within the vhf band" and that a move to all-uhf should be considered only as "the last resort." On other topics of interest to broadcasters, Doerfer expressed these opinions:

Station sales. Proposals to amend the law to provide for comparative or non-comparative hearings in all license transfer cases would be "inadvisable," he said—"the time and expense involved would be incommensurate with any good that could be obtained." There's a substantial split within the Commission on this issue, Comrs. Ford & Bartley being in favor of forced hearings on all station transfers.

"Pay-off" settlements. "I look askance at any efforts to stigmatize all settlement agreements as 'pay-offs' or 'quickie dropouts'—whatever that may mean about matters pending for years. Let us use the right medicine for a correctly diagnosed illness—not a catch-all nostrum that affects all just because a few may be affected." Those who abuse FCC processes, he added, probably should be judged in the courts, not in the Commission.

Protest law. "I fully expect that the bar, the industry and the Commission will join forces to either repeal or amend this legislation to the extent that the public interest is again exalted over purely private advantages. This should be accomplished before the end of the first session of the 86th Congress."

Program classification reports. "If another renewed and forceful challenge is made to the basic jurisdiction asserted by the Commission, it may take until the latter part of the summer or fall before final action is completed."

Daytime radio broadcasters. "A reasonable target date" for final action is the latter part of July.

Abolition of the FCC. Asked from the floor if FCC functions might be turned over to another agency, he said: "It may be FCC will be split into separate boards, but I see no immediate likelihood."

Censorship. In response to a question about N.Y. TV licensing proposal (Vol. 15:4), he expressed doubt that any state or city could legally adopt TV censorship powers.

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More about

Live Caribbean Network: Florida Micro-Communications' plan for live TV link between Cuba and South America (see p. 3) may well be more of a "natural" than the many proposals for U.S.-Europe TV relays—since there are neither time-zone nor language barriers involved. Puerto Rico currently has 5 commercial TV outlets, Venezuela & Colombia 10 each, Cuba 23.

FMC already has developed a technique to compress bandwidth of video signal from 4 mc to ½ mc—actually has used it on its Florida-to-Cuba relay. Tech-

nical director Stephen Martin says he's also working on a more sophisticated method which should reduce bandwidth drastically enough to allow transmission of live TV through the present transatlantic cable

Compression of TV bandwidth is important because of tremendous power required in long-distance scatter transmission. A narrower band of frequencies requires far less power to send it over the horizon. Martin says a ½-mc signal can be sent 600 miles—further than the longest hop planned in his relay network. But he says he hopes for considerably more compression before start of construction.

Longest single hop in entire circuit would be 560 miles in the Puerto Rico-to-Venezuela route; longest hop from Cuba to Puerto Rico would be 490 miles; from Colombia to Venezuela, more than 400 miles.

The simpler of the 2 band-compression methods is known as "slow-scan-fast-scan." This technique uses slow scanning for all elements of the picture which have high information content and extremely fast scanning for low-information elements. At the other end of the hop, the microwave receiver reverses the process—speeding up the scanning of detailed picture elements, slowing it down on non-detailed portions. A "line memory circuit" allocates a certain amount of time per line, keyed by the TV signal's regular sync pulses, restoring a conventional TV picture.

Martin says he thinks bandwidth compression of 25 times is possible using this method—which means reduction of TV picture to 160 kc. At the present reduction to ½ mc—or 500 kc—he says, picture is excellent.

Another method he's using holds potential of bringing bandwidth as low as 10 kc, he says. It's far more complicated. It uses a "digitizer"—a computer which breaks up TV picture elements into a digital code. The code is transmitted instead of the picture. A decoding computer at the other end restores the picture. FMC is seeking co-sponsorship from one of the U.S. networks for its research.

Work in bandwidth reduction isn't new, of course. Bell Labs has been working on various techniques for years, as is Technicolor Corp. and others. AT&T-ITT relay from Florida to Cuba uses some band-compression for TV signals.

FMC's present over-the-horizon microwave installation picks up TV programs off the air from Miami stations at Key Marathon, Fla., beams them to Garuco Hill, near Matanzas, Cuba.

Note: Some interest has been shown by financiers in the construction of an island-hopping northern transatlantic TV relay. Even the most optimistic sources we contacted say such a system is at least 4 years and some \$50-\$75,000,000 away. No start has been made on construction of the relay—nor has there been a decision on whether to start. Reports this week, emanating from Rome and stating that the 1960 Olympic Games will be carried live to the U.S. via the non-existent relay, are, therefore, exaggerated.

Coverage of courtroom proceedings by TV-radio and motion pictures would be authorized in N.Y. State under terms of a bill introduced by Sen. E. Ogden Busk of De Lancey and Assemblyman Charles D. Henderson of Hornell. "Passage of this bill," they said, "will remove N.Y. State from its stoic, static position by making use of 20th-century communication, geared to contemporary living."

RCA is starting sales drive for its TV tape recorder, claiming many new features, including "fast cueing, centralized control, along with technical advances in circuitry which permit greatly improved performance."

More about

Those Retaliating Ratings: We've had a look at the brand-new Nielsen Television Index report covering the two weeks ending Jan. 10. Saturdays, Sundays, Mondays and Thursdays continue to be the peak viewing nights, but there's seldom a nighttime hour in which less than 50% of the country's TV homes are using their sets. Here's the latest pattern:

	7 p.m.	Nighttime Peak	11p.m.
Saturday	51.6	68.9 at 9:45 P.M.	59.3
Sunday	56.1	65.9 at 8:45 P.M.	51.6
Monday	53.7	69.5 at 9:15 P.M.	53.1
Tuesday	51.9	68.3 at 9:15 P.M.	54.4
Wednesday	50.9	65.1 at 9:15 P.M.	53.3
Thursday	57.7	67.0 at 9:45 P.M.	53.2
Friday	49.3	65.1 at 9:45 P.M.	53.8

A similar picture—although not on a national, projectable level—is shown by Trendex, which reports that nighttime sets in use during Dec. and Jan. have been running at the highest level since pre-freeze era.

According to Trendex, evening TV usage during Dec., 1958, in the 20 Trendex-measured cities was 2% above the previous year. In Jan., the figure was 3% higher than the comparable period last year.

Here are the figures from Trendex, covering sets-in-use on a Sunday-through-Saturday basis, 7:30-10:30 p.m., during the peak hours of network telecasting:

Dec.		Jan.	
1953	53.7	1954	56.0
1954	55.0	1955	56.4
1955	53.2	1956	54.4
1956	53.6	1957	55.8
1957	57.9	1958	58.9
1958	59.1	1959	60.5

Trendex tells us that the 60.5 average above for sets-in-use-during-peak-hours is the highest January percentage in their records; one of the highest in TV history; but without question—and percentages aside—represents in terms of numbers of homes the all-time peak January audience for television.

In other rating news, hour-long TV Westerns are beating half-hour horse sagas in delivering audiences for sponsors, according to Nielsen, which ranks them at 28.0 and 26.0 respectively in "program type" comparisons for its final national Dec. 1958 report. Third: half-hour situation comedies (23.7). Fourth: hour variety shows (23.3).

Speaking of Westerns, they occupy the entire roster of Nielsen's Top 10 (first Jan. report), with but 2 exceptions: Western-cousin *Real McCoys*, and Danny Thomas.

Still speaking of Westerns, the latest *Time* points to the new Trendex Report on Program Popularity which reiterates the axiom that shows containing the sponsor's name in their titles enjoy higher "sponsor identification" among their viewers than do those without—e.g., *Dinah Shore Chevy Show* (87.3%) and *Kraft Mystery Theatre* (84%) vs. *Wagon Train* (16%) and *Gunsmoke* (45.6% & 3.2% for 2 sponsors). When asked about this, Trendex told our New York bureau that the 3.2% had been for the alternate (or non-advertising) sponsor—who, when his week came around, drew a far better figure: 24.2%.

TV Audience Pays Now: The pay-TV bandwagon welcomed another magazine when *Look*—to no one's surprise—added its endorsement to that of *Reader's Digest*, *Saturday Evening Post* and *Fortune*.

Look publisher Vernon C. Myers told a Chicago regional meeting of the Magazine Publishers Assn. that if the public paid for programming as it does for

editorial content of magazines, the cost of TV advertising could be reduced and it would be possible to audit TV audiences on the basis of paid circulation.

Myers said that in 1958, readers paid more than \$500,000,000 for magazines, with advertisers paying some \$750,000,000. Thus, for every \$1 that advertisers invested in magazines, readers paid 66¢.

His argument might have been strengthened if he had added the \$250,000,000 the public pays in taxes to make up the Post Office department's second-class mail deficit—most of which is attributable to delivery of magazine subscriptions at bargain rates.

Just incidentally, the television audience spent \$1.0794 billion for sets in 1958, another estimated \$2 billion for installation and repairs, \$300,000,000 for television-set electricity. Advertisers invested \$1.36 billion in television advertising. Thus for every \$1 spent by advertisers in TV, the audience spent about \$2.48.

* * *

Wired pay TV was in the papers again this week, in dispatches from N.Y. and Chicago. In N.Y., Skiatron TV announced it will begin wired pay telecasts of Los Angeles and San Francisco major league baseball games early this summer to a total of 100,000 subscribers in both cities. In Chicago, NCAA's TV committee program director Asa Bushnell said his group was "quite sympathetic" to a proposal by Skiatron for wired pay-telecasts of college football games to homes in Los Angeles and San Francisco. At present, Skiatron does not have the required city franchise to wire either city for pay TV.

Case of Mistaken Identity: Fulton Lewis Jr. faces payment of \$145,000 in libel damages to Mrs. Pearl Wanamaker, ex-Washington state supt. of public instruction, as a result of an MBS broadcast 3 years ago (Vol. 13:1, 11) in which he accused her of Communist associations.

It was the biggest libel judgment ever made by a D.C. District Court jury. After a 9-day trial which ended Jan 31, Lewis, MBS & Washington radio WWDC were ordered to pay Mrs. Wanamaker \$45,000 for his broadcast carried by the station, and Lewis & MBS were assessed \$100,000 for the 1956 broadcast elsewhere in the country. But under his MBS contract, the network and its affiliates are relieved of any claims arising from Lewis' newscasts.

In the broadcast, Lewis mistakenly identified Mrs. Wanamaker (now western representative of *Scholastic*) as the sister of a man who went behind the Iron Curtain, renouncing U.S. citizenship. The radio commentator also criticized Mrs. Wanamaker's actions in her Washington state office and at a 1955 White House education conference.

Mrs. Wanamaker had previously sued Lewis, MBS & stations in 10 states, winning \$10,000 in one of 3 Washington state suits and \$7500 in an Okla. suit, which he has appealed, but losing several others. Remaining actions were consolidated for trial in the D.C. Federal court, Lewis dropping a counter-action.

Characterizing the verdict as the result of "passion & prejudice" created against Lewis by press coverage of his trial, Lewis' attorney Roger Robb this week asked for a retrial.

NAB Board Sessions Quiet: The NAB's TV board wound up its winter meeting in Hollywood, Fla. this week without shooting off any fireworks resolutions on 2 of the hottest issues on its agenda—pay TV and boosters.

Developments in both troublesome areas—including congressional proposals to ban all forms of pay TV but permit the FCC to see how they work (Vol. 15:3) and to authorize booster stations to stay in business (see p. 2)—were explored. But no new formal actions were voted or policy positions taken at the Hollywood Beach Hotel session led by NAB govt. relations mgr. Vincent T. Wasilewski.

Instead, discussion of pay-TV problems was understood to have ended in informal agreement by the 15 board members attending that: (1) Broadcasters' traditional opposition to on-air subscription TV should be maintained. (2) There's no pressing need now for NAB to take a stand on wired-TV pay systems. (3) Questions of support of or opposition to pay-TV tests authorized in a House resolution by Commerce Committee Chairman Harris (D-Ark.), who otherwise would outlaw all systems pending new legislation, can be handled by NAB staff.

Similarly, the board took a wait-&-see attitude on the issue of unregulated boosters, whose doom under an FCC decree has been stayed—at least temporarily—by a Western revolt in Congress.

On a third agenda item—the TV Allocations Study Organization's report—the board approved a standby budget for the NAB to pay for an engineering consultant to analyze TASO's findings if deemed advisable.

In other winter meeting developments:

NAB Pres. Harold E. Fellows announced appointment of Westinghouse Bcstg. Co. pres. Donald H. McGannon to succeed Triangle Stations v.p. & gen. mgr. Roger W. Clipp as chairman of the TV Code Review Board. New review board members named are Mrs. A. Scott Bullitt, KING-TV, Seattle; Joseph Herold, KBTW, Denver, and Gaines Kelley, WFMY-TV, Greensboro, N.C. They replace Richard A. Borel, WBNS-TV, Columbus, O.; Mrs. Hugh McClung, KHSL-TV, Chico, Cal., and Clipp. McGannon and the 3 new members take office March 1 at the close of NAB's Chicago convention.

Clipp reported that by mid-Feb. all 301 code-subscribing stations will have been monitored for at least one 3-day 35-hour period. "The Board's monitoring of commercials is undoubtedly the most comprehensive continuing survey of its kind ever conducted by the industry," he said. "Monitoring strongly confirms that the majority of subscribing stations are in substantial compliance with the advertising provisions of the code. The familiar charges of over-commercialization are not supported by the facts."

Eight code amendments were approved, most of them clarifying & strengthening language of existing sections. But one paragraph on "acceptability of program material" was deleted. It called on the review board to maintain "a continuing list of specific words & phrases which should not be used."

NAB convention committee co-chairman G. Richard Shafto of WIS-TV, Columbia, S.C., announced that industry public relations will come up for special discussion at a Chicago session. NAB public relations chief Donald N.

Martin urged "greatly-increased" public relation efforts on behalf of TV."

Appointment of a new video tape committee composed of station management & engineering executives was authorized by the TV board.

The NAB membership committee voted to recommend a set of rules governing affiliation of TV satellites & semi-satellites. It also drafted a list of 80 "outstanding" TV & radio stations which aren't NAB members, agreed to ask for NAB board volunteers to contact prospects personally to bring them into the fold.

An NAB policy "favoring & encouraging" broadcast editorials was approved by the Joint TV-Radio Board following the TV & radio sessions. The Joint Board urged that the ad hoc NAB committee on editorializing be made permanent and wrote this definition: "A broadcast editorial is an on-the-air expression of opinion (clearly identified as such) on a subject of public interest by a station licensee or his designated representative."



Are Newscasters Newsmen? Not according to law in Ohio, which is one of a dozen states that give reporters immunity from contempt of court action when they refuse to divulge confidential news sources.

That the Ohio law covers only newspapers & press associations was pointed out this week by Columbus Common Pleas Court Judge Kenneth Sater when ruling that gen. mgr. Bert Charles of Columbus radio WKVO & Skyway Bestg. Co. could not invoke it in a \$300,000 libel suit filed against them by newscaster Bill Jorgensen, ex-WTVN-TV & WTVN, Columbus.

Charles had refused in a pre-trial deposition to answer questions put to him by counsel for Jorgensen, who claimed he had been libeled by Charles in a WKVO broadcast. Much as in the Judy Garland-CBS-Marie Torre case in N.Y. (Vol. 15:3), Charles pleaded a newsman's immunity. But Judge Sater said any notary or court commissioner can demand newscasters' sources, and they can be punished for contempt if they refuse.

Charles faces no imminent jail term for contempt, however. Trial of the suit isn't expected to start for several years. And Jorgensen himself, now on the news staff of radio WERE, Cleveland, has gone on the air to appeal for revision of the Ohio law to include newscasters. "Broadcasters have, by omission, been relegated to a second class citizenship in their own profession," Jorgensen said.

Immediate upshot of Judge Sater's ruling was that WERE pres. Ray T. Miller Jr., who also is a state senator, introduced a bill giving TV & radio broadcasters the same immunity allowed to newspaper & wire service reporters. A similar measure was proposed by State Rep. Paul J. Lynch.



Extension of the N. Y. State libel law to include malicious defamation over TV-radio is proposed in bills introduced in the Legislature by Assemblyman Martin J. Kelley Jr. of N.Y.C. A similar bill died in committee last session.



N.Y. Gov. Rockefeller heads the speakers' list for the 2nd annual legislative dinner of the N. Y. State Assn. of Radio & TV Broadcasters March 3 in the Ten Eyck Hotel, Albany. Others scheduled include FCC Comr. Lee, Sens. Javits & Keating (R-N. Y.).

Television Digest

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Personals: Walter D. Scott, NBC-TV sales v.p., named exec. v.p. of the TV network. David C. Adams, exec. v.p. of NBC corporate relations, named to new post of senior exec. v.p. Don Durgin, v.p. and national sales mgr., promoted to v.p. of TV network sales. James A. Stabile, director of NBC talent and program contract admin., promoted to v.p. . . . Gordon F. Hayes, CBS radio v.p. in charge of spot sales, named CBS-TV national mgr. of affiliate relations, effective Feb. 23, succeeding Carl S. Ward, now v.p. and director of affiliate relations . . . Stephen C. Riddleberger, ABC v.p. & comptroller since 1957, promoted to v.p. for the network's o-&o stations. William H. Trevarthen, director of engineering operations, promoted to v.p. in charge of production services . . . Joseph B. Irwin, CBS-TV legal dept., promoted to business affairs director, CBS Films . . . Albert L. Capstaff, director, NBC radio network programs, & George A. Graham, Jr., director, NBC radio sales planning, promoted to v.p. . . . Richard H. Low named to new post of CBS-TV director of contracts, facilities and program sales . . . Leon P. Gorman resigns as exec. v.p. & gen. mgr. of Hildreth stations (WABI-TV & WABI, Bangor; WAGM-TV & WAGM, Presque Isle, & radios WABM, Houlton, and

WPOR, Portland). His duties are assumed by Hildreth v.p. Walter L. Dickson . . . Hathaway Watson, ex-Booz, Allen & Hamilton, named v.p., RKO Teleradio Pictures . . . D. L. Provost, Hearst Corp. v.p. & gen. mgr. for TV-radio, named to NAB Freedom of Information Committee headed by Robert D. Swezey, exec. v.p. of WDSU, New Orleans . . . E. Jonny Graff, Midwest sales v.p. of NTA, assumes also duties of national sales mgr. in charge of feature films, NTA International, with headquarters in Chicago . . . Peter Storer, son of George B. Storer, pres. of Storer Bestg., ex-gen. sales mgr., WJW-TV, Cleveland, named managing director, WSPD-TV, Toledo, O. . . Bernard L. Mullins, v.p. of Travelers Bestg. Service Corp., assumes also duties of radio WTIC programming director . . . Harry Brown promoted to chief engineer, WBOY-TV & WBOY, Clarksburg, W. Va., succeeding Vila Brooks, resigned . . . Richard Barrett promoted to production mgr., Walter Schaar to program director, KREM-TV, Spokane . . . Charles King, ex-NTA, named v.p. for syndicated sales, Bernard L. Schubert Inc. . . . Ben Holmes, ex-Griffin stations national sales mgr., named radio v.p. of rep Petry . . . Henry C. Cassidy, formerly radio news, special events & public affairs director, NBC, named consultant to Radio Free Europe . . . Phil Cowan promoted to publicity director, NTA o-&o stations.

American Airlines crash in the East River, N.Y., Feb. 4 cost the lives of 4 persons prominent in TV-radio, including 3 members of the Methodist TV & Radio Commission with headquarters in Nashville. Among the dead was Beulah Zachary, TV pioneer best known as producer of the puppet show, *Kukla, Fran & Ollie*, who was enroute from Chicago to N.Y. to book the show in theaters. The members of the Methodist Commission were: Rev. William A. Meadows, director, TV-radio service & training; Rev. W. Carlisle Walton, director, TV ministry development; Rev. Royer H. Woodburn, director, utilization & field service.

William MacQuitty, independent film producer affiliated with Britain's Rank Organization, has been named managing director of Ulster Television Ltd., commercial program contractor for ITA's upcoming Northern Ireland station. Ulster TV's address is 43 Donegall St., Belfast.

Stations

New & Upcoming Stations: Aiming at the school-room audience, Oklahoma City's second educational outlet KOKH-TV (Ch. 25) began Feb. 2. with its programming limited to afternoons at the start. (The city's other non-commercial station is KETA (Ch. 13), which began in April 1956.) It is the 37th educational station. Meanwhile, KXLJ-TV, Helena, Mont. (Ch. 12) went dark. On-air total is now 547 (85 uhf). The owner of KOKH-TV, Independent School Dist. No. 89 (Oklahoma City), which also operates FM radio KOKH, acquired the CP and equipment in bankruptcy proceedings following the demise of KTVQ Dec. 15, 1955 (Vol. 11:50-51). A GE 12-kw transmitter is in the First National Bank Bldg. with the antenna on the bank's tower. Studios are at 1801 N. Ellison St. Robert M. Shultz, ex-asst. personnel director of the city schools, is station mgr. Mrs. Elaine Tucker, ex-speech teacher is program & production director. Clarence Deal is chief engineer.

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

KDPS-TV, Des Moines (Ch. 11, educational), doesn't expect to start programming until the end of March, according to station mgr. C. F. Schropp, who is also director of audio-visual education for grantee Des Moines School Dist. RCA 5-kw transmitter and 300-ft. Stainless self-supporting tower with 6-bay antenna have been installed.

KOMC, McCook, Neb. (Ch. 8) has been held up by bad weather and its target date changed to May 1 for its start with NBC-TV as a satellite of KCKT, Great Bend, Kan. (Ch. 2). KCKT chief engineer H. G. Haeefe reports it will use a 10-kw GE transmitter, and a 600-ft. Stainless tower with 12-bay antenna. KCKT has a \$300 base hour rate. Rep is Bolling.

WENH, Durham, N.H. (Ch. 11, educational) has changed its target to late spring, writes mgr. Keith J. Nighbert. The station is owned by U of New Hampshire. A GE 5-kw transmitter has been installed on Saddleback Mt. and a 360-ft. guyed Stainless tower awaits delivery of 12-bay antenna. However, studio-office construction in Memorial Union Bldg. didn't get started until mid-Jan.

KPEC-TV, Tacoma, Wash. (Ch. 56, educational) hasn't ordered its transmitter or tower, but fall target has been set, and construction of studios has started, reports F. V. Miner, director of the vocational-technical school for grantee Clover Park School Dist.

WILX-TV, Onondaga, Mich. (Ch. 10), planned as a share-time operation with Mich. State U's educational WMSB, is installing a 50-kw GE transmitter. It plans Feb. 15 programming, reports John C. Pomeroy, who is pres.-gen. mgr. & operator of radio WILS, Lansing. Onondaga is within 20 miles of Lansing & Jackson, 33 miles from Battle Creek. Ideco 1000-ft. tower is half way up and helical antenna has arrived. Studio equipment is being installed in Hotel Hayes, Jackson. Base hour will be \$800.

KCPP, St. Louis (Ch. 11), began construction week of Jan. 27 and plans to start operation in spring, according to Harold Koplak, pres. of grantee 220 Television Inc. Studios will be adjacent to Chase-Park Plaza Hotels, transmitter 10 miles away at Reavis Barracks Rd. & Avenue H. Newly-engineered antenna is being shipped from Siemens-Halske Co., Munich, Germany, for installation on 1214-ft. tower which it will share with KMOX-TV (Ch. 4). Rates not set. Rep not chosen.

■

NBC May Sell Hartford UHF: Bids for WNBC, Hartford (Ch. 30) are being entertained by NBC, but no deal has been made so far. If NBC sells, it would be out of uhf altogether—having reluctantly taken WBUF, Buffalo (Ch. 17) off the air after concluding there was no chance of breaking even there (Vol. 14:24, 30, 46). This week, incidentally, Western N.Y. Educational TV Assn. filed application for Ch. 17 after NBC had offered it WBUF equipment worth \$115,000 (Vol. 14:46).

NBC's consideration of selling WNBC is obviously based on the same "hard economic realities" which drove CBS to sell its WHCT, Hartford (Ch. 18) for \$250,000 after taking it off the air and affiliating local vhf WTIC-TV on Ch. 3 (Vol. 14:41).

If and when NBC sells, the sole uhf station operated by a network will be CBS's WXIX, Milwaukee (Ch. 18)—and there is bound to be recurring speculation that CBS will get out of uhf there, too. ABC has never been in uhf.

NBC Offers Changes: Meeting with NBC-TV affiliates Board of Delegates in N.Y. last week, NBC reported these changes: (1) Beginning March 1, unsold network time 10-10:30 a.m. & 2-2:30 p.m. Mon.-thru-Fri., will be available for local sale. This is a total of 10 one-min. periods. (2) A new policy of local video taping of network shows has been established—continuing the general ban but permitting exceptions for "compelling" reasons, provided network & sponsor permission is obtained in advance. The policy is said to be quite similar to CBS's (Vol. 14:50). (3) An experiment in *Tic Tac Dough* will be undertaken—eliminating the middle station break and lengthening the end break to one minute.

■

Networks and AFM agreed on a 5-year contract covering musicians at 7 a.m., Feb. 2 after an all-night session and a 7-hour strike which began at midnight Sun. Feb. 1 Highlights of the new contract: Network staff musicians get a 10% pay boost beginning Feb. 1, 1961. An immediate 10% increase was awarded for "single engagement" work by N.Y. musicians. The networks agreed to continue the same quotas of musicians on their N.Y. and Los Angeles staffs, but won reductions in Chicago, Boston, Detroit, St. Louis & San Francisco. A pension plan was set up, with the networks to contribute 5% of the minimum fees paid to musicians. Musicians will receive residual payments for taped shows which are rerun on foreign stations. Musicians will be required to work 6 hours in an 8-hour span before receiving overtime pay. The former period was 4 hours.

The FCC

New Home Free Assn., which is asking the FCC to withhold action on illegal boosters until it completes its study of all secondary TV services (see p. 2), includes the following stations: Cal.—KSWB-TV, Salinas-Monterey (Ch. 8). Colo.—KKTU, Colorado Springs (Ch. 11); KREX-TV, Grand Junction (Ch. 5); KOA-TV, Denver (Ch. 4). Mont.—KXLF-TV, Butte (Ch. 4); KMSO-TV, Missoula (Ch. 13); KGHL-TV (Ch. 8) & KOOK-TV (Ch. 2) Billings. Ida.—KID-TV, Idaho Falls (Ch. 3); KTVB, Boise (Ch. 7); KLIX-TV, Twin Falls (Ch. 11). S.D.—KOTA-TV, Rapid City (Ch. 3). Utah—KUTV, Salt Lake City (Ch. 2). Tex.—KLTU, Tyler-L'gv'w. (Ch. 7). Wyo.—KFBC-TV, Cheyenne (Ch. 5); KSPR-TV (Ch. 6), KTWO-TV (Ch. 2), Casper.

A final decision on Ch. 3, Mayaguez, P. R., was issued by the FCC this week in favor of the Dept. of Education of P.R., which will operate commercially. The loser was Sucesion Luis Pirallo-Castellanos. Comr. Lee dissented but issued no statement. In its decision, the FCC said that the Dept. was preferred because of its past record, diversification, planning & preparation. Commission said that the losing applicant's plans "were so inadequate as to raise serious doubts that Sucesion could effectuate its proposal." Dept. of Education operates educational WIPR-TV (Ch. 6) & WIPR, San Juan, while Sucesion has interlocking ownership with AMs in Mayaguez, Arecibo & Ponce.

Allocations actions by the FCC: (1) Denied petition to shift Ch. 8 from Jonesboro to Forrest City, Ark. (2) Proposed the following shifts in Washington & Idaho to permit establishment of uhf translators: Substitute Ch. 33 for Ch. 61 in Moses Lake, Ch. 27 for Ch. 67 in Wenatchee, Ch. 36 for Ch. 33 in Kellogg, Ida. (3) Proposed these Hawaii shifts: Substitute Ch. 7 for Ch. 8 in Wailuku, delete Ch. 7 from Hilo, delete educational Ch. 7 from Honolulu, designate Ch. 11 in Honolulu as educational.

Allocations changes: Radio KWHN, Ft. Smith, Ark., prospective applicant, requests shift of Ch. 9 from Hot Springs to Ft. Smith . . . WWLP, Springfield, Mass. (Ch. 22) wants Ch. 37 switched from Clymer to Syracuse, N.Y.

Two translator CPs were granted by FCC this week to Gig Lake Translator System, Big Lake, Tex. (Ch. 70 & 76), to repeat KOSA-TV, Odessa, and KMID-TV, Midland.

Purchase of WMUR-TV, Manchester, N.H. (Ch. 9) by Richard Eaton for \$450,000 from late Gov. Francis P. Murphy (Vols. 14:51, 15:2) was approved this week by FCC.

■

Much-litigated WTVW, Evansville, Ind. (Ch. 7), embroiled in court proceedings almost since its inception (Vol. 14:51), has been placed in complete charge of Douglas H. McDonald as trustee of the estate of the debtors by the U.S. District Court there. The action followed a petition by 3 creditors who alleged \$400,000 was owed them. They requested reorganization proceedings under Chapter X of the bankruptcy act.

Assets of Gerico Investment Co., bankrupt licensee of off-air uhf WITV, Ft. Lauderdale-Miami, Fla. (Ch. 17), will be offered for sale Feb. 19 at public auction in Broward County Courthouse, Ft. Lauderdale. The station quit May 11 (Vol. 14:25). It was headed by Cmdr. Mortimer W. Loewi, first gen. mgr. of old Du Mont network.

Facility changes: WJHL-TV, Johnson City, Tenn. (Ch. 11) hopes to begin with a new tower on Buffalo Mt., 3.5 miles southeast of the city Feb. 13, depending on weather conditions . . . KALA, Wailuku, Hawaii (Ch. 7) boosted its power to 12.2-kw Jan. 24.

Advertising

Faster TV Ratings: Rivalry among research firms to supply advertisers and agencies with faster TV ratings will be sharpened this spring. Sometime in April, A.C. Nielsen expects to have its first "Instantaneous Audimeter" panel (of 250-300 homes) in operation in New York City. A master control point in N.Y. will use low-grade phone lines and a "voltage trigger" to gather reports from new Nielsen-developed measurement devices installed in homes. Fast processing of data will enable Nielsen to deliver New York ratings on a "following morning" basis, making it competitive with ARB's overnight Arbitrons.

Nielsen's next step is due to be an expansion of the "Instantaneous Audimeter" service to a 24-city pattern that will give reports, possibly within a week, on areas where there is a full 3-network competition. Such a service would rival that of Trendex. Viewer diaries will be used, in addition, to gather audience composition data.

According to Nielsen executives, the system has been "in the works since 1946," but was previously stymied by limitations on the kind of "trigger" that could be used on normal telephone circuits.

Pointing up the Nielsen-ARB rivalry, pres. James Seiler on Fri. announced that, with a subsidiary, ARB Surveys Inc., his firm would enter market research field March 1. Don Cahalan will be pres.; Seiler, board chairman.

People: Stanley E. Blumberg, v.p. & gen. mgr. of Joseph Katz Co., Baltimore, named pres., succeeding the late Joseph Katz. Harry Kullen, exec. v.p. of Joseph Katz, N.Y., named v.p. of the Baltimore agency. Gertrude Myers, administrative asst. to Mr. Katz, named secy-treas. . . . Henry M. Schachte, Lever Bros. adv. v.p., promoted to exec. v.p., succeeded by Samuel Thurm, formerly gen. mgr. of adv. services . . . Gerald W. Tasker retires as v.p., Cunningham & Walsh. He's succeeded as research director by Richard H. Baxter . . . Henry L. Buccello promoted to v.p., Guild, Bascom & Bonfigli . . . Anthony C. Chevins, Cunningham & Walsh v.p., named also creative dept. director . . . Edward W. Dooley promoted to v.p. & management supervisor, Sullivan, Stauffer, Colwell & Bayles . . . William McIlvain, v.p.-broadcasting; Donald Tenant, v.p.-TV, & Edward Thiele, radio-TV dept. v.p., named to Leo Burnett Adv. plans board . . . Ralph L. Wolfe & John H. Owen, ex-Compton Adv., join D. P. Brother & Co., Detroit . . . Christy Walsh named gen. mgr., Ogilvy, Benson & Mather West Coast office, Beverly Hills (9033 Wilshire Blvd., Crestview 5-6165) . . . Stanton M. Osgood, ex-Paramount Sunset Corp., named TV-radio director, Ted Bates Hollywood office . . . Robert G. Wilder promoted to exec. v.p., Lewis & Gilman, Philadelphia . . . Sylvia Greene promoted to v.p., A. D. Adams Adv., N.Y. . . . D. Barker Lockett named associate TV-radio creative director, Needham, Louis & Brorby . . . Edward D. Cummings, ex-Robert W. Orr & Assoc. v.p., named media & research director, Noyes & Co., Providence . . . Walter C. Power promoted to new post of exec v.p. & gen. mgr., MacFarland, Aveyard & Co. David Stotter named senior v.p. Merritt R. C. Schoenfeld promoted to v.p. . . . John Paul Jones named TV-radio producer & director, Frank B. Sawdon Inc., N. Y. . . . Charles H. Myers, ex-v.p. of Galbraith-Hoffman, is pres. of new Myers, Anderson & Strong (70 E. 56th St., N.Y.). Frances M. Anderson, also ex-Galbraith-Hoffman is exec. v.p. . . . Page B. Otero & Curtis R. Winters, both ex-McCarty Adv., Los Angeles, are pres. & v.p. respectively of new Otero & Winters Inc., Los Angeles (9110 Sunset Blvd., Crestview 4-5917).

TV Advertising Surges On: Preliminary estimates of 1958 advertising volume, released this week by *Printers' Ink*, verify media trends that were apparent from the start of the year: TV up, all others (except direct mail) down.

Based on 9 months data, the trade journal's estimates show that TV expenditures last year rose 6.8% from 1957 for a total of \$1.36 billion and a 13.3% share of all advertising dollars vs. 12.3% in 1957. At the same time, newspapers went down 5%, magazines 5.5%. Total radio also was down—by .6%—but local radio rose .8%.

Overall, 1958 advertising slipped 1.1% from 1957, but all national advertising—thanks to TV—averaged out to an actual gain of .2%. The grand total for 1958 was \$10.196 billion vs. \$10.31 billion in 1957.

The estimates of 1958 TV expenditures give this upbeat picture in millions of dollars: network, \$735, up 9.7%; spot, \$365, up 5.2%; local, \$260, up 1.4%. For radio, estimates show a total of \$616, down .6%, apportioned: network, \$61, down 5.7%; spot, \$185, down 1.1%; local \$370, up .8% (For 1947-1957 *Printers' Ink* tabulations of advertising volume by media see *Television Factbook No. 27*, p. 24).

Here are the 1957-58 comparison tables:

	1958		1957		% change '58 vs. '57
	Millions	% of Total	Millions	% of Total	
Newspapers					
total	\$3,120.0	30.6	\$3,283.3	31.8	-5.0
national	745.0	7.3	809.7	7.9	-8.0
local	2,375.0	23.3	2,473.6	23.9	-4.0
Magazines					
total	770.0	7.6	814.3	7.9	-5.5
weeklies	425.0	4.2	451.4	4.4	-5.9
women's	152.0	1.5	164.4	1.6	-7.6
monthlies	160.0	1.6	160.9	1.5	-0.6
farm nat'l	33.0	0.3	37.6	0.4	-12.2
Television*					
total	1,360.0	13.3	1,273.4	12.3	+6.8
network	735.0	7.2	670.1	6.5	+9.7
spot	365.0	3.6	346.8	3.4	+5.2
local	260.0	2.5	256.5	2.4	+1.4
Radio*					
total	616.0	6.0	618.9	6.0	-0.6
network	61.0	0.6	64.7	0.6	-5.7
spot	185.0	1.8	187.1	1.8	-1.1
local	370.0	3.6	367.1	3.6	+0.8
Farm Publications,					
regional	34.0	0.3	33.7	0.3	+0.9
Total farm publications**	(67.0)	(0.7)	(71.3)	(0.7)	(-6.0)
Direct mail	1,560.0	15.3	1,470.9	14.3	+6.1
Business papers	540.0	5.3	567.6	5.5	-4.9
Outdoor					
total	199.1	2.0	206.1	2.0	-3.4
national	134.4	1.3	139.1	1.3	-3.4
local	64.7	0.7	67.0	0.7	-3.4
Miscellaneous					
total	1,996.9	19.6	2,042.4	19.9	-2.2
national	1,171.9	11.5	1,182.9	11.5	-0.9
local	825.0	8.1	859.5	8.4	-4.0
Total national	6,267.3	61.5	6,253.2	60.6	+0.2
Total local	3,928.7	38.5	4,057.4	39.4	-3.2
GRAND TOTAL	\$10,196.0	100.0	\$10,310.6	100.0	-1.1

*Data for 1957 revised to agree with figures reported by FCC.

**Bracketed figures identify advertising directed to farm markets through national, regional and state farm publications. These figures are already contained in the other media totals.

"There is no need for such bum taste in a high-class medium," says *Advertising Age's* TV editorialist, the Eye & Ear Man, in an indictment of TV drug and cosmetic advertising in the Feb. 2 issue. He proposes 5 rules "to put the brakes on the junk advertising": "(1) Get rid of the phony doctors and experts. (2) Check the claims made by advertisers. (3) Eliminate unpleasant pictures [arm-pits, etc.]. (4) Be selective in the choice of commercials. (5) Separate commercials, hold them to time limits."

A Pill for the Pollsters: Don't believe everything you read in surveys. That's the net of the newest survey—this one by BBDO. In a thoroughgoing, 5-year, annual before-&-after study of what surveyees said they'd buy and what they eventually acquired, it turns out that Joe Doakes is something less than reliable when he's being asked questions about his intentions. Of thousands queried, more than half who said they would buy a certain brand of appliance, and a third who were set on a certain brand of car, bought entirely different makes. Conversely, 3 out of every 5 appliances, and 4 out of every 5 cars were bought by people who, at year's beginning, had no intention of or were uncertain about buying these items. Good, grey BBDO's moral: "The significance of these facts is clear. With buying intentions subject to change and with brand loyalties not firmly established, the necessity for continuous, effective advertising and sales activity is imperative."

Ad Tax Plan Fought: Maine Broadcasting Assn. is joining with newspaper publishers in the state to oppose a proposal by State Sen. James E. (Ned) Coffin (D) to amend the state's 3% sales tax law to include all press and TV-radio advertising. Coffin estimated that a levy on ads would increase revenues by \$1,500,000 annually. He argues that advertising—"the only commodity right now which is absolutely free of taxation"—shouldn't be exempt. Unlike Baltimore's discriminatory ad tax, which was invalidated by state courts last year (Vol. 14:42), the extension of the existing Maine sales tax to take in media can't be challenged on constitutional grounds, according to Coffin.

Film & Tape

Warner Into Tape? A production alliance—primarily for videotaped commercials and TV program series—is developing between Warner Brothers and Filmways, N.Y. Final approval of the deal is expected later this week from Jack L. Warner, pres. & chairman of Warner Brothers, and Martin Ransohoff, pres. of the commercial film firm. Filmways has just installed \$150,000 worth of Videotape equipment (A British-made chain of three image orthicons, late-model Ampex VTR, General Precision special-effects panel, etc.) in a refurbished studio on Manhattan's East 95th St. It is already shooting videotaped spots for Arrid, Fab, Aeroshave and Gleem, and is talking about entering the tape program production business.

Alliance between the two firms would give Warner an East Coast operation ready to shoot film or tape, and would give Filmways automatic West Coast facilities for filming, as well as a name-talent pool. Both firms are major factors in the TV film commercial field. Last year, Filmways grossed \$3,758,317, including a \$635,000 worldwide TV commercial series for Ford—and Warner Brothers shot over \$2,500,000 worth of commercials.

Westinghouse Broadcasting is the latest station group to plan production and syndication of videotaped shows (Vol. 15:5). A deal has been concluded between Westinghouse and producer Theodore Granik to shoot taped versions of the former NBC series *American Forum of the Air* and *Youth Wants to Know* at Metropolitan Broadcasting's WTTG, Washington, then sell them to tape-equipped stations. Meanwhile, NTA will begin production in mid-March of a half-hour syndicated tape series with Bishop Fulton J. Sheen. NTA's N. Y. and Minneapolis outlets are scheduled to carry the show.

British "14% ceiling" on U.S. film product may be circumvented by the newly formed NTA International, now headed by pres. Harold Goldman. NTA is attempting a "program exchange" system with British TV (notably BBC-TV) with the programs being televised on NTA's own stations (N.Y., Minneapolis), its film network, or via syndication. This move, NTA feels, will get around the semi-official quota to keep American films at no more than 14% of British telecasting by giving more British product a U.S. outlet. Currently, NTA v.p. Ted Cott is angling for a line of BBC's "Wolfenden Report" of 1957, a controversial telecast that dealt with prostitution and homosexuality, to start the swap. NTA's interest in overseas TV is explained in recent remark by Oliver A. Unger, pres., that "it's the only place to go for added dollars for TV film production," what with U.S. film prices at a peak.

Ohio's Buckeye Corp. (chick incubators, lawn furniture) is the latest industrial firm to follow Scranton Corp.'s example by diversifying into the TV film industry. Buckeye, dealing principally with Joe Harris' Essex Universal Corp., has bought Pyramid Productions (half-hour telefilm producers), Flamingo Telefilm Sales (films & features syndicators), and \$1,000,000 in property rights for old film series held by Essex. Buckeye is also negotiating to buy the TV-commercial production firm of Transfilm. Meanwhile, Essex—whose activities range from electronics manufacturing to film financing—is in its own diversification program, having just bought William Gluckin Co. (Natureflex Girdles).

WPIX, N. Y. enters the foreign syndication business with station-produced films. First property to be made available is the station's recent hour-long "The Russian Revolution" film documentary. Three other documentary film series, prepared by WPIX and language-dubbed (on Adolf Hitler, the Berlin crisis, Argentina's Eva Peron), will be similarly syndicated to overseas TV buyers. William Cooper Jr., film mgr., heads the sales program.

Use of video tape for closed-circuit business meetings is reported from several quarters. Before it was used Feb. 3 for the Ford Tractor meeting (Vol. 15:5), we're informed, video tape recording had been incorporated in IBM's 147-city closed-circuit meeting Jan. 12, produced and networked by Theatre Network TV. A portion of that meeting was taped at the IBM plant in Poughkeepsie, N.Y. Another closed-circuit business meeting scheduled this week was the 12-city show Feb. 5 sponsored by Eagle Pencil Co. through TNT. Originating at Eagle's new plant in Danbury, Conn., the show was set up for an audience of more than 5,000 purchasing agents, dealers and office supply executives.

Live or film isn't an important factor in viewers' TV preferences, reports Pulse on the basis of an Oct. survey of 1000 people in metropolitan N.Y. Of those interviewed, 82% said it made no difference in their viewing choice whether a program was live or filmed. The corresponding figure in a similar Pulse survey in 1956 was 83% (Vol. 12:30). The recent study disclosed that as many as 43% of the viewers incorrectly identified certain shows as live or film. Among people who had watched ABC-TV's *Traffic Court*—a taped show—49% said it was live, 45% film.

First network show to be taped "on location" using a mobile video tape unit (Vol. 15:5) will be made next month by NBC-TV in Sarasota, Fla., at the winter headquarters of Cristiani Bros. Circus. The 60-minute program, "Roll Out the Sky," will have a circus background and will be used on the *Kaleidoscope* series May 3.

RECAP OF A RECESSION YEAR IN TV-RADIO: Official custodian of the industry's statistics—Electronic Industries Assn.—issued its recapitulation of 1958 production and sales this week, confirming that the recession-buffed TV-set business experienced its poorest year since 1949 (Vol. 14:51). Likewise, radio-set production and sales plummeted from the 8-year peak reached in 1957. One bright spot in the picture: transistor production up 64%.

EIA's annual figures are perennial guideposts for production-marketing planners and they may be compared with previous years' figures in our upcoming TV Factbook No. 28. Only key figures missing are those for phonos (notably hi fi) and a move is afoot to make these available on a monthly basis.

In brief, here's what the year-end tally shows:

1. TV output fell 1,479,000 sets from 1957 and retail sales dropped about the same number—1,420,000—indicating that dealer inventories at the beginning of 1959 were about equal to the 810,000 sets on hand at the start of 1958. Output of TVs capable of receiving uhf signals dropped to 418,256 units in 1958 from 799,800 such units in 1957.

2. Radio production (including auto radios) was 12,577,000 units, down from the 1957 total of 15,427,000. Home, clock & portable radios accounted for 8,862,000 units compared with 9,932,000 a year earlier.

3. Output of FM radios from July (when EIA started gathering figures after a 2½-year lapse) through Dec. totaled 376,114. The last years for which EIA has FM radio figures are: 1955, when 252,800 such units were made; 1954, 188,685; and 1953, 455,662.

4. TV picture-tube sales went down 1,469,000 units, and average factory value of picture tubes also declined slightly (see p. 13). Receiving-tube sales were off about 59,000,000.

5. Transistor production soared in 1958, stimulated by mounting production of transistorized radios and extended use of the tiny devices in electronic systems for business & defense. Production in 1958 rose to 47,051,000 units from 28,738,000 in 1957. Factory value was \$112,729,000 vs. \$69,739,000 a year earlier. Despite the production boom, factory price of an average transistor remained at about \$2.40.

Following are TV-radio figures for statistical year ended Jan. 3, 1958:

	1958 Production			1958 Retail Sales	
	Total TV	Total Radio	Auto Radio	Total TV	Home Radio
January	433,983	1,026,527	349,679	581,486	534,640
February	370,413	876,891	268,445	448,727	420,065
March (5 wks).....	416,903	931,341	234,911	416,756	538,963
April	302,559	697,307	190,435	243,132	402,283
May	266,982	654,803	185,616	237,189	411,659
June (5 wks)	377,090	774,424	235,433	250,362	656,728
July	274,999	621,541	186,379	279,010	488,495
August	507,526	1,028,852	242,915	405,790	658,247
September (5 wks)	621,734	1,572,001	489,738	605,638	792,596
October	495,617	1,322,206	296,067	523,440	751,156
November	437,772	1,545,606	476,977	499,038	1,031,674
December (5 wks).....	414,850	1,525,744	558,767	649,514	1,944,838
TOTAL	4,920,428	12,577,243	3,715,362	5,140,082	8,631,344

TV-RADIO PRODUCTION: TV set production was 129,745 in week ended Jan. 30 vs. 112,762 preceding week & 119,748 in 1958 week. Year's 4th week brought production to 437,415 vs. 433,983 last year. Radio production was 295,036 (95,323 auto) vs. 293,721 (108,359 auto) in preceding week & 245,861 (79,890 auto) last year. For 4 weeks, production totaled 1,122,732 (421,322 auto) vs. 944,780 (349,679 auto).

Trade Personals: Douglas C. Lynch, managing director, RCA International, promoted to v.p. . . Humboldt W. Levenenz promoted to research director, RCA Labs, which has facilities in Princeton, N.J., Riverhead & Rocky Point, N.Y., and Zurich, Switzerland . . . Kenneth N. Tozzo promoted to sales mgr., Sylvania Sales Corp., Buffalo, succeeding Lester F. Hopkins, now Sylvania branch mgr. in Philadelphia . . . David R. Hull, Raytheon v.p. and EIA pres., transfers office from Raytheon's Waltham, Mass. headquarters to company's new quarters at 1000 16th St. NW, Washington, for closer liaison with govt. agencies . . . Harry R. Wege named gen. mgr. of new RCA missile & surface radar div. with responsibility for plants in Moorestown, N.J., Los Angeles and Van Nuys, Cal. Arthur N. Curtiss named mgr. of div's West Coast dept. . . Pope & Ballard, Chicago law firm which includes Admiral among its major clients, changes name to Pope, Ballard, Uriell, Kennedy, Shepard & Fowle, continuing Washington office under name of Pope, Ballard & Loos . . . Clarence E. Fink named regional mgr., Hoffman consumer products div., with headquarters in Cleveland . . . R. H. Rogers named adv. & sales promotion mgr., National Co., Malden, Mass. . . Jack Maillard promoted to v.p. & gen. mgr., Urania Records . . . David C. Gabriel promoted to personnel supervisor, Sylvania data systems operations, Needham, Mass. . . Walter J. Albersheim, ex-Bell Telephone Labs, joins Spencer-Kennedy Labs, Boston, as chief engineer . . . Bertram Moser, ex-Fisher Radio, named N.Y. metropolitan mgr., Magnavox.

Electronics Personals: Capt. Alden C. Packard, ex-director of the Navy's anti-submarine warfare lab, onetime CBS supervisor of maintenance in Los Angeles, named deputy director, bureau of research & development, Federal Aviation Agency . . . Earl H. Blaik, retiring West Point football coach, joins Avco Mfg. Corp., parent of Crosley Broadcasting Co., Feb. 16 as v.p. & management committee member . . . Dr. Sherrerd B. Welles promoted to senior engineering specialist, Sylvania electronic systems div. . . William R. Fraser promoted to new post of consulting engineer-product design, GE technical products dept. . . H. P. Pacini promoted to staff consultant, Allen B. Du Mont Labs research & development div. . . Dr. George E. Mueller elected v.p. of Thompson Ramo Wooldridge subsidiary Space Technology Labs . . . William H. Jackson named chairman and John H. Wallace, Jr., pres., Applied Science Corp. of Princeton, succeeding B. S. McCutchen and Thomas C. Roberts respectively . . . William D. Lucas promoted to sales mgr. of navigation systems, Stromberg-Carlson. Eugene T. Mueller promoted to sales mgr. of communications & sonar sales . . . Richard W. Inman promoted to exec. v.p., Associated Research Inc., Chicago (high voltage testing equipment).

Distributor Notes: Admiral purchases Pittsburgh Products Tristate Co., Pittsburgh, its distributor there and in Alooona, Pa.; Cumberland, Md., and Wheeling, W. Va. . . Sylvania appoints Southern Appliances, Charlotte, N.C., and Charleston Electrical Supply, Charleston, W. Va., for all consumer products . . . Hoffman appoints Graybar in San Francisco, Salt Lake City and Boise, Ida., for TV-radio; Progress Electronics, Dallas, for semiconductors . . . Philco appoints Graybar in Spokane for all consumer products . . . Admiral appoints Covington Distributing Corp., San Antonio, and Columbian Electrical Co., Kansas City, Mo., for all consumer products . . . Packard-Bell appoints A. R. Bell Co., Honolulu, to distribute all consumer products in the Hawaiian Islands . . . Webcor appoints Graybar, Los Angeles, for phonos & tape recorders.

Philco Switch in England: Philco TVs, radios and phonographs will be manufactured and sold in Great Britain by Thorn Electrical Industries Ltd. under a licensing agreement announced this week by Harvey Williams, pres. of Philco International and Jules Thorn, pres. of Thorn. At the same time, Thorn acquired all the capital stock of 2 Philco subsidiaries in Great Britain—Philco (Overseas) Ltd., its manufacturing company, and Philco (Great Britain) Ltd., its distribution and sales organization.

Under the agreement, Thorn also will make Philco models for distribution and sale by Philco International outside the United Kingdom. This will be carried on through Philco International Ltd., a new British subsidiary now being organized by Philco Corp. S. A. of Fribourg, Switzerland. Application has been made to the Bank of England for approval of these various transactions.

Thorn will have full use in the United Kingdom of all Philco patents and designs in black-&-white TV, as well as Philco's radio, phonograph, hi-fi and stereophonic-sound developments. The agreement does not affect Philco's licensing arrangement with Semi-conductors Ltd. in the field of transistors or its relationship with Bendix Home Appliances Ltd. of Birmingham for home laundry equipment. Semi-conductors Ltd. is a joint operation of Philco and Plessey Co. Ltd. for the manufacture of semi-conductors.

Sylvania, which also has a licensing arrangement with Thorn in a number of areas, said through a spokesman that the Philco agreement in no way affects its relationship with the major British electronics firm. The two companies are cooperating in color TV development through the Sylvania-Thorn Colour TV Labs at Enfield, England. Sylvania is the second largest stockholder in Thorn, and its chairman, Don G. Mitchell, is on Thorn's board of directors.

Picture and receiving tube sales dropped in 1958, paralleling the decline in TV-radio production (see p. 12), according to EIA's year-end tally of factory sales. TV picture tube sales totaled 8,252,480 vs. 9,721,008 in 1957 and factory value dipped to \$163,482,674 from \$183,231,337. Receiving tube sales, although recording their 4th highest year, dropped to 397,366,000 units from 456,424,000 a year earlier, and factory value was down to \$341,929,000 from \$384,402,000. The EIA breakdown of monthly sales by units & dollars for 1958:

	Picture Tubes		Receiving Tubes	
	Units	\$ Value	Units	\$ Value
January	621,910	\$12,341,927	26,805,000	\$23,264,000
February	556,136	11,210,527	29,661,000	25,650,000
March (5 wks)....	634,779	12,643,404	28,548,000	25,716,000
April	590,857	11,591,733	32,582,000	28,788,000
May	560,559	11,237,147	36,540,000	31,406,000
June (5 wks).....	725,816	14,203,381	36,270,000	31,445,000
July	549,817	11,109,048	30,795,000	26,927,000
August	719,458	14,190,878	30,456,000	25,442,000
Sept. (5 wks)....	891,303	17,704,289	40,061,000	33,951,000
October	969,501	19,393,379	41,540,000	34,362,000
November	789,283	15,007,653	35,640,000	29,854,000
Dec. (5 wks).....	649,031	12,644,303	28,504,000	25,123,000
TOTAL	8,252,480	\$163,482,674	397,366,000	\$341,929,000

Shock-hazard prevention in "hot-chassis" TV receivers can best be accomplished by making use of the polarity provision built into modern electrical outlets, AIEE's general winter meeting in N.Y. was told this week by GE's E. W. Bisson and Underwriters' Labs' L. H. Horn. They rejected, for the present, use of the more "modern" 3-prong plugs which automatically ground metal cabinets and other exposed parts, pointing out that this system conceivably could introduce new shock hazards. The use of polarized 2-conductor plugs and an ungrounded cabinet will require 2 failures to produce a hazardous condition—a reversed polarity on the plug and a short between chassis and cabinet. Most manufacturers have abandoned the hot chassis.

Financial

There's still gold in them thar feature films. Republic Pictures Corp. earned about \$1,500,000 in the year ended Oct. 26, in contrast to a fiscal 1957 loss of \$1,362,000—thanks largely to TV—according to pres. Herbert J. Yates, as quoted in *The Wall Street Journal*. Having discontinued motion picture production, Republic now makes its money leasing movies to TV, renting studio space, processing film, and manufacturing molded plastics. Yates said the 218 post-1948 features which Republic released to TV last year (Vol. 14:3 et seq.) will bring in \$16-\$20,000,000 over a period of years, at about \$2,000,000 a year. Last year they brought \$2,500,000. From its pre-1948 features, the company expects to receive another \$4,000,000 in the next 3 years. And it's still receiving income from 121 pre-1948 Roy Rogers & Gene Autry films. Another 50 post-1948 features in Republic's vaults aren't due for TV release for at least another year. Yates said the outlook for a dividend this year is "encouraging."

Warner Bros. pictures operated substantially in the black during the first fiscal quarter ended Nov. 29, as compared with a net loss in the comparable period a year earlier, the annual stockholders meeting was told this week. Attorney Hugh M. Morris, who presided at the meeting, said the company's TV activities had achieved "notable success," and an enlarged program is in preparation for next season. Warner's British affiliate, Associated British Pictures Corp., he said, is experiencing "extraordinary success from its TV operations." Associated British is principal owner of the British ABC Television Ltd., commercial programming contractor. The report for Warner Bros. first fiscal quarter ending Nov. 29:

	1958	1957
Sales & film rentals	\$18,938,000	\$15,764,000
Net profit (loss in 1957)	1,922,000	(\$467,000)
Earned per common share	1.10	—

National Theatres Inc., owner of 300 theaters and WDAF-TV & WDAF, Kansas City, and whose merger with NTA is pending (Vol. 14:34,46), reports an increase in net income for 3 months ended Dec. 31. The report, including \$240,000 net capital gains (9¢ a share) in 1958 and \$179,000 (6¢) in 1957, for the quarter ended Dec. 31:

	1958	1957
Sales & rentals	\$12,237,695	\$11,961,910
Net income	362,843	65,401
Earned per common share ...	13¢	2¢
Shares outstanding	2,699,486	2,699,486

Walt Disney Productions and domestic subsidiaries report increased earnings in the quarter ended Jan. 3, 1959 (14 weeks) as compared with the corresponding quarter last year (13 weeks). The quarterly report:

	1959	1958
Net profit	\$ 629,838	\$ 527,684
Earned per common share	40¢	34¢
Shares outstanding	1,581,011	1,537,054

Paramount Pictures' 1958 profit was slightly less than 1957's \$5,425,000 (\$2.80 a share), but still will be considerably above the \$2-a-share mark, pres. Barney Balaban said last week. In addition to its motion picture operations, Paramount owns Los Angeles' KTLA, pay-TV promoter International Telemeter Corp., computer component manufacturer Telemeter Magnetics, and 26.9% of DuMont Labs.

End of merger talks between General Transistor Corp. and Barnes Engineering Co. (Vol. 14:52) with no agreement was announced this week.

Magnavox reported a decline in net income and sales for 6 months ended Dec. 31, although profits for the last three months of the period were slightly higher than the corresponding 3 months in 1957. The report for 6 months ended Dec. 31:

	1958	1957
Sales	\$44,150,000	\$48,350,000
Net income	2,220,000	2,400,000
Earned per common share ...	2.14	2.33

For 3 months ended Dec. 31:

Sales	27,062,000	29,130,000
Net income	1,500,000	1,487,000
Earned per common share ...	1.47	1.45

Pacific Mercury Electronics and its subsidiary Thomas Organ Co. report record sales for 6 months ended Dec. 31. Although the 6-month earnings were lower than the comparable 1957 period, the earnings for the second half of the period totaled \$177,810, about 60% higher than in the preceding year's comparable 3-month period. Pres. Joe Benaron said the company had substantial backlogs of orders in every segment of its business, particularly for its electronic organ-hi-fi systems. The report for 6 months ended Dec. 31:

	1958	1957
Sales	\$10,847,496	\$10,690,419
Net earnings	232,110	286,260

International Resistance, in preliminary annual figures, reports higher profits despite lower sales in 1958 as compared with 1957. For the year ended Dec. 31:

	1958	1957
Net Sales	\$13,743,865	\$15,374,721
Net income	504,000	469,870
Earned per common share ...	37¢	35¢
Shares outstanding	1,354,898	1,354,898

P. R. Mallory & Co. reports a decline in sales and earnings for 1958. The component manufacturer's report for the year ended Dec. 31:

	1958	1957
Net sales	\$68,286,563	\$77,579,878
Net income	2,872,526	3,138,357
Earned per common share ...	1.89	2.05
Shares outstanding	1,409,584	1,404,759

Daystrom Inc., parent of Weston Electrical Instruments, Heath Co. (electronic kits) and manufacturer of sound recording and electrical equipment and furniture, reports lower net income and sales for 9- and 3-month periods ended Dec. 31. For 9 months:

	1958	1957
Sales	\$55,909,000	\$60,627,000
Net income	1,877,000	3,654,000
Earned per common share .	99¢	1.94

For quarter ended Dec. 31:

Sales	20,109,000	21,288,000
Net income	532,000	648,000
Earned per common share .	58¢	72¢
Shares outstanding	908,513	905,423

The Howard W. Sams companies—Howard W. Sams & Co., Waldemar Press, Howard Co. & Bobbs-Merrill Co.—report these total sales and earnings for the calendar year:

	1958	1957
Sales	\$ 9,518,125	\$ 8,729,169
Profits before taxes	802,314	699,258

Dividends

Corporation	Amt.	Payable	Stk. of record
Capitol Records	\$0.40	Mar. 31	Mar. 16
Erie Resistor Corp.10	Mar. 15	Mar. 2
Gen. Tire & Rubber17½	Feb. 27	Feb. 16
I-T-E Circuit Breaker ..	.45	Mar. 13	Mar. 2
Magnavox37½	Mar. 16	Feb. 2
Magnavox	5% stk.	Apr. 15	Mar. 25
Raytheon	5% stk.	Mar. 4	Feb. 19
Storer Bestg.45	Mar. 16	Feb. 28
Storer Bestg. "B"06	Mar. 16	Feb. 28
United Artists40	Mar. 27	Mar. 13

Balance Sheets

Bridgeport Bcstg. Co., licensee of WICC and WICC-TV, Bridgeport, Conn. (Ch. 43), have filed application for transfer of stations to Connecticut-New York Bcstrs. Inc. for \$1,700,000 (Vol. 14:51). As of Nov. 30, 1958, they show:

Total assets	\$529,724
Total liabilities	159,112
Capital and surplus	370,612
Current assets	107,745
Property, plant and equipment	233,981
Current liabilities	125,657
Deferred liabilities	33,250
Retained earnings	149,112

KSTP Inc., licensee of KSTP and KSTP-TV, St. Paul (Ch. 5) as of Nov. 30, 1958:

Total assets	\$4,691,563
Total liabilities	941,012
Capital and surplus	3,750,551
Current assets	1,920,033
Property, plant and equipment ...	2,043,305
Current liabilities	941,012
Earned surplus	2,172,551

No long term liabilities shown, accrued liabilities: \$169,850.

TV Denver Inc., licensee of KBTW, Denver (Ch. 9) as of Sept. 30, 1958:

Total assets	\$906,314
Total liabilities	997,184
Capital (deficit)	90,870
Current assets	339,708
Property, plant and equipment	544,685
Current liabilities	272,184
Long term debt	725,000
Net profit to Sept. 30, 1958	72,791

Central Bcstg. Co., licensee of WOC and WOC-TV, Davenport, Ia. (Ch. 6); WHO and WHO-TV, Des Moines (Ch. 13); owner of 25% of May Bcstg. Co. which operates KMTV, Omaha (Ch. 3) and radio KMA, Shenandoah, Ia., as of Nov. 30, 1958:

Total assets	\$4,596,114
Total liabilities	522,252
Capital and surplus	4,073,862
Current assets	3,406,121
(including \$1,970,594 govt. securities and \$930,189 cash)	
Property, plant and equipment ...	922,844
Current liabilities	522,252
Earned surplus	3,298,662

Yearly net income after federal taxes was in excess of \$400,000 for each of the last 2 years.

Plains Television Corp., licensee of WICS, Springfield, Ill. (Ch. 20) as of Oct. 31, 1958:

Total assets	\$555,551
Total liabilities	515,831
Capital	50,000
Earned surplus (deficit)	10,280
Current assets	92,780
Property, plant & equipment	463,673
Current liabilities	204,886
Long term liabilities	310,945

OUR NEW FACE

We're dressed in a brand new format this week because we thought you'd enjoy the advantages of a format and type that make reading easier and life handsomer. (Even those conservative old typewriter faces have improved.)

For type buffs, the new body type of our lead news section up front is 10 point Memphis medium, with heads in 10 point Stymie extra bold caps. We hope you like it—and we'd welcome your comments—pro or con.

Ling Electronics, of Richardson, Tex., which has engaged in a series of mergers & acquisitions in the last 3 years, filed SEC registration (File 2-14702) last week for a plan involving a share-for-share merger with Altec Cos. Inc. of Anaheim, Cal., producer of sound systems. The statement to SEC proposes an offer of 335,000 of Ling common stock in exchange for outstanding Altec capital stock. Ling chairman James J. Ling and Altec chairman G. L. Carrington have agreed to the merger, but the exchange depends on acceptance of stock offer by 80% of Altec holders.

Arvin Industries will report total 1958 sales of "about \$54,000,000" and earnings near \$1.50 a share, according to pres. G. W. Thompson. Its 1957 sales were \$69,700,000, per-share earnings \$4.10. Thompson said auto parts sales constituted about 60% of total volume and that 1958's radio business "was slightly under 1957" but improved late in the year with strong demands for portables and "excellent reception" for Arvin's new phono lines.

Consolidated Electronics Industries Corp., 40% owned by North American Philips, earned \$1,452,814 (\$1.84 per share) on sales of \$27,518,655 in fiscal year ended Sept. 30 vs. \$1,971,931 (\$2.50) on \$28,537,288 in fiscal 1957. Results for fiscal 1958 didn't include operations of Sessions Clock Co., in which Consolidated Electronics acquired controlling interest during year.

Telechrome Mfg. Corp., Amityville, N.Y., maker of color TV broadcasting equipment and test instruments, this week merged with Encapsor Products Inc., Port Washington, N.Y., manufacturer of solid-state encapsulated units for telemetry & controls and special communications equipment. Encapsor becomes a subsidiary of Telechrome.

Educational Television

ETV as a Power Tool: There's no electronic substitute for a class-room teacher, but "TV is a power tool in his hands," 30 educational TV professionals agreed this week, following a 4-day National Education Assn. seminar in Washington. They concluded that "the teacher is still the guide & observer of learning in the classroom," although ETV is a big help in teaching skills & techniques.

Among seminar reports: (1) "Desperate" lack of art instruction in New Orleans is filled by a single specialist in TV classes. (2) Philadelphia TV interviews with city officials spark student interest in municipal govt. (3) Science programs on TV are heightening interest in curriculum subjects by Washington (D.C.) area students. (4) Ala. students still need direct teacher contacts to develop "ability to think," but TV's "one-way communication" is invaluable for conveying information for critical thinking.

ETV appropriation of \$650,000 for 1959-60—up \$50,000 from current fiscal year—was requested by Gov. Nelson A. Rockefeller this week in his first budget message to the N.Y. State legislature. Details of the proposed expenditures for educational TV weren't spelled out in the message, but State Education Dept. officials in Albany told us the funds would be used largely for continuation of existing projects, such as the closed-circuit school operation at Cortland and leased-time use of facilities of WPIX, N.Y. The state has no ETV station.

Venezuelan educational TV experiment was so successful that Ministry of Education has appropriated funds to continue it for remainder of the school year. The five-month study was conducted by Venezuelan National Commission for Educational TV with assistance of Broadcasting Foundation of America under a \$30,000 grant from Creole Petroleum Corp., of New York and Caracas.

FCC & Justice Differ Again: Strongly varying views were expressed by the Justice Dept. and FCC this week as they discussed the Commission's relations with the industry in briefs covering the Springfield-St. Louis deintermixture case.

Essence of difference is this: FCC, Justice Dept. and everyone else agrees that the law prohibits anyone from trying to influence a Commissioner in an "adjudicatory" case like a competitive TV hearing. However, when it comes to rule-making, such as shifting TV channels around, FCC believes it should get all the advice it can by whatever route. Justice Dept. disagrees, believes that "improprieties" can take place in rule-making as well as in adjudicatory proceedings.

FCC's argument is as follows: "One of the most effective ways to keep abreast of the rapidly changing field of communications is to observe it at first hand, whenever the press of other official duties does not otherwise prevent it. This consists of field trips, inspection and observations of new plant & equipment developments, discussions with licensees, communications users, and experts in the industry. These activities have helped provide Commissioners with a clearer and more intimate understanding of current problems than could possibly have been obtained through correspondence, reports, or written comments."

The Springfield-St. Louis deintermixture case involved the shift of Ch. 2 from Springfield, Ill. to St. Louis, which FCC ordered. The shift was sought by Harry Tenenbaum, who had been operating uhf KTVI, St. Louis (Ch. 36) and wanted Ch. 2—which he now has. In testimony before Rep. Harris' oversight subcommittee, he told of his numerous efforts to persuade commission to order the shift—and he argued that there was nothing improper in this (Vol. 14:24).

Justice Dept. frowns on such efforts, it told court of appeals. "It is open to conjecture," it said, "whether the oversight subcommittee record in fact reflects a complete probing of issues beyond ex parte presentations, which might require not only redoing in this proceeding, but also disqualifying particular Commissioners from participating in the reopened proceeding."

More From Ed (Atlas) Murrow: Commentator Edward R. Murrow, who indicted TV programming in a much-quoted voice-of-conscience speech at the 1958 Radio & TV News Directors Assn. convention (Vol. 14:48), this week took up his role as the broadcasters' own critic again.

Interviewed by Harvard Nieman Fellowships curator Louis Lyons for *The Press & The People* series produced by educational WGBH-TV, Boston, under a Fund for the Republic grant, Murrow said, among other things:

"I believe this country is in grave and perhaps mortal danger, and that to a large extent during the hours between 8 & 11 in the evening the TV audience is being fed a diet that tends to cause it to be indifferent, that tends to insulate it from the realities."

"Very little is done to use TV as a mirror to hold behind the events of the day . . . It doesn't matter to me in the least whether what is reflected is a picture of

bigotry, of intolerance, of indifference, or of great, high achievement. The important thing is that the mirror should be there. To a frightening extent we are not informing people of our heritage and our background, our roots . . . If the times are as desperate as they appear to be, we in this country with TV ought to try not only to report current events but to tell how we got here, who did it, what the issues were."

"I think it would be good business for the corporations [to sponsor documentaries] because I do not believe that most corporate heads want the so-called corporate image to consist of talking horses and dancing cigarettes, etc. . . . There is a tendency on the part of corporations to say, 'Let's be safe, let's not offend any segment of the society.'"

Murrow also acknowledged that radio still is his first love: "Radio to me, so far as news is concerned—and this is perhaps heresy—is a more satisfying instrument than TV . . . I find it very difficult to translate ideas into words for radio, and frequently impossible to translate them into pictures for TV."

VideoScene vs. Chroma Key: CBS this week unveiled an electronic camera system which can blend actors with miniature sets, still photos or movie backgrounds. Called VideoScene, it was developed by CBS-TV's production development dept., apparently as an answer to NBC's Chroma Key, which does just about the same thing and has been in use for about a year. VideoScene uses dark background behind actors, while second camera, interlocked with the first by servo motors, feeds a picture of the miniature or film background to a keying amplifier that combines actor and background. (The new CBS process was scheduled for its first evening network tryout on the *Ed Sullivan Show*, Sun., Feb. 8. It is also due for use in video tape commercials which the network will shoot in N. Y.) NBC's Chroma Key, a byproduct of color camera development, also uses 2 cameras—one for actors, one for background. NBC describes it as a "color-keyed electronic inset" which can be used in both color and black-&-white TV.

NBC OK's Limited Pay Tests: NBC has budged from its traditional no-toll-TV-tests position to say it has no objection to the limited testing program (one city for each system) proposed by Rep. Harris in his generally anti-pay-TV resolution (Vol. 15:3).

Pres. Robert Sarnoff said this week, in the latest of his series of letters to TV-radio editors, that NBC still holds to the conviction that pay TV would destroy free TV, but—"We do not believe that tests of the type proposed in Chairman Harris' resolution would pose that threat, and we do not object to such tests. They may serve to satisfy the view held by many people of honesty and integrity that some form of test opportunity should be given the promoters of pay systems—and there may be some value in satisfying such a view, provided that the price does not involve jeopardizing the whole TV system."

TV-radio directors' contract with the 3 networks was approved this week by the Hollywood unit of the Radio & TV Directors Guild, clearing the way for the formal signing of the 2-year pact.

Manie Sacks, beloved figure of the entertainment world, was eulogized this week in a ceremony attended by nearly 1000 persons in Beth Israel Congregation, Philadelphia, on the first anniversary of his death.

The authoritative newsletter for executives of TV and associated radio and electronics arts & industries

SUMMARY-INDEX OF WEEK'S NEWS

FCC SCANS PROGRAMS & AFFILIATION practices of networks (p. 1). Probabilities on unauthorized boosters indicate FCC is likely to reverse self, legalize them (p. 2).

OPPOSITION TO OCDM'S COMMUNICATIONS IDEAS comes from Congress. Military dominance feared. SACT's recommendation of permanent commission ignored (p. 1).

"THE PROFESSOR & THE COMMISSIONS," Schwartz's book, supplies few new sensations, despite Hagerty headlines (pp. 3 & 16). Another FCC probe charted in Senate (p. 4).

CRUSADE FOR NATIONWIDE ETV COVERAGE, to reach every U.S. TV set on 24-hour basis, launched by Cunningham & Walsh chairman. National test confirms value of classroom TV (pp. 3 & 5).

RACE FOR AUTO-AD DOLLAR is the subject of an NBC-TV special study of dealers & public to show TV's effectiveness in selling new cars (pp. 3 & 8).

NETWORKS HIT RECORD YEAR again in 1958. ABC shows 24% gain over 1957; NBC, 11.3%; CBS, 3.6%. Dec. billings were year's highest (p. 6).

ADVERTISING'S WASHINGTON PUSH—first mid-winter conference in Capital—is prompted by Govt. encroachments outlined by speakers (p. 7).

FILM MAKERS EYE TAPE as a programming medium. Desilu hosts 9 demonstrations for Ampex mobile unit (p. 9).

Manufacturing-Distribution-Finance

HIGH-END SALES, PRICE INCREASES are key to TV profits in 1959. Leading set makers note consumer preference for quality & highly-styled sets (p. 11).

INFLUX OF JAPANESE RADIOS may be stemmed by self-imposed quotas, as EIA delays its formal request to Tariff Commission and OCDM for import restrictions (p. 11).

FCC SCANS PROGRAM & AFFILIATION PRACTICES: No final action was taken by FCC this week regarding its plans for investigation of alleged network "program tie-ins" (pressure on advertisers to buy network-owned programs)—but plans are still cooking to order an oral inquiry (Vol. 15:6). Commission is said to have many names of people who have complained, and these will be asked to come forward. Some thought is being given to subpoenaing any reluctant complainants.

FCC also took up network-affiliate relationships but came to no conclusion, will study subject again next week. Commission's network study staff had recommended couple dozen changes—designed to bare business practices—and FCC members haven't cottoned to these generally. Among staff recommendations were requirement that networks describe criteria for affiliation & disaffiliation, give explicit reasons for affiliation changes, publicize rate-making and station compensation formulas, etc. Staff urged that Commission make public all affiliation contracts.

Meanwhile, FCC has extended from Feb. 28 to April 27 the deadline for comments on its proposal to knock networks out of spot rep business (Vol. 15:5).

OPPOSITION TO OCDM'S COMMUNICATION'S IDEAS: Administration is missing the point, in opinion of many people, with its proposed recommendation by Office of Civil & Defense Mobilization that Congress authorize new 5-man commission to study Govt.'s way of administering and managing telecommunications—with all members appointed by President (Vol. 15:6).

First, there's considerable sentiment in Congress against a President-appointed group. Rep. Harris (D-Ark.), Chairman of House Commerce Committee, is dead set against it—and there's not much chance of getting a bill passed without his assent. Senate Commerce Committee Chairman Magnuson (D-Wash.) doesn't seem to be quite so opposed. Congressional opposition reflects industry concern that new commission would be dominated by the military.

Another point, not generally known, is that OCDM director Leo A. Hoegh ignored the most important recommendation of President's Special Advisory Committee on Telecommunications (SACT)—namely, that new commission be a permanent body. It suggested that a 3-man group be appointed, each man to serve 6 years. Initially, the 3 appointees would have terms of 2, 4 & 6 years, respectively—and members would elect own chairman.

Most important recommendation of SACT was "permanence." SACT's concern was that no high-level group has the knowledge and authority to run Govt.'s end of communications. SACT's idea was that new commission could put govt. communications house in order and cooperate with FCC in working out problems involving both civilian & military uses of spectrum, etc. Right now, there's no communications man with direct access to President—and SACT believed there must be.

1959 AM-FM DIRECTORY NOW IN THE MAILS: Coming off the presses this week, our expanded 1959 Radio Station Directory is now being sent to subscribers to any of our 3 AM-FM services. Considerably enhancing its usefulness is a new feature—names of top management & engineering executives of each station. Also included is the list of transmitters & monitors type-accepted by FCC.

The 6-part, 202-page directory logs all 3423 AM & 686 FM stations operating or under construction in the U.S., plus all radio stations in Canada, Mexico, Cuba and other North American countries. Stations are listed by: (1) States & cities, with licensee names, addresses, executives, frequencies, powers, FM antenna heights, network affiliations. (2) Frequencies. (3) Call letters. All U.S. applications pending (574 AM, 76 FM) are included in separate listings by state and frequency.

The directory may be kept up to date throughout the year with our weekly AM-FM Addenda which report FCC's actions on new CPs, licenses, modifications, applications, etc., plus data on station sales—in addition to changes in other North American countries, as reported by their regulatory authorities.

Extra copies of the directory are available at \$7.50 each (3 or more, \$5 each).

Note: Our spring-summer TV Factbook No. 28 is now well advanced in preparation, should be completed in about 6 weeks. It's the standard reference of the TV and associated electronics industries, goes to all full TV and full TV-AM-FM subscribers. Extra copies available at \$5 (5 or more, \$3.50 each).

PROBABILITIES ON UNAUTHORIZED VHF BOOSTERS: Reflecting pressure in Congress (Vol. 15:6), FCC moved with extreme speed this week, told its staff to get going and find out how it can legalize illegal vhf boosters.

Said FCC: "The staff was instructed to prepare a study for further consideration by the Commission, summarizing the various rules & standards under which vhf translators & boosters might be licensed."

The Commission, this would indicate, is strongly inclined to find some safe engineering standards under which vhf boosters may operate. It is impressed with fact that thousands of families have invested in TV sets on strength of the boosters—legal or not. One school of engineering, though, believes inexpensive boosters can be authorized. Another, including majority of FCC engineers, believes Commission is begging for future trouble that will bollix up TV allocation plan.

Chances are that FCC will devise set of standards for vhf boosters. Chances are, too, that booster operators will still complain because the standards will require transmitting equipment that will cost plenty. Then, some booster operators will install the necessary equipment; others won't. Perhaps the matter will rest there—but it isn't likely.

Basic conflict is this: FCC has always argued that uhf translators can do everything that vhf boosters can—and better—while creating no interference problems. Booster operators insist that properly engineered boosters are cheaper and won't produce interference—and, unlike uhf translators, they don't require the public to invest in uhf converters and antennas.

Meanwhile, FCC Chairman Doerfer cancelled plans to visit Helena, Mont. to examine related problem—shutdown of KXLJ-TV (Ch. 12) after Court of Appeals refused to stop Helena CATV System from picking up Spokane signals via microwave (Vol. 15:6). Doerfer had told Sen. Mansfield (D-Mont.) of his plans but this week informed him that it wouldn't be wise to look into the case while litigation is pending. After court finally decides case, which is due for oral argument March 6, Doerfer said, he'll be in better position to determine whether to make on-the-spot check.

'THE PROFESSOR AND THE COMMISSIONS': No new FCC horrors are exposed by Dr. Bernard Schwartz, ousted chief counsel of the House legislative oversight subcommittee, in his new book on his exciting life in Washington—despite advance billing as "full, shocking inside story" (Vol. 15:5).

If any Commissioners or TV licensees have been apprehensive that Dr. Schwartz would write fresh indictments against them for wrongdoing, they can start breathing easy—or fairly easy—again. If the headline-reading public has been anticipating fresh shocks from hitherto-unsuspected scandals in federal agencies, it will be disappointed.

There were some premature front-page firecrackers this week, set off by one reference in the book to White House press secy. James C. Hagerty as a sinister influence in an FCC case (see p. 16). But these sizzlers fizzled one edition later. And it's unlikely that "The Professor and the Commissions," which goes on bookstore sale Tuesday, provides much by way of a script for repeat performances of the sensational Capitol Hill shows which Dr. Schwartz produced before he was fired by the oversight subcommittee a year ago.

Dr. Schwartz's "full, shocking inside story" of the now-defunct (and generally unlamented) oversight subcommittee is a readable rewrite of his press clippings. As such, it is a good guidebook to the erratic courses he and the subcommittee took in 1957-58, when the trail led to Miami Ch. 10. Otherwise, chief lasting value of the book probably is a concluding chapter on "what can be done" to improve federal agencies and give them some immunity from political pressures. His suggestions for legislative reforms have all been heard before, however. We've discussed them with the most respected experts in administrative law in Washington—and they consider Schwartz's ideas to be confused, contradictory and most naive.

CRUSADE FOR NATIONWIDE ETV COVERAGE: Even as first results of nation's biggest ETV classroom test indicated that students fare better when classroom work is supplemented by TV teaching, one of advertising industry's statesmen this week sounded rallying cry for campaign to put education programming within range of every TV set in U.S. 24 hours a day.

Calling for big-league push "to make a college degree available to every single American" through home learning by TV, John P. Cunningham, chairman of big Cunningham & Walsh ad agency, proposed committee "similar in stature to the Hoover Commission" to give ETV the top-level impetus it needs. Addressing Advertising Federation of America conference in Washington, he suggested that advertising & broadcasting trade associations take initiative in organizing this group.

"I hope to make a continuing nuisance of myself among advertising people," he said, until ad industry recognizes its "obligation" to use its considerable influence in building up ETV-in-depth. For digest of Cunningham's remarks, and summary of preliminary report of Ford Foundation's nationwide TV teaching experiment, see p. 5.

TRANSCONTINENT & WRATHER MERGE TV-RADIO: Creation of a more formidable TV-radio entity was agreed upon this week—a combination of 6 TV stations, 3 radios—by Transcontinent TV Corp. (David C. Moore, pres.) and Marietta Bcstg. Inc. (Jack D. Wrather Jr., pres. and majority stockholder, rep Edward Petry & Co., minority).

Money involved wasn't disclosed—negotiations not completed, according to spokesmen—and only TV-radio stations are involved, none of principals' other holdings. All that was stated was that Transcontinent will be majority stockholder, Marietta minority. (For Wrather's other holdings, see p. 10.)

Combination will put under one tent the following: Transcontinent's WGR-TV (Ch. 2) & WGR, Buffalo; WROC-TV (Ch. 5), Rochester; 60% of WNEP-TV (Ch. 16), Scranton-Wilkes-Barre; 50% of WSVB-TV (Ch. 5) & WSVB, Harrisonburg, Va.; Marietta's KFMB-TV (Ch. 8) & KFMB, San Diego, and KERO-TV (Ch. 10), Bakersfield, Calif.

TV HORSEPOWER IN AUTO-AD RACE: TV sells cars—and NBC-TV plans to supply its affiliates with some brand new ammunition to help them meet stepped-up competition from print media for advertising dollars of auto manufacturers and dealers.

Network will pass on to local stations this Spring the results of a new survey pointing up definite correlation between auto-sponsored programs televiewers watch and brands of cars they buy. NBC research teams are currently in field gathering data for more comprehensive survey which will be distributed to affiliates in mid-1959. For highlights of first study of auto purchases & TV, see p. 8.

The Week in Congress

ANOTHER FCC PROBE: A new congressional investigation of federal agencies—this time under the unfamiliar auspices of the Senate Judiciary Committee—was launched this week in charge of Sen. Carroll (D-Colo.), leader of the Capitol Hill revolt against FCC efforts to outlaw TV boosters (Vol. 15:5).

Given a 1959 appropriation of \$115,000 and authorization by the Senate to "make a full & complete study & investigation of administrative practice & procedure," Carroll set out on an inquiry whose scope could be almost limitless. It will be centered first on the Administrative Procedures Act of 1946.

"This is not a cloak-&-dagger operation," Carroll told us. "We're not trying to put a cloak around anybody or a dagger into anybody. We expect to start out with nothing specific about the FCC, but generally there will be much about the FCC. And we won't cut across the jurisdiction of other committees."

Carroll said that his own pet subject of boosters isn't within the purview—"it has no relationship"—of his Judiciary subcommittee, whose other members are Sens. Hart (D. Mich.) and Dirksen (R-Ill.), the minority leader. He also assured us that he has no plans to pick up where the House Commerce legislative oversight subcommittee left off last session in its probe of TV cases. "That's very remote," Carroll said when we asked whether he's eyeing ex-chief counsel Dr. Bernard Schwartz or Presidential press secy. James C. Hagerty—current newsmakers in an oversight sequel (see pp. 3 & 16)—as witnesses.

Members of the Senate & House Commerce Committees who regard the FCC (and its headline & political paydirt) as their exclusive domains were known to be watching Carroll with some apprehension.

* * *

It was a coincidence, but hard upon the appointment of the Carroll subcommittee came an announcement by House Committee Chairman Harris (D-Ark.) that members of his regular TV-radio-FCC subcommittee for the new session had finally been chosen. Since the session's opening last month, reorganization of the Committee had been postponed from week to week.

House subcommittee jurisdictions were shifted around, last session's transportation & communications unit being renamed the communications & power subcommittee. Transportation subjects were reassigned to a subcommittee which also will handle aeronautics. Harris himself retains the communications chairmanship. Other subcommittee members are Rogers (D-Tex.), Flynt (D-Ga.), Moss (D-Cal.), Rostenkowski (D-Ill.), Bennett (R-Mich.), Younger (R-Cal.), Avery (R-Kan.).

There was still no House Commerce decision on who would carry on the headline work of last session's oversight subcommittee, but it was likely a special unit—called something else—would be picked. It also was likely that the full Committee will take up quickly proposals (H. J. Res. 130) by Harris to ban all pay-TV systems but permit limited FCC tests (Vol. 15:3).

Harris was in no hurry to go into pay TV when he introduced his resolution last month. But last week's claim by Skiatron that it will be ready by summer to start wired-TV baseball on the West Coast (Vol. 15:6) stirred Harris toward faster action. "We intend to go carefully into this Skiatron baseball matter when we open our pay-TV hearings at an early date," he said.

In other broadcasting-related developments on Capitol Hill:

Chairman Magnuson (D-Wash.) of the Senate Commerce Committee hoped to get his \$51,000,000 Federal-Aid-to-Educational-TV Bill (S-12) on the Senate floor for a vote—and expected approval (Vol. 15:6)—next week. On the House side, Rep. McDowell (D-Del.) added another ETV bill (HR-4284) to a batch awaiting hearings there.

Reps. Derwinski (R-Ill.) & Westland (R-Wash.) introduced bills (HR-4352 & 4418) to reverse an Internal Revenue Service ruling applying a 10% manufacturers' excise tax on cooperative advertising funds (Vol. 15:2). Rep. Herlong (D-Fla.) offered a repealer (HR-4274) of excise taxes on communications services & facilities.

Inspired by libel case troubles of *N. Y. Herald Tribune* TV-radio columnist Marie Torre (Vol. 15:6), Sen. Keating (R-N.Y.) proposed (S-965) that newsmen & clergymen be granted immunity in federal courts and before congressional committees from forced disclosure of "confidential communications."

The FCC

FCC will cut vhf mileage separations, ABC-TV pres. Oliver Treyz predicted in a speech prepared for delivery Feb. 14 before the Birmingham Ad Club. Characterizing that city and other 2-vhf markets as suffering from "2-channelitis," he said advertisers and viewers are being shortchanged by current FCC policy. "We believe that the FCC will depart from the position it has thus far taken on the question of mileage reduction," he declared, expressing confidence that the Commission will eventually approve ABC's proposal of last June to add a 3rd vhf channel to 14 or more 2-vhf markets (Vol. 14:23).

Experimental TV booster application by Capital Cities TV Corp. (WTEN, Albany) for North Greenbush, N.Y. should be dismissed because it's defective, WJAR-TV, Providence, told the FCC this week. The petition by WJAR-TV said that WTEN'S application "isn't the first attempt to accomplish substandard channel spacing through the back door," that others have tried it in the past and met with uniform rejection by the FCC. In any event, WJAR-TV said, WTEN's application can't be granted without a hearing.

FCC's huge 25-890-mc hearing will take following course, Commission decided this week: About April 1, oral hearing will start—with about 75-100 witnesses. Each witness will submit summary of his testimony, discuss it 15 minutes, then submit to cross examination. It's expected that 15 days of hearing will be required.

The deletion of Ch. 10 from Charlotte Amalie, V. I., and the addition of Ch. 11 or Ch. 13 to Puerto Rico was denied by FCC this week. It also invited comments to a proposal to add educational Ch. 14 to Mt. Pleasant, Mich. and to substitute Ch. 21 for Ch. 27 in West Branch, Mich.

Translator CPs granted by the FCC: Ch. 72, 80 & 77 to serve the towns of Big Sandy Valley, Peach Springs & Chloride, Ariz., to the Mohave County Board of Supervisors. . . . Ch. 79, to serve Burlington & Edison, Wash., to Burlington-Edison School District No. 100.

CP for Ch. 30, Bakersfield, Cal., granted to Pacific Bcstrs. Corp., has been held up by FCC on the basis of a petition by KBAK-TV, Bakersfield (Ch. 29). Oral argument will be held March 5.

WTTV, Bloomington, Ind. (Ch. 4) was granted a waiver this week to identify itself with Indianapolis as well as Bloomington—Comr. Ford dissenting. Doerfer absent.

Educational Television

More about

ETV FOR EVERYBODY: The job of “releasing the tremendous latent forces of TV to the task of upgrading our national mind . . . ranks [in importance] with the problem of releasing the forces of nuclear energy to the task of upgrading our national industrial vigor.”

So said Cunningham & Walsh chairman John P. Cunningham in Washington address to admen, presenting his case for “Operation Headway”—an all-out effort to extend ETV to everyone “either on a single-channel or a multi-channel basis” (see p. 3). As an immediate starter, he proposed that the Advertising Federation of America, the Assn. of National Advertisers and AAAA join with “the broadcasting associations” and educators in a task-force committee to face the problem and “come to grips with it.”

“Federal and state educational funds can be wooed and won,” he continued. “Legislatures are listening. The big foundations are dabbling—seriously. Many high-minded men are working with the problem—men who recognize the investment that broadcasters have put into their franchises and know these investments must be respected in the solution.”

He proposed that nationwide ETV should regularly televise Congress, the Supreme Court and the UN—and that college degrees be made available to every American willing to learn by TV at home and to take supervised exams 4 times a year at a convenient place.

Better Learning by TV: Preliminary results of the largest experiment ever conducted in evaluation of classroom video (see p. 3) indicate that students learn better in larger classes using TV than in smaller classrooms where conventional methods are employed.

This tentative conclusion is drawn from a report on one phase of an experiment involving 40,000 students in 223 schools in 14 states, sponsored and largely financed by Ford Foundation’s Fund for Advancement of Education in its “National Program in the Use of Television in the Public Schools.” The full report is due in a month or so; the preliminary document covers the first year of tests on pupils in 10 cities of 3 states.

Nevertheless, initial results “clearly showed that students who received part of their instruction over TV in large classes did as well as, and in many cases significantly better than, students who were taught by conventional methods in small classes.” Highlights of the partial report:

(1) Of 110 comparisons of performance of TV students with “control” students of generally equivalent ability, TV students did better in 68 cases, control students in 42.

(2) In 38 of these cases, differences in achievement were large enough to be “statistically significant”—and this difference favored the TV students in all but 9 cases.

(3) The Dade County school system in Florida—with 5600 students in its TV program—saved the equivalent of 27 teaching positions and 29 classrooms. This year more than 18,000 pupils are getting TV instruction, and Dade County says it is saving 60 teaching positions and some \$2,000,000 in buildings and other facilities, with no sacrifice of effectiveness. Other school systems reported “substantial savings” in classroom space and teachers without cutting the quality of education.

Stations

NAB Engineering Program: Allocations, station automation, TV tape and stereo will highlight the engineering sessions of NAB’s 37th annual convention March 16-18 at Chicago’s Conrad Hilton Hotel. The day-by-day program:

Monday morning, March 16—Raymond F. Guy, NBC, opening remarks. TASO Report. Dr. George R. Town, TASO; William L. Hughes, Iowa State College; Lucien E. Rawls, L. H. Carr & Assoc, Harold G. Towlson, GE.

Building-Block TV Program Automation System. James B. Tharpe, Visual Electronics Corp.

Automatic Programming at WRC, Washington, Robert Ryloff, NBC.

Monday noon—Joint Engineering-management luncheon, Keynote address by chairman Robert W. Sarnoff, NBC.

Monday afternoon—George W. Bartlett, NAB, presiding.

Tower & Guy Wire Vibration. J. Roger Hayden, Dresser-Ideco.

TV Antenna Impedance Requirements. D. W. Peterson, RCA.

Effective Lighting & Marking for Radio & TV Towers. Orrin W. Townner, WHAS-TV & WHAS, Louisville.

Reversible Intercity Microwave System with Automatic Fault-Reporting Equipment. M. J. Minor, Jefferson Standard Bcstg. Co.

Semiconductor Transmitter Plate Supplies. Lynn R. Zellmer, GE.

Tuesday morning, March 17—James H. Butts, KBTW, Denver, presiding. Stereophonic Broadcasting. Emil P. Vincent, ABC.

Stereo Mixing Problems. Frederick Chassey, WFLN, Philadelphia.

Spot Tape Recorder. Jay Blakesley, Gates Radio Co.

Analysis of FCC Consideration of Applications for Remote Control of Directional Stations. Harold L. Kassens, FCC.

FM Multiplex Receiver Developments. Dwight (Red) Harkins, Harkins Radio Inc.

The Transistor: A New Friend to the Broadcasters. R. N. Hurst & John W. Wentworth, RCA.

Tuesday noon—management-engineering luncheon, FCC Chairman John Doerfer, speaker.

Wednesday morning, March 18—Management-engineering session, FCC panel.

Wednesday noon—Engineering reception & luncheon; presentation of NAB engineering award to John T. Wilner, WBAL-TV, Baltimore.

Wednesday afternoon—Clure Owen, ABC, presiding.

Video Tape Standards & Operation Problems. Raymond Bowley, WBC, moderator; Robert M. Morris, ABC; Virgil Duncan, WRAL-TV, Raleigh, N.C.; William Michaels, WJBK-TV, Detroit; Edward Benham, KTTV, Los Angeles; J. L. Berryhill, KRON-TV, San Francisco.

Weathercasting with Radar. R. Craig Christie, Collins Radio Co.

Pattern Synthesis—Simplified Methods of Array to Obtain a Desired Directive Pattern. Dr. George H. Brown, RCA.

High-Powered Transistor Dimmer. Herbert R. More, Kliegl Bros.

Note: NAB board, reversing previous decision, agreed to open all convention sessions to the press, except for the labor clinic and one TV management meeting.

Tornado which ripped through St. Louis at 2:12 a.m. Feb. 10 toppled the 592-ft. tower of ABC affiliate KTVI (Ch. 2), knocking it into a row of apartment houses and resulting in injuries to one family. The station was back on the air at 4 p.m.—losing only 10 telecasting hours—using a homemade antenna on the roof of the studio-transmitter building in southwest St. Louis. By midweek, GE had shipped a new single-bay temporary antenna, which KTVI hopes to mount at the 100-ft. level of the remaining 125 feet of the self-supporting tower. The studio and transmitter suffered little damage. KTVI will accelerate its plans to build a new 1046-ft. tower outside the city limits, originally scheduled for June or July, but now planned in about 3 months. The city’s other TV stations—CBS’s KMOX-TV (Ch. 4) and *St. Louis Post-Dispatch’s* KSD-TV (Ch. 5)—offered assistance to KTVI, including temporary use of their towers. Both CBS & NBC carried live feeds from St. Louis Feb. 10, showing storm damage. The twister smashed the 385-ft. tower of radio KXLW in Brentwood—which also returned to the air Feb. 10 with a homemade antenna.

The Toledo Ch. 11 case, which was won by Frazier Reams’ WTOL, shouldn’t be reopened, the FCC indicated this week. It announced that it had instructed its staff to draft a decision looking toward the denial of a petition for rehearing filed by Anthony Wayne TV Corp., one of the losers in the original decision.

Equal Time Libel: Are TV & radio stations legally liable for libel because of the broadcast statements of politicians under the Communications Act's equal-time rule? Arguments in a clear-cut test will be heard by the U.S. Supreme Court March 5. The troublesome question will be decided in an appeal by the N.D. Farmers Union from that state's Supreme Court decision that WDAY Inc., Fargo (WDAY-TV & WDAY) wasn't responsible for alleged libel by U.S. Senate candidate A. C. Townley, who got equal time on WDAY-TV in 1956 (Vol. 14:42).

NAB chief attorney Douglas A. Anello filed a friend-of-the-court brief this week citing "meager judicial decisions" on interpretations of Sec. 315 of the Act. He argues: (1) Because the law prohibits broadcasters from censoring mandatory equal-time statements by political candidates, stations should be completely immune from legal responsibility for what is said. (2) If stations aren't immune, then Sec. 315 is "unconstitutional as a deprivation of due process." Civil Liberties Union filed concurring brief.

An experimental 120-watt co-channel station in Johnstown, Pa. is sought by Triangle Publications, operator of WFBG-TV, Altoona (Ch. 10), in an application filed with the FCC this week. The purpose of the experiment, according to Triangle, is to: (1) Obtain data with respect to primary and secondary signals necessary to produce an acceptable signal to a "median" observer. (2) Obtain data with respect to interference areas. (3) Ascertain what transmitter output power and ERP would reasonably be required for an amplifying transmitter installation. (4) Obtain data regarding precision offset carrier operation. (5) Investigate the degree of directivity in the transmitting and receiving antenna necessary to eliminate feedback with the main receiving system. The cost for one year is estimated at \$105,876.

World's tallest tower to date was approved by FCC this week—a 1619-ft. structure authorized for WGAN-TV, Portland, Me. (Ch. 13). Construction will start as soon as weather permits, and the goal is to be operating by next fall. The tower—which takes the "tallest" title from the 1610-ft. tower of KSWB-TV, Roswell, N. M. (Ch. 8)—will be near Raymond, Me., about 20 miles from Portland, and will radiate full 316 kw.

Proposing to move transmitter of WSPD-TV (Ch. 13) to 7 miles east of Toledo, Storer Bcstg. Co. reported to the FCC that the overlap with its WJBK-TV, Detroit (Ch. 2) will be less than that authorized for other situations. For example, it says, airline distance will be 54 miles, compared with 43 miles between Crosley's WLWT, Cincinnati (Ch. 5) and WLWD, Dayton (Ch. 2), and 18% of the population will be in the grade A service area of both stations, compared with 19.6% for the Crosley stations.

Three-day strike at KYW-TV & KYW, Cleveland, ended Feb. 10 when Westinghouse Bcstg. Co. and local chapter of AFTRA agreed on a new 3-year contract. Principal provisions: Newsmen to get same basic salary as announcers. Top weekly pay for newsmen and announcers to rise \$15 over a 3-year period, to \$150. Starting salary for newsmen boosted from \$85 to \$95.

Off air 4 years, *San Francisco Chronicle's* KRON-FM resumes operations Feb. 16, using a new antenna on San Bruno Mt. near KRON-TV's transmitter building. Scheduled programming 5 p.m.-midnight Mon.-Thurs. & Sat. will include music and frequent newscasts.

Call letter changes: WFRV-TV, Green Bay, Wis. to WFRV; KDRO-TV, Sedalia, Mo., to KMOS-TV.

Networks

Network Television Billings

December 1958 and January-December 1958
(For Nov. report see *Television Digest*, Vol. 15:4)

NETWORK BILLINGS UP: Gross TV network billings in 1958 continued their unchecked rise to new records, TvB reported this week, reaching \$556,590,401 vs. \$516,201,566 in 1957—an increase of 9.8%. This compares with the increase of 5.7% in 1957 over 1956 and 20% in 1956 over 1955. Dec. billings rose 8.4% above the same 1957 month—\$53,938,821 vs. \$49,741,736.

CBS's total for the year was \$247,782,734, up 3.6%; NBC-TV totaled \$215,790,729, up 11.3%; ABC-TV billed \$103,016,938, up 24%.

The TvB report—which does not include talent costs—marks its first full-year roundup since it began issuing network figures (compiled by LNA-BAR) in Jan. 1958. Here's the detailed TvB report for Dec. and all of 1958 (for preceding years, see *TV Factbook*):

	NETWORK TELEVISION					
	Dec. 1957	Dec. 1958	% Change	Jan.-Dec. 1957	Jan.-Dec. 1958	% Change
ABC	\$ 8,614,646	\$10,466,104	+21.5	\$ 83,071,284	\$103,016,938	+24.0
CBS	21,980,607	22,836,275	+ 3.9	239,284,899	247,782,734	+ 3.6
NBC	19,146,483	20,636,442	+ 7.8	193,845,383	215,790,729	+11.3
Total	\$49,741,736	\$53,938,821	+ 8.4	\$516,201,566	\$566,590,401	+ 9.8

1958 NETWORK TELEVISION TOTALS BY MONTHS

	1958 NETWORK TELEVISION TOTALS BY MONTHS			
	ABC	CBS	NBC	Total
January	\$ 9,168,609	\$ 22,094,015	\$ 18,344,111	\$ 49,606,735
February	8,441,985	19,410,741	16,785,315	44,638,044
March	9,402,407	21,211,070	18,874,597	49,488,074
April	8,759,456	20,625,511	18,283,379	47,651,346
May	8,477,755	20,970,022	18,470,368	47,918,145
June	7,387,586	19,733,057	16,648,462	43,769,105
July	7,083,555	18,332,925	15,702,029	41,118,509
August	6,923,735	19,383,736	15,202,021	41,509,492
September	6,627,093	19,427,754	16,362,343	42,417,190
October	9,960,524	21,901,036	20,664,587	52,526,147
November	10,338,126	21,853,592	19,817,075	52,008,793
December	10,466,104	22,836,275	20,636,442	53,938,821
TOTAL	\$103,016,938	\$247,782,734	\$215,790,729	\$566,590,401

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

TV 10 YEARS HENCE: In the family tradition, NBC chairman Robert W. Sarnoff peered into the future this week and described a few of the wonders of life—particularly TV—as it will be in 1969. His 10-year projections, which he said were "supported by the reasoned calculus of NBC's planning & research dept.," were made in an address to the Los Angeles Jr. Chamber of Commerce. Here are his predictions for 1969:

(1) With a population increase from the present 176,000,000 to nearly 210,000,000 and a 45% hike in the gross national product from \$436 to \$675 billion, TV sets in use will climb from present 49,000,000 in 44,000,000 homes to nearly 70,000,000 sets (most of them color) in 58,000,000 TV homes.

(2) Total advertising will climb from current \$10.1 billion a year to \$15 billion. TV's share will rise from 13.6% to more than 20% (over \$3 billion), or more than double today's ad expenditure on TV.

(3) Personal portable TV sets will be in vogue—with 3-in. screens. Transistorized, battery-operated, they'll give a good picture even on the beach.

(4) Home TV sets will have thin flat wall screens, and will double as home TV color tape players.

(5) The U.S. and Europe will be interconnected for live TV.

(6) "It may be possible by 1969 to get most of a basic college education on TV."

He looked into the past, too, in outlining TV's enormous contribution to American security and prosperity. TV-radio, he said, laid the groundwork for "the whole complex, varied world of electronics." In the field of economics, he pointed out that in TV's first 10 years as a mass advertising medium, the gross national product "moved forward at the fastest pace in our history—from \$258 billion to \$436 billion, a rate of increase 4 times greater than the rate of population growth." He added: "The exact measure of TV's contribution as a new merchandising force is impossible to calculate, but there is a correlation."

This correlation was first explored by Corinthian Bcstg. Co. pres. C. Wrede Petersmeyer in a special article, "Television—The \$100-Billion Pump-Primer" in TELEVISION DIGEST Nov. 23, 1957 (Vol. 13:47) and has since gained wide acceptance.

Trend to Repeats? Taped repeats of top network shows can gain noticeably in ratings. Wednesday's Chrysler-sponsored rerun of "An Evening With Fred Astaire" scored a 26.2 Trendex, beating its nearest competitor by nearly 10 points. On its first network airing (Oct. 17, 1958) the Astaire special scored 18.9, which brings the repeat in with a 39% larger audience, and this despite competition from the world's lightweight championship fight on ABC and *U.S. Steel Hour* doing a Tolstoi classic live on CBS. We are told that success of the Astaire taped rerun may trigger more repeats this season of favorably-received top shows.

Already sharing the bullish outlook on repeats is Minnesota Mining and Manufacturing. Scheduled for a rerun this fall is a tape of their "Art Carney Meets Peter and the Wolf," which got a Trendex rating of 24.2 and an audience share of 50% on ABC-TV against stiff competition last Nov. 30. "Peter" reached 35,850,000 viewers and will probably repeat.

NBC-TV has ordered taped versions of the new dramatic-musical live series it plans to air from N. Y. this fall—a series which signals the return of big-time live drama production in the 60-90-minute length to NBC in the east.

CBS's VideoScene electronic camera system which blends actors with miniature sets, movies and other backgrounds (Vol. 15:6), has significant advantages over previously used TV matting systems, the network reports. The most important, says CBS, is that VideoScene cameras have freedom of movement—they can pan, tilt, or move in for a closer shot. Lighting is simple and can have shadows. There is a minimum of restriction as to the color of sets and costumes. VideoScene is keyed to only a single narrow spectrum of brilliant indigo blue, and any other shade of blue can be used. The system was under development for more than 3 years by CBS, which has applied for patents.

Biggest Videotape order to date is reported by Ampex—\$862,560 from NBC for 12 color-equipped recorders and 4 color-conversion kits. NBC already has 15 recorders, 11 of them color-equipped; will have 27 when latest deliveries are made. CBS has 22 monochrome recorders, has ordered 2 color kits—one each for Hollywood & N. Y. ABC has 17 units, hasn't ordered color.

Advertising

ADVERTISING'S WASHINGTON PUSH: The advertising Federation of America made a frank effort this week to "sell" a neglected audience—the Federal Govt. It conducted its first annual mid-winter conference at the Sheraton-Park Hotel, Washington, and discussed its many fears about govt. regulation. The group got off on a good public relations footing with a speech supporting educational TV, delivered by Jack Cunningham, chairman of Cunningham & Walsh (pp. 3 & 5).

AFA chairman Robert M. Feemster, of the *Wall St. Journal*, reported that AFA is seeking to establish an office in Washington which would cost \$40,000 a year, but is having trouble raising the money. Rep. Bob Wilson (R-Cal.), a partner in the Champ, Wilson & Slocum advertising agency of San Diego, compared advertising's meager lobbying efforts with those of other industries, asserted it should have a lobby of at least 10 people in Washington. He implied that the \$40,000 sum is peanuts.

Philadelphia attorney Morton J. Simon listed numerous attacks on advertising, asserted: "We seem to be threatened by something like an 'ice age for advertising.'" He urged the industry to fight taxes on advertising, warning that defeat of the Baltimore tax doesn't mean the end of the battle.

Simon was particularly concerned about the report on "administered prices for automobiles," issued by Sen. Kefauver's (D-Tenn.) anti-trust subcommittee, which attacked advertising as a factor which increases prices of cars. He noted that Sen. O'Mahoney (D-Wyo.) has introduced S-215, to require advance notice of intention to raise prices—plus public hearings.

Other measures attacked by Simon: (1) Proposal of Federal Home Loan Bank to stop federal savings & loan associations from advertising more than 100 miles from their home offices and to prohibit advertising of dividend rates. (2) Ruling by the Secy. of Commerce against advertising by patent attorneys and agents. (3) Efforts of advertising & public relations firms in Cal. & Fla. to get themselves licensed by the state, a move he regards as suicide.

John J. Ryan, AFA counsel, urged a concerted attack in Congress and the courts to reverse the ruling of the Internal Revenue Service which imposed the excise tax on cooperative advertising allowances. He said that such advertising represents 20% of all advertising and stated: "If the manufacturer could no longer have the benefit of a reduction of excise tax on moneys returned to the retailer for cooperative advertising, his attitude would be, 'Let's cut the budget on cooperative advertising' or more likely, 'Let's do away with the cooperative advertising budget altogether.'" Ryan also attacked the ruling of the Internal Revenue Service which labeled certain utility advertising as "lobbying" and refused to permit its deduction as a business expense. Similarly, he cited rulings against institutional ads by FPC & Renegotiation Board.

John W. Gwynne, chairman of the Federal Trade Commission, spoke briefly and stated that abuses in advertising haven't increased proportionately to the

growth of advertising. He said that less than 1/2% of advertising is "troublesome" and that most infractions were due to ignorance.

FCC Chairman John C. Doerfer reiterated his traditional position against govt. "prying" into private business. He said that "people should be educated to fear the possibility of govt. ownership in broadcasting." He admitted that FCC does prevent abuses by the "raised eyebrow" rather than by the drastic measure of license revocation. "Some people," he said, "believe we should have money forfeitures because revocation is out of proportion to the infraction." He urged industry to adhere to NAB's code.

More about

TV SELLS CARS: On the heels of visits by "total-selling" newspaper teams at the National Auto Dealers Assn. convention last week, NBC-TV is about to start feeding its affiliates some local-level sales ammunition for use in selling more TV to car dealers against the competition from print media.

Highlight of the NBC data is a study prepared by Advertest Research, covering 8,220 interviews (906 with auto dealers) in 39 states last spring.

By probing dealer and customer attitudes toward the chief media used in auto ad campaigns (TV, newspapers, magazines), and then checking up 11 weeks later among 2,365 consumers, NBC discovered:

(1) More than twice as many actual buyers of new cars (56%) felt TV "made them more interested" in buying, compared to either magazines or newspapers. Other media ranking: magazines—24%; newspapers—20%.

(2) Checking on showroom shoppers who bought Chevrolets, re-interviews showed that 53% more viewers than non-viewers of the *Dinah Shore Chevy Show* actually purchased a new Chevrolet. Among showroom visitors who watched the show, 26.3% bought Chevies; among non-viewers, 17.2%

(3) A similar pattern emerged for Ford. A call-back showed that 52% more viewers than non-viewers of Tennessee Ernie's shows actually bought new Fords (21.5% vs. 14.1%).

(4) TV brings viewers into the showrooms. Among the general public, 75% more viewers of the *Dinah Shore* series had visited a Chevrolet showroom. For Ford, the figure was 58% more among viewers of the Tennessee Ernie show than among non-viewers.

(5) Dealers of 7 leading auto makes (Buick, Chevrolet, DeSoto, Edsel, Ford, Oldsmobile, Plymouth) like TV: 51% said they'd like "an increase" in national TV advertising for the auto brand; only 5% wanted a cutback. Newspapers and magazines lagged behind, with 39% of dealers wanting more newspaper support and 10% wanting more magazine space. Among Chevrolet dealers, for instance, 62% said they preferred TV, 39% said newspapers, and 8% said magazines.

NBC feels that these, and other findings, will help stations correct a situation in which "TV's share of the 3-media dollar is too low compared to" the preference for it in the auto field. (Other story on p. 3.)

Pulse's Annual Review of Radio & TV, summing up statistical data on share-of-audience, TV & radio homes, etc., for each market in 1958, will be available April 1 at \$45 to Pulse subscribers, \$65 to non-subscribers.

People: Rudolph Monteglas promoted to pres., Ted Bates & Co., succeeding William H. Kearns, now vice-chairman. James C. Douglas promoted to exec. v.p. . . . Lloyd Harris, ex-Young & Rubicam, named v.p., Sullivan, Stauffer, Colwell & Bayles . . . Fred Levitt promoted to TV-radio mgr., Dancer-Fitzgerald-Sample . . . Martin Koehring & William Munro, ex-Marschalk & Pratt div. of McCann-Erickson, named v.p., Foote, Cone & Belding . . . W. P. Booth & James N. Hastings promoted to v.p., Campbell-Ewald . . . Howard Eaton Jr., media mgr. of TV-radio, promoted to gen. media mgr., Lever Brothers . . . John Hoagland, ex-BBDO v.p., named v.p. & associate director of the broadcast dept., Ogilvy, Benson & Mather . . . Kenneth C. T. Snyder promoted to v.p. & TV-radio creative director of Needham, Louis & Brorby, Chicago . . . Sylvan Taplinger TV-radio director of Doner & Peck, elected a v.p. . . . Thomas F. Buck, ex-Fuller & Smith & Ross, named adv. director, *McCall's* magazine . . . George Bole named TV film commercial mgr., Leo Burnett Hollywood office . . . David T. Levine, ex-Amos Parish v.p., named v.p., Rockmore Co. . . . William Nelson, ex-WLS, Chicago, named TV-radio director, Gordon & Hempstead Inc., same city . . . C. Gilbert Norton, ex-O. S. Tyson, named exec. secy., National Industrial Advertisers' Assn.

There Are Ranks & Ranks: Network shows that rank highest in number of viewers per sponsor's dollar are, of course, not necessarily the "Top 10" leaders in the regular audience rating list. Here—with some startling contrasts in audience rank vs. cost rank—are Nielsen's most recent figures (from Nov.-Dec. report) covering network shows which rated highest on the basis of costs of "commercial minute impressions" per thousand home reached:

Rank in Lowest Cost-per-M	Rank in Audience Size*	Program	CPM Cost-per-M	Network	Audience rating*
1	51	L. Welk-Dodge Party	\$1.69	ABC	24.0
2	8	Maverick	1.78	ABC	31.9
3	2	Wagon Train	1.79	NBC	35.4
4	1	Gunsmoke	1.90	CBS	36.4
5	4	Rifleman	1.99	ABC	33.1
6	25	Name That Tune	1.99	CBS	29.4
7	3	Have Gun, Will Travel	2.03	CBS	35.0
8	6	Real McCoys	2.04	ABC	30.7
9	18	Price Is Right	2.09	NBC	29.8
10	97	L. Welk-Plymouth	2.10	ABC	17.1
10	14	I've Got a Secret	2.10	CBS	32.3

*1st December (about mid-point of Nov.-Dec. measurements).

Dentyne's Real McCoy: That handsome, white-coated "dentist" you see in Dentyne film commercials is not breaking the NAB rule against white-coated actors posing as professional medics—he's a real dentist. He is Dr. William A. Xiques (pronounced *Hick-ees*) of N.Y. City and a member of the American Dental Assn. Approached by an adman patient from Dancer-Fitzgerald-Sample last summer to do the American Chicle spots, Dr. Xiques joined Screen Actors Guild last Aug. and has been paid regular actor's scale for the commercials which have been on the air since Jan.

He told us he was "not violating ethics" since his copy in the commercial is merely a statement that people should brush their teeth, and he is not identified by name. An American Dental Assn. spokesman said "endorsement of products is unethical," and added that ADA would "look into the Dentyne matter."

Mrs. Franklin D. Roosevelt has filmed 3 pilot commercials for Lever Bros.' Good Luck margarine at MPO Productions, N.Y. It's understood no decision has yet been reached by either Mrs. Roosevelt, Lever or its agency (Ogilvy, Benson & Mather) on Mrs. Roosevelt's future in the commercial field.

Best TV Ads of 1958: They were, in opinion of *Tide's* annual panel of advertising executives, announced this week as (in order named): Piel Bros.' Bert & Harry* (Y&R); Marlboro, Viceroy's "Thinking Man" (Leo Burnett); *Dinah Shore Chevy Show* (Campbell-Ewald); Tip Top bread's Emily Tip (JWT); Maypo cereal's Marky (Bryan Houston); Gillette's for World Series (Maxon); and Hallmark (FC&B). (The Piel's have been around since 1956, and Emily Tip wasn't born yesterday either.)

The panel also called the perfection of video tape one of the 4 biggest ad (all media) developments of the year. (Others: recession, Baltimore tax case, agency mergers.) Pet gripes: the overworked word "new" in copy; and "medical" diagrams in advertising. "How," added Donald C. Berry, v.p. of McKesson & Robbins, "can 4 cigarets all claim to have 'America's best filter'? Public confidence in advertising declines as exaggeration expands."

*Ironic footnote: *Tide's* contemporary, *Printers' Ink*, came out coincidentally with a tabulation of the big brewers' business that showed Piel's down 2 places in rank from 15th to 17th, and off 1% in 1958 from 1957.

Best buy in radio is an independent station in 41 of the nation's top 54 markets, according to WBC sales v.p. A. W. Dannenbaum Jr. He told an RTES luncheon meeting in N. Y. that in 1952 a network station held audience leadership in each of these markets, but that an analysis by Adam Young of the latest Pulse data on share-of-the-market revealed the upsurge in the stature of independent stations. CBS Radio pres. Arthur Hull Hayes presented the network point of view, stating that prestige, name programming and superior news coverage enable network stations to command higher rates even though they are not top ranking in terms of audience. Network radio, he said, enables the advertiser to buy more efficiently & economically, to know precisely what program he is buying, to select uniform time, and to obtain a fit setting for his message.

Five most-frequently-asked questions of Radio Advertising Bureau's \$2,800,000 research dept.: (1) How many people will I be able to reach with a specific number of radio announcements? (2) What's the radio advertising strategy of my competitors? (3) How many radio stations are there in the U.S.? (4) How much time do housewives (or teenagers, working men, engineers, etc.) spend listening to radio every week? (5) Are advertisers using more announcements weekly in radio today?

New spring Marlboro cigarets network-and-spot-TV campaign will use, in U.S., TV-film spots originally filmed for overseas TV. Series will include spots made in Switzerland (in French, German, Italian), Puerto Rico (Spanish, with cha-cha jingle), Sweden, and Australia. The idea has been tested since last fall by Leo Burnett with a trio of 50-second commercials originally filmed in England for British commercial TV. The only additions will be short (10 sec.) explanatory lead-ins, but viewer interest is expected by the client to be high because of the "novelty factor" of unfamiliar languages and accents.

TV must clear up the "double rate" problem quickly—otherwise it will face the same rate confusion that now plagues radio. That's the message of Lee Rich (Benton & Bowles v.p. and media director) in N.Y. Feb. 10 to an RTES luncheon workshop. Rich, whose agency estimates the prevalence of double-rating in TV at about 17% of all stations, said that if TV broadcasters have more than one rate, they should spell out precisely the qualifications for such rates. A B&B checkup, he said, discovered "TV rates for national, local, regional, state and county advertisers."

Film & Tape

Film Makers Eye TV Tape: If there is still any doubt that TV film producers are seriously interested in tape production (Vol. 15:6), it's being dispelled by the crowds of industry people drawn to Ampex's Hollywood demonstration.

Ampex this week took its elaborately equipped mobile Videotape cruiser (2 image orth camera chains, monitors, control equipment, one VTR, power plant) to the film capital, where big Desilu studios played host for 9 demonstrations. Desilu supplied sets, lighting, technical assistance, etc. Attending morning, noon & evening showings Feb. 11, 12 & 13 were TV film producers, studio representatives, network & local TV station personnel, agencies, advertisers, ETV people and others—about 75 at each demonstration.

Film folk came, saw and were impressed with the potential of TV tape recording as a new medium rivaling film. The fact that big Desilu—acknowledged leader in TV film production—lent its facilities and real estate for the demonstration was regarded as highly significant.

Following these demonstrations, Ampex's cruiser went to Capitol Records' studio in Hollywood, where it videotaped a disc recording session, presumably for use in a TV commercial.

NBC into Tape Spots: NBC-TV officially tossed its hat into the video tape commercials ring, announcing Feb. 13 what many agency men and clients have recognized as a fact since last Sept.—the establishment of a TeleTape Center at the onetime WOR-TV studios, 67th St. and Columbus Ave., N.Y. It is staffed by special NBC personnel and open for a thriving business in the field of taped commercials and kinescopes as well as closed-circuit TV origination. Says NBC: "We're shooting 4 times as many taped TV commercials as anybody else in the East." Estimated monthly volume: about \$250,000.

Rates are "on request," but a basic tab of \$150 per hour (including basic crew, but not engineers, directors or creative people) has been established. The new unit will be under the jurisdiction of NBC TeleSales, a sales-service offshoot that's been in existence for 4 years.

As a production plant for taped commercials, the TeleTape center has: 3180 square feet, an audience balcony for 250, a studio large enough to accommodate autos, another for special effects, a production group, and the use of 17 NBC remote units (although none in which a recorder is self-contained for recording on location).

New Telefilm Production: Milton Gordon's Galaxy Attractions and British producer Harry Alan Towers have scheduled spring production in England of an hour-long film series based on Sir Winston Churchill's *History of the English Speaking Peoples*, narrated by Sir Laurence Olivier . . . Screen Gems has blueprinted a telefilm series to star Sid Caesar, aimed at network-level purchase . . . ITC and Versailles Productions began filming a half-hour telefilm series, *Emergency*, in N. Y. this week . . . A pilot film will be shot within a month by Alan Ladd's Jaguar Production on the long-pending *Box 13* series. . . . Galaxy has also scheduled production of *Skinny and Me*, a half-hour telefilm series, in Hollywood March 2 with Ben Park producing.

Distribution of Gross-Krasne TV properties will be handled by NTA under an agreement announced this week. Programs include: *Glencannon*, *Sca Hawk*, *African Patrol*, *Flying Doctor*, *Fate*.

Television Digest

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How KRON-TV Got Woolfoam: A 6-week saturation spot campaign, whose budget was originally scheduled purely for newspapers, was landed last week by San Francisco's KRON-TV and rep Peters, Griffin, Woodward, because of fast action with the station's Videotape recorder. In N.Y. 2 weeks ago, PGW sales exec. Robert Muth paid a routine call on Wesley Assoc., where he learned that a heavy newspaper campaign for Woolfoam (fabric cleaner) was slated for San Francisco. The agency gave Muth a rough storyboard and some copy as a speculative trial. A day later, KRON-TV produced a set of live minute commercials with local talent on Videotape, and air-expressed them to N.Y. Screenings were held. Agency and client liked what they saw, approval was telephoned to the station, and the campaign started last Tues. It's Woolfoam's first venture into broadcasting.

Purely national advertisers, as against local and regional, are figuring more & more prominently in the purchase of syndicated film shows, says Ziv-TV pres. John Sinn. He cites the contrast between 1953 when only 5% of Ziv-produced ½-hour films were purchased by national advertisers, as against 12% in 1957 and an estimated 22% now. Stations, says Sinn, are consequently picking up increased spot billings from national advertisers. Chief reasons for the growth, adds Sinn, are the desire for minute-length commercial slots, the "declining amount of local live programming," and a leveling-off of the amount of time allotted by stations to feature films. Currently, Ziv has 9 new series in various stages of production, may do as much as \$25,000,000 in gross business from worldwide TV this year, according to latest trade estimates. In the foreign field, Ziv claims a 1958 sales gain of 42% over the previous year's level.

List of Ampex Videotape installations as of Feb. 28, supplied to us by Ampex Corp. and printed Jan. 24 (Vol. 15:4), inadvertently omitted 4 VTR-equipped stations. Ampex reports the following additions, which should have been on the list: WKY-TV, Oklahoma City; WRVA-TV, Richmond, Va.; WLSL-TV, Roanoke, Va.; KONO-TV, San Antonio (2 recorders); Sakata Shokai, Kobe, Japan (3); Belin Distributors, Paris; ORRadio Industries, Opelika, Ala. WOAI-TV, San Antonio, should have been listed as having 2 recorders.

Videotape promotion kit, in the form of an elaborate book titled *A Pattern for Profits*, is being distributed by Ampex to all VTR-equipped stations.

Two videotape recorders have been purchased by WDAF-TV, Kansas City, Mo.; delivery expected March 1.

Personals: Henry G. Plitt, ex-Paramount Gulf Theaters, New Orleans, named head of ABC Film Syndication Inc., succeeding George T. Shupert, now head of MGM-TV . . . Max D. Paglin, legal asst. to Comr. Robert T. Bartley, named chief of the FCC litigation div., office of general counsel, succeeding Richard A. Solomon, now with the Justice Dept. . . . G. Edward Hamilton, ex-WABC-TV chief engineer, named ABC director of engineering, succeeding William H. Trevarthen, now ABC v.p. in charge of production services . . . Donald E. Clancy, currently business mgr. of affiliate relations, CBS-TV, named administrative manager . . . Malcom MacGregor, exec. producer of the NBC educational project, appointed mgr. of public affairs for NBC-TV . . . Milton F. Allison promoted to gen. mgr., CBS Radio spot sales . . . Michael M. Sillerman, ex-pres. of Gross-Krasne-Sillerman, named pres. of NTA's new program sales div. . . John L. Sinclair Jr. promoted to gen. mgr. of Charleston operations of WSAZ-TV, Huntington-Charleston, W.Va., and gen. mgr. of its radio WKAZ, Charleston, succeeding Thomas Murray, resigned . . . H. Moody McElveen Jr., v.p.-gen. mgr. of WNOK-TV, Columbia, elected pres., South Carolina Bestrs. Assn. . . Robert H. Moody, gen. mgr. of WHIO-TV & WHIO, Dayton, named also exec. v.p., parent Miami Valley Bestg. Corp. . . . Robert Grammer promoted to production director, WBAP-TV, Ft. Worth, succeeding Phil Wygant, now promotion director . . . R. J. DeLier promoted to asst. mgr., KWTW, Oklahoma City . . . Vernon Burns, head of NTA's London office, elected v.p., NTA International . . . H. I. Bucher, NTA gen. counsel, named also secy. of the company . . . Robert Sparks, ex-CBS-TV, Hollywood, named Screen Gems director of syndication film production . . . E. P. H. (Jimmy) James, v.p. of A. C. Nielsen Co., onetime MBS v.p., named director of Nielsen TV Index in Great Britain . . . Syd Rubin, ex-CBS, onetime head of NBC licensing dept., forms Syd Rubin Enterprises (405 Park Ave., N.Y.) for merchandising in all phases of show business . . . George J. Zachary, formerly TV-radio production mgr. of Lever Brothers, named TV production director, General Artists Corp. . . . Robert B. Hudson promoted to programming v.p., Educational TV & Radio Center, Ann Arbor . . . George Lindsay, sales mgr. of rep Weed-TV Chicago office, elected a v.p. . . . Milton Robertson, formerly exec. producer at WNEW-TV, named TV-radio v.p., Cayton-Klempner (public relations) . . . Thomas L. Blosl named promotion mgr., KIRO-TV & KIRO, Seattle . . . Billy James, ex-Guild Films, named adv. & publicity director, Flamingo Telefilm Sales.

Jack D. Wrather, by merging his majority ownership in 2 TVs & one AM with the 4 TVs & 2 AMs of Transcontinent TV Corp. (see p. 3), writes another chapter in the saga of a TV empire. The rapidly expanding Jack Wrather Organization (headquarters, 270 N. Canon Dr., Beverly Hills, Calif.) now owns 50% of new Independent TV Corp. (with Associated TV Ltd. of Britain), which in turn, owns TPA, and has 24 active TV film program series. Wrather's group also owns Muzak background-music firm, as well as Disneyland Hotel, Anaheim, Calif.; L'Horizon Hotel, Palm Springs, Calif.; Twin Lakes Lodge, Las Vegas, Nev., and more than 100 producing oil wells.

Mr. & Mrs. John M. Siemien (she's Patricia Siemien, confidential asst. to FCC Chairman Doerfer) are parents of a daughter, Mary Patricia, born in Washington Feb. 10.

Louis G. Cowan, CBS-TV pres., will address the annual convention of American Assn. of School Administrators in Atlantic City, N.J., Feb. 17. Subject: "TV and the Arts."

HIGH-END SALES & PRICE INCREASES—KEY TO PROFITS: Two major trends which began late in 1958 and carried over into new year, are key to TV industry's hope for higher profits: greater concentration on output & sale of higher-priced sets, and increases in prices.

Altering the production mix to emphasize high-end consoles, with a corresponding de-emphasis of table models & small portables, is definitely under way, leading manufacturers agree. They also believe that, when accompanied by price increases (some already made, others to come), this will have desired effect of restoring profit to TV-set manufacturing. And, some makers assert, business in portables now is on profitable footing because of realistic pricing of preferred 17-in. portables.

Aggressive promotion of high-end merchandise by retailers & manufacturers alike has whetted appetite of consuming public for these models, set makers have learned. Spring advertising & promotion plans are geared to high-styling and quality themes, with price leaders getting little or no attention.

Latest EIA statistics reflect trend to high-end production. Average TV factory set value for 1958 was \$135.74, marking continuation of first upturn in TV history from 1957 low of \$127. Also indicative of trend was 4% increase last year in ratio of consoles & combinations to portables & table models—from 56% in 1957 to 60% in 1958. Though combinations make up only a small fraction of TV production, 1% increase in this type—from 1.69% to 2.78%—was significant.

Comment by Motorola exec. v.p. Edward R. Taylor typified opinion of most manufacturers: "Our increased dollar volume in TV in the last half of 1958 and so far in 1959 is predominantly in merchandise above \$250. This upgrading should be encouraged by all TV manufacturers with value-conscious, rather than price-conscious, merchandise and merchandising. It promises satisfactory profit at all levels of the trade and assures customer of quality."

Similar comment came from Philco marketing v.p. Henry E. Bowes: "Philco experienced a profitable upsurge in high-end TV in second half of 1958, a trend which is carrying into 1959. We have, accordingly, adjusted our production mix to conform to this consumer preference for more expensive models. We believe this upsurge in high-end sales augurs well for increased profits at all levels of the business—manufacturers, distributors & dealers."

Trend to high-end models is particularly evident in color TV sales, an RCA spokesman said, adding that color-set buyers seldom hesitate to add \$100 to the cost of a table model to get a console. RCA says color-set sales are mounting steadily, but declines to give figures.

NEW MOVES MAY STEM INFLUX OF JAPANESE RADIOS: Self-imposed Japanese quotas may quiet clamor by U.S. manufacturers for govt. action (including higher tariffs) to stem flow of Japanese-made radios & transistors into this country. Leading Japanese electronics manufacturers have expressed concern to U.S. industry representatives about the sudden rush of Japanese transistorized radios for the American Christmas trade last fall. It may lead, they fear, to formal import restrictions by Tariff Commission or Office of Civil & Defense Mobilization. Both have power to act where damage to domestic industry can be shown.

Accurate statistics on imports of Japanese radios are hard to come by since they are lumped by Commerce Dept. with other electrical apparatus and parts. However, we've culled all available official and unofficial sources of information and come up with estimate of approximately 2,000,000 in 1958, most of them transistor-type. This is well above our prediction of 1,400,000 last Aug. (Vol. 14:34), and compares with total U.S. radio production of 8,862,000 (including 2,750,000 transistorized).

Japanese Ministry of International Trade & Industry plans immediate establishment of a registration system for exporters in order to keep track of the quantities and types of radios shipped. Such a step has led to self-imposition of quotas on other commodities to prevent excessive exports.

Formal request for govt. action to stem imports has been under consideration by EIA's Imports Committee for several months. A presentation to officials has been prepared, is now awaiting consideration

by major radio & transistor manufacturers. Committee is headed by Robert C. Sprague, chairman of Sprague Electric Co. Reportedly, EIA faces internal difference of opinion on Japanese-import question because several member firms, with licensees in that country, hesitate to support action against interests of these affiliates.

Transistor production in Japan will jump to 29,000,000 units in 1959 vs. 16,000,000 last year, according to International Trade Ministry report. That compares with last year's U.S. production of about 48,000,000. Japanese production is expected to reach 63,000,000 units in 1962, of which 66% will go into radios, 18% into TV, and balance into various commercial & industrial electronic equipment.

TV-RADIO PRODUCTION: TV set production was 129,499 in week ended Feb. 6 vs. 129,475 preceding week & 103,730 in same 1958 week. Year's 5th week brought production to 566,914 vs. 526,586 last year. Radio production was 290,190 (107,905 auto) vs. 295,036 (95,323 auto) in preceding week & 224,149 (76,794 auto) last year. For 5 weeks, production totaled 1,412,922 (529,227 auto) vs. 1,143,379 (416,790 auto).

TV & RADIO SHIPMENTS: TV shipments to dealers in Nov. declined from Oct. and continued to lag behind the previous year's figures. EIA reports that Nov. shipments were 462,605 sets vs. 542,081 in Oct. and 641,212 in Nov. 1957. First 11-mo. shipments totaled 4,502,804 sets vs. 5,515,031 during the same 1957 period. Radio shipments for the first 47 weeks of 1958 total 7,197,050 vs. 7,852,366 in the same 1957 period. First 11-mo. TV & radio shipments by states:

State	TV	Radio	State	TV	Radio
Ala.	59,791	89,775	N. H.	14,212	24,200
Alaska	2,588	6,589	N. J.	168,219	291,397
Ariz.	30,413	43,466	N. M.	13,650	19,462
Ark.	35,513	39,416	N. Y.	501,337	1,032,130
Cal.	454,592	555,293	N. C.	90,341	121,703
Col.	39,385	57,617	N. D.	13,406	22,879
Conn.	73,963	93,148	Ohio	245,663	412,869
Del.	12,247	16,309	Okla.	56,560	73,088
D. C.	51,869	83,548	Ore.	45,697	88,832
Fla.	160,423	185,036	Pa.	323,248	532,364
Ga.	85,700	134,175	R. I.	27,630	44,635
Ida.	14,316	24,382	S. C.	36,466	53,140
Ill.	265,850	568,738	S. D.	13,579	17,460
Ind.	112,536	132,152	Tenn.	70,574	103,123
Ia.	56,169	83,347	Tex.	218,632	333,125
Kan.	53,258	77,825	Utah	21,266	31,851
Ky.	67,276	90,996	Vt.	8,348	14,780
La.	72,433	92,618	Va.	76,332	118,949
Me.	23,244	41,370	Wash.	72,014	112,054
Md.	66,839	143,967	W. Va.	42,308	45,543
Mass.	152,714	257,863	Wis.	78,599	139,340
Mich.	162,647	262,941	Wyo.	11,027	9,792
Minn.	70,779	124,758			
Miss.	33,999	46,237	U. S. TOTAL	4,486,767	7,175,555
Mo.	111,204	207,549	Hawaii	13,449	15,876
Mont.	19,433	22,191			
Neb.	38,933	44,434	GRAND		
Nev.	7,133	13,918	TOTAL	4,502,804	7,197,050

Factory sales of transistors hit an all-time peak in Dec. bringing the year's total 64% above 1957 (Vol. 15:6). EIA reports that Dec. sales totaled 5,627,700 units valued at \$16,595,616 vs. 2,773,000 worth \$6,619,000 in Dec. 1957. EIA monthly breakdown of factory sales in units & dollars for 1958:

	1958 Sales (units)	1958 Sales (dollars)	1957 Sales (units)
January	2,955,247	\$ 6,704,383	1,436,000
February	3,106,708	6,806,562	1,735,300
March (5 wks)	2,976,843	6,795,427	1,904,000
April	2,856,234	7,025,547	1,774,000
May	2,999,198	7,250,824	1,055,000
June (5 wks)	3,558,094	8,232,343	2,245,000
July	2,631,894	6,598,762	1,703,000
August	4,226,616	9,975,935	2,709,000
September (5 wks)	5,076,443	10,811,412	3,231,000
October	5,594,856	13,461,847	3,544,000
November	5,440,981	12,441,769	3,578,700
December (5 wks)	5,627,700	16,595,616	2,773,000
TOTAL	47,050,814	\$112,729,427	28,738,000

Raytheon buys 130 acres near Lexington, Mass., where it plans to build an "executive-research park." A 100,000-sq-ft. building for 500 executive & clerical personnel is due for completion in late 1960 or early 1961. The research & development facility is due "eventually."

Trade Personals: Jack S. Beldon, ex-marketing mgr. of GE's TV dept., joins RCA consumer products div. as assistant to exec. v.p. P. J. Cassella on sales & merchandising of TVs, radios & phonos. Tucker P. Madawick, ex-Raymond Loewy (industrial designing), named mgr., product styling, RCA TV div. . . . Peter H. Whelen resigns as adv. & sales promotion mgr., Motorola. He plans to join a Canadian company in a similar capacity . . . Paul Neubert named gen. sales mgr. of Zenith's N.Y. factory branch, succeeding George Hart, now merchandising mgr. . . . A. H. Hardwick, International Resistance Co. v.p., named also special asst. to pres. Charles Weyl . . . Rollin J. Sloan promoted to resident commercial engineer, GE receiving tube dept., Syracuse, succeeding E. L. Davis, now Eastern regional commercial engineer . . . Brewster W. Jameson resigns as instrument dept. sales mgr., Du Mont Labs . . . George A. Lubenow, ex-Lewyt Corp., named Motorola regional sales mgr., Minneapolis, succeeding Richard C. Rowley, now regional sales mgr., San Francisco. Dean Phillips, ex-RCA, named regional sales mgr., San Antonio, succeeding Don Perry, now in a similar position at Memphis . . . Dr. W. Crawford Dunlap, ex-Bendix Aviation, appointed semiconductor research director, Raytheon. John L. Herre, ex-Philco, named govt. & special accounts sales mgr., Raytheon semiconductor div. . . . Charles M. Featherstone Jr., ex-Baldwin-Lima-Hamilton, named Washington marketing representative of Avco's Crosley Div. . . . B. H. Boatner named pres., Westinghouse Electric Supply Co., succeeding John F. Myers, retired . . . Richard Deutsch promoted to Eastern sales supervisor, Robert Cortes to Western sales supervisor, Channel Master Corp. . . . Gene Gold, ex-Granco, named merchandising mgr., Dynamic Electronics, N.Y. . . . Frank Botscheller, ex-Otis Elevator Electronics Div., appointed mgr. of manufacturing, Adler Electronics, New Rochelle, N.Y. . . . J. Burton Henry promoted to Atlantic regional sales mgr., International Resistance Co. . . . Robert G. Morgans named TV sales mgr., Pope Electronics Ltd., Sydney, Australia, a licensee of Motorola.

Clevite Corp., Cleveland, Ohio, manufacturer of electronic and automotive components and transistors, has acquired 3 phono-needle firms controlled by Robert G. Walcutt: Walco Products Inc. & Electrovox Co., of East Orange, N. J., and Precision Products Co., Puerto Rico. The purchase price, involving an exchange of stock, was not disclosed. The 3 companies will become part of Clevite's electronic components div., which manufactures crystals and ceramics for phono cartridges, as well as magnetic recording components. The needles will be marketed under the Clevite-Walco label.

TV-FM Stereo by Philco: "A major advance" in stereo sound for TV & FM was claimed this week by Philco, which filed 2 FCC petitions seeking experimental field tests leading to the setting of standards. A similar petition covering Philco's AM stereo was filed last Dec. (Vol. 14:49).

All 3 Philco petitions boast that all systems are fully compatible, no new TV or radio frequencies are needed, and stations can switch from monophonic to stereo sound at any time.

As in its AM filing, Philco said it will need cooperation of TV & FM stations for field tests, working with the National Stereo Radio Committee as well as the FCC.

The TV & FM petitions, submitted by Philco's Washington counsel Henry B. Weaver, said the company believes it has accomplished its objective of providing "for inexpensive stereo receivers at a price level which everyone could afford and which hence would put stereo within the reach of the entire public."

Philco-proposed TV & FM stereo standards were appended to the petitions. Copies are available from the company at Tioga & C sts., Philadelphia.

New RCA Sales Setup: Distributor sales of RCA TVs-radios-phonos are now being handled by the newly-formed RCA Sales Corp. (a wholly-owned RCA subsidiary), it was confirmed this week by consumer products exec. v.p. P. J. Cassella. The new organization will acquire consumer products from the parent company and handle all functions involved in their distribution. Departments transferred from RCA consumer products div. to RCA Sales include: sales, merchandising, product design, market research, advertising and sales promotion. RCA record div. is not involved in the change. Cassella is pres. of the new corporation, continuing in his present position. Group exec. v.p. Charles M. Odorizzi is chairman. TV div. v.p. James M. Toney is v.p. for TV. Radio & Victrola v.p. Raymond W. Saxon is v.p. for radio & phonos. J. M. Williams is advertising & sales promotion mgr. of the new corp. Russell E. Conley, formerly advertising & sales promotion mgr. for radio-phonos has been assigned to other duties.

Varian Associates, Palo Alto, Cal. electronics firm, will acquire 80% of the common stock of Bomac Labs, Beverly, Mass., in exchange for 190,477 shares of Varian common with an option to acquire the balance of Bomac stock. Sales of Varian for year ending Sept. 30, 1958, were \$19,543,232, earnings were \$1,225,364. Bomac sales for 1958 are estimated at \$10,000,000, earnings approximately \$450,000. Varian is said to be world's largest producer of klystron tubes. It is also engaged in the development & production of microwave tubes and components for TV & communications. Bomac produces magnetrons, silicon diodes and duplexers for radar.

From Dick Tracy, who gave the world the wrist radio, comes a new electronic crime-detection device, currently featured in his comic strip: a combination TV camera-transmitter, which, when attached behind the grille of a criminal's automobile, transmits to police headquarters a clear picture of where the getaway car is going. Don't laugh—we now have wrist radios.

Magnavox adds a 21-in. color TV console to its 1959 line with a suggested retail price of \$895 in mahogany and \$950 in cherry or walnut.

Canadian TV sales to dealers dropped to 430,980 in 1958 from 470,823 in 1957.

Certification of TV servicemen as "competent TV technicians" would be provided under the terms of bills introduced in N. Y. State legislature by Sen. Joseph F. Ferriconi (Bronx) and Dorothy Bell Lawrence (Manhattan). Application for certification would be voluntary. A 3-man board would be established to give tests. The measures had the endorsement of Atty.-Gen. Louis J. Lefkowitz who recently concluded an investigation of TV repair frauds in N. Y. City. The bills would also ban sale or advertising of used TV, radio and X-ray tubes without a descriptive label.

Financial

A Giant is Born: A \$1.8 billion corporation straddling the fields of communications, electronics, lighting, photography, chemistry & metallurgy was officially formed this week when stockholders of General Telephone Corp. and Sylvania Electric Products Inc. overwhelmingly approved the merger of the 2 companies into General Telephone & Electronics Corp. The name change will be effective about March 5, and Sylvania will become a wholly-owned subsidiary of the new firm, retaining its present management.

GT pres. Donald C. Power becomes chairman of GTEC and Sylvania chairman Don G. Mitchell will be GTEC's pres. Power predicted that gross operating revenues of the combined company this year will exceed \$1 billion. Total volume of the 2 companies last year was about \$900,000,000. (For details of the merger, and holdings of the combined company, see Vol. 14:45.)

At the Sylvania stockholders meeting in Boston, pres. Mitchell reported that 1958 sales were 3% below 1957's record figure, making last year the firm's second best sales year. Earnings dropped somewhat more sharply. He gave this preliminary report for the year ended Dec. 31:

	1958	1957
Net sales	\$333,255,732	\$342,957,061
Net income	8,373,370	12,655,839
Earned per common share ..	2.23	3.48
Shares outstanding	3,585,218	3,526,274

Complaint of stock fraud was filed by SEC this week against Alexander Guterma, chairman of F. L. Jacobs Co. and pres. of Mutual Broadcasting System. Auto-parts-manufacturer Jacobs Co. controls Scranton Corp., which last year acquired big phono maker Symphonic Electronics, Hal Roach Studios and MBS (Vol. 14:22, 47). In a complaint filed in N.Y. District Court, SEC charged that the Jacobs Co. and Guterma were employing a fraudulent scheme in the offer & sale of stock. Judge Dawson signed an order directing Guterma to show why a preliminary injunction should not be issued against his alleged activity in the stock. Meanwhile, SEC issued an order suspending trading in F. L. Jacobs stock for 10 days. Last December, the N.Y. Stock Exchange suspended trading in the stock (Vol. 14:49). The latest order also affects the over-the-counter market. SEC said it believed Jacobs stock pledged as collateral for loans had been sold because of default and that this stock had not been registered with the Commission. Guterma, at last report, owned 150,000 of Jacobs' 960,000 shares. In its affidavit filed in court, SEC said "the chaotic condition of the records of Jacobs, the desperate nature of the financing steps . . . the failure to file reports . . . the large and suspicious flows of cash to Comfior Inc. [another corporation], all bespeak grave doubts as to the condition of Jacobs and the value of its stock." Guterma denied the charges, and said he had furnished all available information requested by the SEC.

Tung-Sol's sales and profits dropped last year, v.p.-treas. H. Merle Darling said this week, due to the "soft" TV-radio market and the decline in auto production. He said earnings were down to "roughly \$2,600,000, or \$2.60 a share" from 1957's \$3,129,916 or \$3.31. Sales were "slightly short of \$60,000,000" vs. \$64,106,913 in 1957. A slight upturn came in Nov. & Dec., he added. He said the newly acquired Chatham Electronics div. (about 70% govt. contracts) hasn't yet "justified its purchase," contributing about \$9,000,000 in 1958 compared with some \$12,000,000 expected from the div. The first quarter, ending March 28, should bring about \$750,000 in earnings, more than \$16,000,000 in sales, as opposed to \$533,422 & \$13,730,470 in 1957's first quarter. Darling said the newly developed cold-cathode tube (Vol. 15:4-5) wouldn't be much of a factor in profits even in 1960, although "we might get some volume next year."

Texas Instruments reported record sales and earnings for 1958, exceeding previous estimates because of "an unusually favorable 4th quarter," pres. Patrick E. Haggerty declared. The statement was filed with SEC in connection with TI's proposed merger with Metals & Controls Corp., Attleboro, Mass. (Vol. 14:52). Stockholders of M & C will vote on the merger April 10; TI stockholders April 15. M & C stockholders would have the option of receiving 3/4 of a share of TI common, or 8/10 of a share of new TI 4% convertible pfd. stock (par \$25) and 4/10 of a share of TI common, for each M & C share. Preliminary report for the year ended Dec. 31:

	1958	1957
Net sales	\$91,953,845	\$67,338,574
Net income	6,000,928	3,765,362
Earned per common share ...	1.84	1.11
Shares outstanding	3,256,988	3,256,988

General Precision Equipment Corp., in a preliminary report, noted a decline in earnings, which chairman Hermann G. Place said reflected the heavy non-recurring costs of establishing new fields of business and closing 2 unprofitable subsidiaries. The company's order backlog as of Dec. 31, 1958 totaled \$168,000,000, compared with \$160,000,000 at the end of 1957. The preliminary report for the year ended Dec. 31:

	1958	1957
Sales	\$168,333,316	\$185,093,842
Net income	304,267	4,263,949
Earned per common share ...	—	3.03
Shares outstanding	1,125,810	1,125,810

Consolidated Electronics Industries reports slight decreases in sales and earnings for the first fiscal quarter, but notes that sales and earnings of the Mepco div.—included in last year's results—are not included in the 1958 report, since Mepco is now a division of Sessions Clock Co., an unconsolidated subsidiary. Report for 3 months ended Dec. 31:

	1958	1957
Net sales	\$8,627,983	\$8,799,710
Net income	653,087	748,497
Earned per common share ...	83¢	95¢
Shares outstanding	787,500	787,500

Beckman Instruments reports higher sales for 6- and 3-month periods ended Dec. 31, and a return to black-ink operation for those periods. For 6 months ended Dec. 31:

	1958	1957
Sales	\$21,206,743	\$19,627,983
Net income (loss in 1957) ...	1,014,489	(82,215)
Earned per common share ...	75¢	—
For 3 months ended Dec. 31:		
Sales	10,994,299	9,040,940
Net income (loss in 1957) ...	395,006	(372,927)
Earned per common share ...	30¢	—
Shares outstanding	1,354,343	1,325,843

Motorola's first-quarter 1959 sales are expected to exceed \$55,000,000, and earnings will total about \$2,000,000, compared with \$40,894,000 and \$677,000 for first-quarter 1958, pres. Robert W. Galvin reported. He said the uptrend began in Sept. and reached "record monthly proportions" in Dec., adding that the company has "projected" first-quarter sales increases of 92% in TV, 200% in record-playing equipment and 10% in 2-way radio communications, with "substantial sales gains" for military electronics and car radio sales.

Muntz TV, operating under Chapter X reorganization since Jan. 1956, showed a 30% increase in earnings and 39% increase in sales for the 5 months ended Jan. 31, compared with the same 1958 period, chairman Floyd G. Dana told a stockholders meeting in Chicago this week. He added that sales for the first 6 working days of Feb. were \$190,323, as opposed to \$72,812 a year ago. He said the company will have paid off its back taxes by April 1960 and will begin paying off its promissory note by June 1961. Dana gave the following report for 5 months ended Jan. 31:

	1959	1958
Sales	\$3,063,683	\$2,210,927
Net earnings	219,311	168,578
Wells-Gardner & Co., maker of private-label TVs & radios, reports a more than 7-fold increase in net income for 1958 over 1957. For the year ended Dec. 31:		
	1958	1957
Net income	\$560,000	\$76,573
Earned per common share ...	1.35	18¢

Webcor reports net income of \$422,000 (65¢ a share) for 6 months ended Dec. 31, 1958 on sales of \$18,239,000. For 3 months ended Dec. 31, the figures were \$286,000 (44¢) & \$10,169,000. No comparable 1957 figures are available because of a change in the company's fiscal year.

Official Films Inc., in an unaudited report for 6 months ended Dec. 31, 1958, shows net income of \$4683 on sales of \$486,795. Comparable 1957 figures aren't available. The statement shows the company's earned surplus increased to \$379,418 from \$374,735 as of June 30, 1958, and that the firm has \$770,586 in cash and \$1,847,589 in current accounts receivable, with total current liabilities of \$1,269,510. For the last fiscal year, ended June 30, Official reported a loss of \$180,095 (Vol. 14:41). In addition to entering the black, the company has paid off a \$760,692 bank loan during the last 6 months.

Indiana Steel Products, producer of permanent magnets for TV-radio, reports for the year ended Dec. 31:

	1958	1957
Net income	\$540,000	\$807,280
Earned per common share ...	1.84	2.75

Hewlett-Packard Co. reports, for year ended Oct. 31:

	1958	1957
Net income	\$2,212,497	\$2,402,577
Earned per common share ...	72¢	79¢

Corporation	Amt.	Payable	Stk. of record
Amer. Bestg.-Para.			
Theatres	\$0.25	Mar. 14	Feb. 20
Amer. Tel. & Tel.	2.25	Apr. 10	Mar. 10
Canadian GE	2.00	Apr. 1	Mar. 16
CBS30	Mar. 13	Feb. 27
Famous Players, Canada .	.37½	Mar. 12	Feb. 19
General Telephone50	Mar. 31	Mar. 12
Herold Radio	(Omitted Feb. 12)		
Sonotone Corp.07	Mar. 31	Mar. 6
Thomp. Ramo Wooldridge	.35	Mar. 14	Feb. 27

Stock Transactions

Officers-&Directors stock transactions as reported to the SEC for Jan.:

AT&T. Eugene J. McNeely bought 45, holds 305. Kenneth A. Spencer bought 200, holds 342.

Avco. Victor Emanuel exercised option to buy 108,000, holds 134,000. James R. Kerr exercised option to buy 5200, holds 5600. Frank S. Larson exercised option to buy 3600, holds 6100. Kendrick R. Wilson Jr. exercised option to buy 6900, holds 9400.

Columbia Pictures. Charles Schwartz bought 3700 through Fico Corp. in which 13 other officers & directors are beneficial owners, sold 1600 through partnership, holds 50,386 in Fico Corp., 13,241 in partnership, none personally.

Corning Glass. Wm. H. Armistead sold 500, holds none. John F. G. Hicks sold 1000, holds 3250. Frederick H. Knight sold 1500, holds 585.

DuMont Labs. Allen B. DuMont sold 7000, holds 19,801.

Electronic Communications. Charles A. Sereno bought 500, holds 600. Lorian W. Willey bought 166, holds 266.

Electronics Corp. Laurance D. Sibley sold 2001, holds none. John H. Troll exercised option to buy 175, holds 275.

Emerson. Benjamin Abrams bought 1100, holds 270,718 personally. 30,313 in trusts, 66,949 in foundations. Harold Goldberg bought 810, holds 1620. Harvey Tullo bought 1266, sold 1509, holds 5152.

GE. Lemuel R. Boulware bought 4500, holds 11,250.

General Instrument. Martin C. Barell sold 200, holds 100.

General Telephone. H. L. Nichols bought 225, holds 1960.

Guild Films. John J. Cole sold 34,000 pledged as collateral for loan, holds none. David Van Alstyne Jr. sold 4000 as trustee, holds 4000 as trustee, 7207 personally.

ITT. John C. Copelin bought 2000, holds 2044. John E. Gingrich bought 2400, holds 2544. Charles D. Hilles Jr. bought 1000, sold 1000, holds 1553. Paul F. Swantee bought 3040, holds 3152.

Litton Industries. Roy L. Ash bought 6220 in partnership through exercise of options by employees, holds 6031 in partnership, 50,365 personally. Lewis W. Howard acquired 381 in exchange for Triad Transformer stock, holds 3805. Norman H. Moore bought 6000, holds 20,090. Carl A. Spaatz sold 200, holds 3300. Charles B. Thornton bought 13,685 in partnership through exercise of options by employees, holds 13,266 in partnership, 123,249 personally.

Loew's. Joseph Tomlinson sold 71,200, holds 78,800 personally, 20,000 in Corp. A.

P. R. Mallory. J. E. Cain bought 2500, holds 22,491 personally, 1020 in trusts, 2080 in Niac Co.

National Telefilm Assoc. E. Jonny Graff sold 900, holds 2300.

National Theatres. B. Gerald Cantor bought 4000, holds 100,000 personally, 15,000 in Cantor Fitzgerald & Co., 5000 in Cantor & Sons, 3000 in Cantor Fitzgerald Foundation, 1500 in Cantor Fitzgerald & Co. profit sharing trust, 1000 in First Nevada Corp.

Philco. Gaylord P. Harnwell bought 180, holds 714. Robert F. Heri sold 500, holds 24,953.

Philips Electronics. James J. Coll sold 815 through corporations, holds 48,121 in corporations, 3834 personally, 8327 for wife, 10,839 for daughter.

RCA. Robert A. Seidel sold 640, holds 500.

Raytheon. Ray C. Ellis bought 925, holds 2425. David R. Hull exercised option to buy 500, holds 1050. Robert L. McCormack sold 580, holds 1520.

Republic Pictures. Edwin Van Pelt sold 2500, holds none. Douglas T. Yates bought 13,927 through Tonrud Inc., sold 2000 through Tonrud Inc., holds 208,264 in Tonrud Inc., 4027 personally.

Siegler. Frederick L. Anderson sold 7000, holds 48,026.

Skiatron Electronics & TV. Kurt Widder sold 1000, holds 6900.

Standard Coil Products. James O. Burke sold 14,500, holds 405,650 personally, 26,000 in Tripp Building Corp.

Stanley Warner. W. Stewart McDonald bought 300, holds 500.

Sylvania. Frank J. Healy bought 510, holds 4384. Don C. Mitchell exercised option to buy 1000, holds 3296 personally, 1000 in Waldon Inc. Colman H. Pilcher bought 260, holds 314.

Universal Pictures. Preston Davie bought 100, holds 100.

Warner Bros. Jack L. Warner sold 3000, holds 228,999 personally, 1400 in trust.

Westinghouse. Bruce D. Henderson exercised option to buy 813, sold 500, holds 818.

Bernard Kilgore, pres. of Dow Jones & Co. (publishers of the *Wall St. Journal*), and owner of weekly *Princeton Packet* is among group of 18 applying for a 1350 kc, 5 kw U radio station in Princeton, N. J. Others in the group are Horace W. Gross of Washington consulting firm, Howard S. Frazier; Kevin Kennedy, v.p. of Kenyon & Eckhardt, N. Y.; Ted Estabrook, owner of WHOO, Orlando, Fla.

Station Balance Sheets

Capital Cities TV Corp. (Lowell Thomas group), licensee of WTEN (Ch. 10) & WROW, Albany, and WTVD (Ch. 11), Durham-Raleigh, filing pro forma balance sheet in connection with its \$6,500,000 purchase of WPRO & WPRO-TV, Providence (Ch. 12), also shows the source of loans to finance the purchase. Banks will lend \$6,000,000 at 5 percent, due in 5 years; and \$1,500,000 in 5-year, 6%, subordinated debentures will be issued to John Poole, Mich. attorney and former general counsel of Storer Bestg. Co. The debentures have attached rights permitting Poole to purchase 214,285 shares of Capital Cities at \$7 per share.

The \$6,500,000 purchase price is broken down, major items being \$3,213,140 for license & network contract, \$1,919,390 for TV equipment. Capital Cities' pro forma balance sheet as of Nov. 30, 1958, is as follows:

Total assets	\$10,494,453
Total liabilities	8,417,694
Capital & surplus	2,076,759
Current assets	1,010,949
Property, plant & equipment ...	9,028,259
Current liabilities	1,126,360
Long term debt	7,291,334
Earned surplus (deficit)	709,149

Cherry & Webb Bestg. Co., licensee of WPRO and WPRO-TV, Providence, R.I. (Ch. 12), have filed application for transfer of stations to Capital Cities Television Corp. for \$6,500,000 (Vol. 14:51). As of Nov. 30, 1958:

Total assets	\$1,629,112
Total liabilities	660,676
Capital & surplus	968,436
Current assets	1,199,903
Property, plant & equipment ..	423,042
Current liabilities	660,676

WTVY Inc., licensee of WTVY, Dothan, Ala. (Ch. 9) as of Nov. 30, 1958:

Total assets	\$213,672
Total liabilities	75,471
Capital & surplus	138,201
Current assets	47,223
Property, plant & equipment ..	153,072
Current liabilities	75,472
Earned surplus	33,201
(including 10-month profit to Nov. 30 of \$16,626)	

Midland Empire Bestg. Co., licensee of KGHL and KGHL-TV, Billings, Mont. (Ch. 8) as of Nov. 30, 1958:

Total assets	\$544,763
Total liabilities	547,875
Capital (deficit)	3,112
Current assets	58,562
Property, plant & equipment ..	476,562
Current liabilities	34,547
Long term debt	513,328

Reports & Comments Available: CBS, analysis by Sidney B. Lurie of Josephthal & Co., 120 Broadway, N.Y., and by W. E. Burnet & Co., 11 Wall St., N.Y. . . . Magnavox, surveys by Walston & Co., 120 Broadway, N.Y. and by Eastman Dillon, Union Securities & Co., 65 Broadway, N.Y. . . . RCA, a study by Laird, Bissell & Meeds, 120 Bdway, N.Y. . . . AB-PT, an analysis by Cohen, Simonson & Co., 25 Broad St., N.Y. . . . Lab for Electronics, an analysis by Gregory & Sons, 75 Wall St., N.Y.

Electro-Voice Inc. 150,000-share offering of capital stock at \$16 a share was oversubscribed, according to the underwriting syndicate headed by F.S. Moselcy & Co.

GE transfers hi-fi components to radio receiver dept., Bridgeport, Conn., from specialty components dept., Auburn, N. Y.

More about

DR. SCHWARTZ & OVERSIGHTERS: Ex-chief counsel Dr. Bernard Schwartz of the House legislative oversight subcommittee, who raised some big FCC rumpuses on Capitol Hill before he was summarily bounced from his job a year ago (Vol. 14:7), was heard from again this week—with a small bang.

As the release date approached for his upcoming book denouncing the subcommittee for “whitewashing” its FCC probes (see p. 3), the tome got page-one newspaper play on an allegation that President Eisenhower’s press secy. had “intervened against an applicant” in an Albany-Schenectady TV case. It’s one of 17 cases mentioned in Dr. Schwartz’s book—*The Professor and the Commissions* (Alfred A. Knopf, 275 pp., \$4)—as having escaped “full-scale inquiry.”

In a much earlier teaser for the book, Drew Pearson’s column carried page-proof excerpts from the 17 citations late last year. But the story didn’t win general circulation until *N.Y. Times* and *Herald Tribune* reporters, working from advance copies, followed it up (Feb. 7) by asking Hagerty.

Hagerty’s comment: “Dr. Schwartz was either misinformed or was deliberately lying.”

In N.Y., where Dr. Schwartz teaches law at NYU, the author said that Hagerty still needs investigation. “I have not charged that the decision in this case was based on anything but the record, but there was intervention by the White House,” Dr. Schwartz insisted.

Of the other neglected TV cases listed by Dr. Schwartz in his book as deserving “public scrutiny,” he mentions a name only in one. This was “the award of a channel in Fresno, California [where Mr. Murray Chotiner was active in behalf of one side].”

The book doesn’t say so, but the Fresno case involved the 1956 award of Ch. 12 to KFRE-TV (Vol. 12:2). There were rumors—subsequently explored in 1956 by the Senate investigations subcommittee headed by Sen. McClellan (D-Ark.)—that Chotiner, a 1952 campaign aide of Vice President Nixon, received \$50,000 in “pay-offs” in connection with TV cases. Chotiner’s activities in connection with defense contracts were criticized by the McClellan committee, but the TV rumors weren’t pinned down.

We reached Chotiner in Los Angeles and asked him about Dr. Schwartz’s mention of him. “Is that all that is said in the context?” he asked. “I haven’t seen the book and can’t make any direct comment without reading it.” Chotiner said, however, that: “All of the facts pertaining to my representation of any clients before all federal agencies were submitted by me to the Govt. Operations Investigating Committee headed by Sen. McClellan.”

Of the other TV cases nominated by Schwartz for “full-scale inquiry” by Congress, all were among 17 he cited on an ABC-TV *College News Conference* show in April, 1958. Most have long been on the oversight subcommittee’s unfinished-business list, too (Vol. 14:20), and presumably will go on the futures book of any successor House committee.

They include Madison (“A commissioner,” writes Schwartz, “participated in a victory celebration of the winning applicant”), Mobile (“A leading Republican in the state had influenced the Commission against a Democratic newspaper”), Chicago (“There were constant private meetings between network officials and Commission members”), Petersburg, Va. (“The deciding FCC vote was

cast by a commissioner who had been entertained by the winning applicant”), Indianapolis, Denver, Miami Ch. 7, St. Louis, Tampa, Hartford. Another: Boston Ch. 5, which was explored last year by the subcommittee.

In his book Dr. Schwartz also demands to know why congressional investigators don’t find answers to such questions as these: “Why did the FCC under Chairman McConnaughey (a former telephone-company lawyer) override staff recommendations and terminate investigation into AT&T charges? Why did the same Commission permit AT&T to earn during 1955-7 some \$159,000,000 more than they were entitled to?”

We asked McConnaughey (now in private law practice in Columbus, O.) if he wanted to defend himself at Schwartz’s bar. Chuckling, McConnaughey said: “I wouldn’t have any comment on any statement Dr. Schwartz would make. I would have to read the whole book to see if there is anything in it I should comment on.”

Schwartz’s interest in the AT&T rate case apparently stemmed from hearings last spring by the House Judiciary anti-monopoly subcommittee headed by Chairman Celler (D-N.Y.). The Bell System was earning 7½% on its total investment, whereas other permitted earnings of public utilities ranged down to 6%. Celler came up with a \$159,000,000 “overcharge” figure by multiplying the rate difference between 6% & 7½%. The Judiciary subcommittee’s hearings on the point were inconclusive, however.

But most directly in line of fire by Dr. Schwartz in his book are members of the now-dissolved oversight subcommittee, most of whom he accuses of trying to stifle him when he was chief counsel. One exception to his indictment is Rep. Moss (D-Cal.) who sponsored Dr. Schwartz in the first place. The ex-counsel suggests Moss would make a good chairman for a continuing probe of the FCC.

There was no reported comment—at least for quotation—by other subcommittee members who had seen advance copies of *The Professor and the Commissions* this week, but Moss told us: “There’s probably going to be a mixed reaction to the book. It contains a certain amount of prejudice. But I think it has a pretty good statement of our problems. I had great confidence in Dr. Schwartz. I still have great confidence in him.”

Baseball TV Suit Lost: N. Y. Federal Judge Dimock this week dismissed a \$250,000 damage claim against 16 major league baseball teams and commissioner Ford Frick by a minor club which charged that TV & radio broadcasts of major games drove it out of business. The judge held that rule 1-A in the major-minor league agreement covered only physical invasion of a minor’s territory by a major club and that the compact had nothing to do with broadcasts of games. During trial of the suit, brought by pres. Frank D. Lawrence of the defunct Portsmouth, Va. club in the Piedmont League, Frick said that major club owners realized that minors suffered from TV trouble, but that anti-trust laws prevented restrictions of broadcasts. He said baseball’s hope is that Congress will pass a bill this session giving immunity from monopoly rules (Vol. 15:6).

NAB intervened this week in an inter-union dispute between AFTRA & Screen Actors Guild, asking the NLRB to exclude station-employed TV performers from any decision on jurisdiction over taped commercials. NAB said that AFTRA’s petition for an election to determine jurisdiction makes no distinction between station employees and performers employed by networks, package producers & others, although separation has been NLRB precedent in other cases.

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The authoritative newsletter for executives of TV and associated radio and electronics arts & industries

SUMMARY-INDEX OF WEEK'S NEWS

ENGINEERS FORESEE CHANNEL SQUEEZE-INS as probable FCC answer to vhf station scarcity. Poll of consultants compares the realistic with the ideal (pp. 1 & 16).

BOSTON CASE—'CONTACTS, YES; INFLUENCE, NO'—That's theme of first week's testimony in FCC hearing on its award of Ch. 5 to WHDH-TV (pp. 1 & 4).

WHAT'S WRONG WITH BROADCASTING? New book by Dartmouth Prof. Smead doesn't provide the answers, but it's a searching social history of the industry (pp. 2 & 6).

UNSNARLING DAYLIGHT-TIME SNARL: Video tape to provide more repeats, AT&T more microwave circuits than ever before. Only 2 major gaps due in time changes (pp. 2 & 6).

HARRIS UNDER WAY AGAIN on FCC legislative & investigative fronts. He submits omnibus "reform" bill & reconstitutes house oversight subcommittee (p. 3).

EQUAL TIME MEANS JUST THAT, FCC decides as it rules that newsclips of Chicago Mayor entitle opponent to TV appearances, too. CBS appeals decision (p. 5).

PROGRAM DATA COMMENTS on FCC's proposed changes in license renewal forms range from 100% concurrence to 100% disagreement. Deadline extended (p. 5).

Manufacturing-Distribution-Finance

CUBA RESTRICTS TV-RADIO IMPORTS by requiring permits. Set makers say they must get new credit lines (p.11).

BIG EDUCATIONAL TV MARKET is getting the attention of the industry's top merchandisers. Authorities in the field give specifications for ETV sets (pp. 11 & 13).

GUTERMA OUT, ROACH IN as chief owner & officer of Hal Roach Studios, MBS, Scranton Corp. & Jacobs Co. Plenty of TV-radio ramifications in tangled financial web (p. 14).

NORTHROP-PAGE WEDDING combines world-wide communications skills of Page Communications Engineers with big-business know-how of Northrop (p. 14).

DEPARTMENTS: Congress (p. 3). FCC (p. 4). Networks (p. 6). Stations (p. 8). Advertising (p. 10). Film & Tape (p. 10). Trade Report (p. 11). Financial (p. 14).

ENGINEERS FORESEE VHF CHANNEL SQUEEZE-INS: Ever since there has been a TV allocations problem—i.e., ever since demand for stations grew to point where there was a scarcity—the common shoulder-shrugging solution offered has been: "Cut vhf mileage spacings, vary powers & heights, use directional antennas—all within the present 12 vhf channels." In short, do in TV the equivalent of what has been done in AM over the years.

Well, sir, if you want to know the truth, that's still considered most likely course of FCC action by majority of those scarred veterans of the allocations wars—the consulting engineers.

We polled a cross-section of engineers this week, promising them anonymity, & the foregoing is a strong consensus of what FCC will do—regardless of individual opinions as to what it should do. Each of these gentlemen presents a normal mixture of realism and cynicism. In formal presentations to Commission, they'll go all-out for their clients' positions. In off-the-record conversations, they'll lean back & give you their "overall" views. For direct quotes from 8 top-notch men whom we consider to be representative of the consulting engineer fraternity, see our roundup on p. 16.

BOSTON CASE -- 'CONTACTS, YES; INFLUENCE, NO': Nobody did anything wrong in the Boston Ch. 5 case, everybody testified this week. Those New Englanders, with traditional political savvy, contacted just about everyone in Washington they could think of, but none of this was designed to gain undue advantage, they said.

The parade of big names was astonishing, out-glittering the name-dropping in the famed Miami Ch. 10 case. Differing from latter, however, was fact that no money has been mentioned. In Miami case, ex-Comr. Mack had received loans from friend Thurman Whiteside, who is charged with having influenced Mack in favor of Ch. 10 winner National Airlines—though National said it didn't authorize any such activity.

Letters, phone calls and personal contacts were made with abandon—addressed to President Eisenhower, members of his Cabinet, FCC members, Massachusetts senators & congressmen—by several of the 4 contestants for Ch. 5. Principals of applicants freely admitted the contacts, but all avoided like the plague any admission that they or their highly-placed friends directly urged any FCC member to vote specifically for their applications.

Hearing is running slowly before examiner Judge Horace Stern, the retired Pennsylvania Supreme Court Chief Justice who also has heard Miami case. It resumes Feb. 24. FCC's team of attorneys, headed by assoc. general counsel Edgar Holtz, hopes to end its case Feb. 25. After that, it's up to parties' attorneys. It's expected that at least another week will be necessary. (For details of week's hearing, see p. 4.)

WHAT'S WRONG WITH BROADCASTING? Comes now a lay critic of the broadcast industry who doesn't think its "public interest" deficiencies can be corrected by any such cure-alls as: (1) Reforming FCC. (2) Suppressing Madison Ave. (3) Substituting symphonies for Westerns (4) Requiring network executives to pass cultural tests. (5) Passing some new laws.

In fact, no smashing indictments of broadcasters are made—and few conclusions reached—by Dr. Elmer S. Smead of Dartmouth in new book, "Freedom of Speech by Radio & Television," which Washington's Public Affairs Press published this week (see p. 6). For a change in recent literature of broadcasting, it's not expose or diatribe, so it's unlikely to light on best-seller lists.

Book is sober, searching study of broadcasters' economic, political & programming troubles since '20s. Instead of presuming to know answers to all the questions, Dr. Smead asks one: "In the light of the vagueness of the term 'public interest' & the many conflicting ideas of good & bad, can the search for a public interest ever be satisfactorily concluded?"

Dr. Smead's work is a wide-ranging social history of broadcasting. In preface, Civil Liberties Union lawyer Morris Ernst says it "gives the story so that the reader can think & think & think." It's recommended reading—in particular for TV critics who've been leading recent press attacks on the medium (Vol. 15:5).

Problems of censorship also are explored in study released this week by the Fund for The Republic, titled "Taste & The Censor in Television" (see p. 6).

UNSNARLING THE DAYLIGHT-TIME SNARL: Praise AT&T and pass the tranquilizers—that's been behind-the-scenes cry at networks last few weeks as daylight saving time headaches reached their yearly migraine proportions.

The annual problem: With some areas shifting to daylight time, others remaining on standard, how to hold dislocation to a minimum in network program schedules across nation?

Thanks to video tape repeats & expansion of AT&T's microwave facilities, last year's daylight-time network schedules were best to date. With more TV tape facilities & know-how, and some added microwave relays, major time-change disruptions will be virtually wiped out this year.

The summer repeat schedule was completed this week in last of a series of conferences between networks and AT&T. The result: Except for 2 problem areas, virtually all major cities—whether they stay on standard time or change to daylight—will see network programs in their customary clock-time slots after DST begins April 26.

Cost to networks will run into millions, as complicated schedule of tape & film repeats is synchronized with random pattern of time changes across country. These 2 areas will be only ones to feel any substantial dislocation:

Oregon & Washington, which will remain on standard time, will see all programs hour earlier than usual during Apr. 26—Sept. 27 period when California is on daylight time. Their programs are relayed from Los Angeles, and there aren't enough network microwave circuits for a delayed rerun for these states.

Either Wisconsin or Minnesota viewers will have to change their TV habits this spring if Minnesota legislature again decides to have DST from Memorial Day to Labor Day. The AT&T lines running through the 2 states aren't adequate to take care of repeats, and, since Wisconsin has DST April 26—Oct. 25, there will be schedule dislocations in one state or the other April 26—May 30 & Sept. 7—Oct. 25. Some "local-option" communities in other states will also have time-change problems.

During daylight time, each network will transmit each show at least 3 times: (1) The live show or first run, for Eastern & Midwest areas which observe daylight time. (2) First tape (or film) repeat one hour later, for places in these areas which remain on standard time. (3) Second repeat, from Los Angeles, 3 hours after original telecast, for West Coast. For some shows, there's additional repeat from Los Angeles, to feed Mountain Time zone.

CBS & NBC will maintain main tape repeat centers in N.Y. (NBC had its center on West Coast last year), ABC continuing to use Chicago as repeat headquarters. West Coast repeats continue, as always, from Los Angeles.

Daylight-time problem is further complicated by lack of uniformity among areas which observe "fast time." For example, some states have local option—a few cities switching time, others sticking to standard. Length of daylight-time period varies among states—while most daylight-time states will set clocks ahead one hour April 26 & set them back Oct. 25, California, Indiana & others go back to standard time Sept. 27. Last year, Minnesota had DST from Memorial Day to Labor Day—but state legislature hasn't decided what to do this year.

For more details on time-zone problems, see p. 6.

The Week in Congress

HARRIS UNDER WAY AGAIN: One of the weightiest bills of this session of Congress, carrying out recommendations by last year's House Commerce legislative oversight subcommittee for stem-to-stern reform of FCC & other federal regulatory agencies (Vol. 15:1), plopped into the hopper this week.

There were no surprises, however, in the 76-page measure (HR-4800) which Chairman Harris (D-Ark.) introduced to "strengthen the independence & effectiveness of, and to increase the confidence of the public in" the 6 agencies—with special attention to the FCC. The bill didn't go beyond the broad legislative outline sketched by the subcommittee.

At the same time—to nobody's surprise—Harris announced at a full-house press conference that a new Commerce subcommittee, still headed by himself, would carry on from where the 1957-58 oversight investigative unit left off. Harris said he'd need \$350,000 in special funds (vs. \$310,000 spent in 1957-8) for the subcommittee—whose cumbersome name was left unchanged. No staff has been picked (although oversight counsel Robert Lishman again is on the Harris payroll) & no date for resumption of FCC probes was established.

In another investigative move, Harris assigned to the Commerce communications & power subcommittee, also chaired by himself, a long-pending "study" of radio spectrum allocations to see what legislation is needed for "fair distribution of available frequencies" to military & commercial users. Harris said he wants a special staff of "experienced technical people" to start this study which will cost \$150,000.

* * * *

There was no certainty, meanwhile, that the omnibus administrative reform bill introduced by Harris will have any clearer sailing toward enactment than a similar—but much more modest—measure which he proposed last spring. That bill got hung up in the full Commerce Committee after he pushed it through the oversight subcommittee (Vol. 14:34).

But if this Congress does pass some legislation to purify the agencies—and that's a fair bet—the Harris bill probably will provide the framework for it. Among other things, it: (1) Provides for \$10,000 fines and one-year jail sentences for anybody—members of Congress not excepted—who tries to influence the FCC improperly. (2) Requires agencies to enforce codes of ethics and make all communications on cases part of their public files. (3) Abolishes honorariums for speeches by FCC members. (4) Permits the President to fire commissioners who neglect their duty. (5) Gives agencies the right to elect their own chairmen.

Before Harris gets through with hearings on his bill, which he said will start "just as early as the schedule will permit," it's likely that he'll find some legislative competition from the Senate side. Sen. Carroll (D-Colo.) will embark shortly on a Judiciary subcommittee probe of all administrative practices (Vol. 15:7), and it may match any Harris headlines. In addition to a flock of agency ethics bills already on hand in the Senate, a draft of an FCC "ripper" measure was being worked on by Sen. Proxmire (D-Wis.). In line with suggestions which were heard—but never formalized—last year, he may propose that a panel of judges replace the FCC to make decisions & grants, while routine actions would be handled by a communications administrator.

"I certainly offer no criticism of the Harris bill," Carroll told us. "I think its recommendations are good. My only apprehension is that it confines itself to the 6 agencies. We can't have double standards of morality in the Govt. Single standards ought to apply to all of the Govt." Carroll still was trying to pick a staff for his probe from among more than 100 job applications which have flooded his office in the past 2 weeks.

In addition to Harris, members of the new House legislative oversight subcommittee are Reps. Mack (D-Ill.), Rogers (D-Tex.), Flynt (D-Ga.), Moss (D-Cal.), Bennett (R-Mich.), Springer (R-Ill.), Derounian (R-N.Y.), Devine (R-O.). Conspicuously missing from last year's roster: Rep. Moulder (D-Mo.), who was subcommittee chairman until he resigned in protest against the subcommittee's dismissal of chief counsel Dr. Bernard Schwartz (Vol. 15:7). Harris blandly explained that Moulder didn't want to stay on the oversight unit, that he preferred to work with the transportation & aeronautics subcommittee headed by Rep. Williams (D-Miss.), who also dropped off the oversight unit.

Harris had no word on the outlook for hearings by his Committee on still another area in its far-flung jurisdiction—pay TV. His resolution (H. Res. 130) banning all types of pay TV—on the air or by wire—but permitting limited FCC tests, presumably has been on top of the Committee's new-session agenda since it was introduced more than a month ago (Vol. 15:3).

Sen. Butler (R-Md.) pushed himself into the pay-TV arena this week. In a statement, he said TV shows with their "homicidal themes" and commercials "geared to know-nothings" may "force pay TV's acceptance by the American people." Butler said exceptions to his indictments of programs included *Gunsmoke* and *Perry Mason*.

* * * *

In other Congressional developments:

Sens. Humphrey (D-Minn.) & Proxmire opened another legislative campaign for enactment of a federal Fair Trade law—a drive which they pushed through hearings last session, but which stopped short of reaching floor votes in either Senate or House. A companion bill (HR-1253) to their new measure (S-1083) has been introduced in the House by Harris, joined by others. The sponsors professed confident hopes that they'll get action this year.

Rep. Magnuson (D-Wash.) submitted an amendment to the Internal Revenue Code (HR-4514) to remove excise taxes on co-op advertising.

Rep. Bentley (R-Mich.) joined House advocates of federal aid for educational TV with a bill (HR-4572) for govt. grants for the purchase of equipment for schools.

The FCC

More about

BOSTON CH. 5 & 'INFLUENCE': The testimony in FCC's hearing to discover whether anyone improperly influenced the decision which gave Boston's Ch. 5 to WHDH-TV (*Herald-Traveler*) opened before examiner Judge Horace Stern this week (see p. 1) with the newspaper's publisher Robert B. Choate on the stand.

Right off, he conceded he had lunched with then-FCC Chairman George C. McConnaughey—but he insisted his purpose was to argue that, as a matter of policy, FCC shouldn't discriminate against newspapers in awarding broadcast facilities. He made no attempt, he said, to impress McConnaughey with the merits of his particular application as against 3 competitors: Greater Boston TV Corp., Massachusetts Bay Telecasters and Allen B. DuMont Labs.

On further examination, Choate said that he had discussed his case with many other officials in Washington but that none had ever intervened on his behalf. These included: Presidential aides Sherman Adams & Max Rabb; Sen. Saltonstall (R-Mass.); Rep. Bates (R-Mass.). Sen. Saltonstall this week wrote FCC that he had advised all applicants who had appealed to him that "I would not interest myself on behalf of anyone."

Forrester A. Clark, v.p. of loser Massachusetts Bay Telecasters, then took the stand and trotted forth his list of bigwigs. He contacted them, he said, because he'd heard rumors that the other applicants were "active politically" and he wanted assurance that no one would interfere with FCC's deliberations. His list included: Presidential assistant Robert Cutler, UN Ambassador Henry Cabot Lodge, former Commerce Secy. Sinclair Weeks, FCC Chairman McConnaughey, Reps. Martin, Wigglesworth & Curtis (R-

Mass.), Sen. Saltonstall, GOP National Committee Chairman Leonard Hall.

Clark said that Cutler later reported that Adams had called McConnaughey and told him that "he was appointed to do a job and could count on no influence whatever from the White House." Clark also said Saltonstall told him he wouldn't do anything in the case but that he'd probably favor the *Herald-Traveler* "if anyone came to him."

Asked why he saw McConnaughey, Clark said he simply urged him to read the briefs in the case, prompting Stern to comment: "It would be embarrassing to tell a Commissioner to decide the case on merits."

* * * *

Former FCC chairman McConnaughey then gave his version of his lunches. He said that he "never shut the door" on anyone wanting to talk to him, but that he never discussed the merits of any adjudicatory case. As for FCC's policy on newspaper-station ownership, he said he saw nothing wrong in discussing that with anyone.

Charles F. Mills, retired v.p. of Boston's First National Bank, testified that he had arranged the luncheon between Choate and McConnaughey, because he had been on the Renegotiation Board with the latter. The purpose of the luncheon, he said, was to permit Choate to "size up" McConnaughey and learn what the procedures were in a contested case.

Officials of the *Boston Globe*, which was not an applicant, testified that they did all they could to block a grant to the *Herald-Traveler* because they believed the latter would have an unfair competitive advantage with the profits earned by a TV station.

Globe v.p.-treas. John Taylor said he and his cousin, *Globe* publisher Davis Taylor, spent 3½ days in Washington and talked with all 7 Commissioners. He said they sought to persuade the Commissioners not to give Ch. 5 to their newspaper competitor. McConnaughey didn't interrupt their tale, he said, but concluded with: "There is nothing you can do about it now." He also talked to Sen. Bridges (R-N.H.) and Payne R-Me.) "in a general way" but said that he didn't ask either for help.

The hearing resumes Feb. 24 with Davis Taylor on the stand.

* * * *

In the Miami Ch. 10 influence case, meanwhile, FCC scheduled oral argument on Judge Stern's initial decision for April 23. Stern had recommended that National Airlines' CP be revoked and that no applicant be "absolutely disqualified" in any further proceeding—although he believed that National and WKAT should have several strikes against them (Vol. 14:49).

The trial of ex-Comr. Richard Mack and attorney Thurman Whiteside was postponed from Feb. 16 to April 7 on the plea by defense attorneys that they haven't had sufficient time to prepare their cases. Mack's counsel Nicholas Chase is preparing great variety of motions—to subpoena witnesses and records, etc.—and he still asserts that the publicity climate in Washington will deny his client "due process." He said he referred to the activity of investigatory committees, FCC's forthcoming Miami oral argument, etc.

Sen. Smathers (D-Fla.), who had made several inquiries of the FCC in the Miami case, termed Judge Stern's criticism of his action "a palpable error." Noting that Smathers wrote the letter Jan. 20, FCC counsel Edgar Holtz said that the Commission should ignore the letter because Smathers could have testified in the case and because the time for filing exceptions to Stern's initial decision has expired.

Equal Time Means Just That: Modifying a 1957 ruling made in a similar Detroit election campaign complaint (Vol. 13:6), the FCC decided this week that perennial candidate Lar (America First) Daly is entitled to equal time on Chicago TV stations which carried news clip appearances of Chicago Mayor Richard J. Daley.

Now running for Daley's office and wearing his usual Uncle Sam costume, the Daly sans "e" protested in a 2000-word wire to the FCC that stations there had refused to give him time to match film performances by the mayor in greeting Argentine President Frondizi, appealing for March of Dime funds, etc. He also cited a 30-min. speech by Daley. The FCC voted that there's "no question" that Daly should get equal time for the speech. And by a 4-3 vote (Chairman Doerfer and Comrs. Craven & Cross dissenting), it ruled that Daly also deserves time for the Mayor's news clip performances, holding that Sec. 315 of the Communications Act doesn't exclude such appearances from its equal-time requirements. In its 1957 ruling, the FCC had decided that Sec. 315 didn't cover a "routine" appearance of a candidate in films of official ceremonies.

Involved in the Chicago issue were CBS's WBBM-TV, NBC's WNBQ, ABC's WBKB, *Chicago Tribune's* WGN-TV and educational WTTW—and the networks, in particular, aren't taking the FCC's decision lying down. At this week's end, CBS led off counter-protests with a quick appeal to the FCC for reconsideration. It was pointed out that the new equal-time interpretation could open the way to almost limitless demands by candidates every time an office-holder opens his mouth on a TV screen. As one network lawyer put it: "I suppose the FCC's ruling carries Sec. 315 to its logical conclusion, but like many logical conclusions, this one reaches the point of absurdity." Added CBS News v.p. & gen. mgr. Sig Mickelson: "The FCC's decision will virtually black out election coverage on radio & TV, both network & local . . . CBS will take all possible additional steps before the FCC, the courts & Congress."

Allocations Actions by the FCC: (1) Started rule-making proposing to classify Ch. 12, Wilmington, Del., as educational or to shift it to Atlantic City.

(2) Denied the petition of WREC-TV (Ch. 3), Memphis, to change its offset carrier requirement.

(3) Denied Sarkes Tarzian's petition to move the Ch. 4 occupied by his WTTV from Bloomington to Indianapolis. Commission recently granted him permission to identify the station with both Bloomington & Indianapolis.

(4) Started rule-making proposing to reserve Ch. 13 in Panama City, Fla. for educational use and to classify Ch. 30 for commercial use.

To speed up its application processing, the FCC this week amended its rules to allow applicants to waive their rights to a "McFarland letter." Latter is term given to procedures required by Sec. 309 (b) of the Communications Act, wherein the Commission informs an applicant why his application can't be granted without a hearing. In amending the rules this week, the FCC noted that applicants usually know why their applications can't be granted without a hearing—generally because of competing bids—and the procedure does nothing but delay things. Comr. Ford dissented, stating that he believes the Commission is circumventing a clear mandate of Congress.

An initial decision granting Ch. 8, Waycross, Ga. to the Georgia State Board of Education was issued this week by FCC examiner Forest L. McClenning, following the dropout of competitor John H. Phipps.

PROGRAM DATA COMMENTS: The Federal Communications Bar Assn. and more than 30 licensees this week beat the FCC's Feb. 18 deadline for comments on rule-making leading to changes in program sections of renewal forms—but additional comments were invited anyway. The deadline, first set for Jan. 19 (Vol. 14:48), was pushed ahead again to Feb. 25.

FCBA asked the FCC to arrange a seminar for all parties before a final vote is taken on adoption of new rules. Meanwhile, the lawyers had some criticisms of FCC's proposals: (1) The form "gives no recognition" to differences between network & independent operation, single-station vs. multiple-station markets, etc. (2) Some stations by "astute or deliberate" planning could do non-entertainment programming between midnight & 6 a.m. without disclosing the subterfuge on the form. (3) "Percentage analyses cannot be relied upon to make a qualitative analysis of a licensee's operation."

Other comments to the FCC included these:

Pierson, Ball & Dowd (for 20 licensees): Dismiss the proposed rule-making proceeding, adopt a uniform policy that program information will no longer be required of licensees or applicants.

Chronicle Publishing Co. (KRON-TV & KRON-FM, San Francisco): Generally favors proposals.

California-Oregon TV Inc. (KIEM-TV, Eureka, Cal.): Doesn't think the FCC proposals represent improvements sufficient to warrant changes.

WEPM, Martinsburg, and WCLG, Morgantown, W. Va.: Concur "completely" with Comr. Craven's position that renewal forms should be dispensed with altogether (Vol. 14:48).

KRAK, Stockton, Cal.: Favors proposals.

FCC's Seattle Ch. 7 decision, which had awarded the channel to KIRO-TV, will remain unchanged, it indicated this week by instructing its staff to draft a decision reaffirming its original decision of July 25, 1957. The Commission also disclosed its intention of finalizing an initial decision granting the move of WMBV-TV (Ch. 11), Marinette, Wis. from 14 miles SE of Marinette and 38 miles NE of Green Bay to 38 miles SE of Marinette and 14 miles NE of Green Bay.

Three TV applications filed this week were for Ch. 12, Wilmington, Del., by Ft. Smith, Ark. businessman George T. Hernreich and associates . . . for Ch. 10, Helena, Mont., by community antenna system operator Helena TV Inc. . . . for Ch. 8, Greensboro, N.C., by local group headed by broadcaster-attorney James G. W. MacLamroch. Total applications pending are now 89 (17 uhf).

Uhf WTVM, Columbus, Ga. (Ch. 28) has asked the FCC not to grant notifications improving the coverage of WTVY, Dothan, Ala. (Ch. 9) and WRBL-TV, Columbus (Ch. 4), asserting that its competitive plight will worsen. It also requested immediate finalization of proposals to add Ch. 3 & 9 to Columbus, Ch. 4 to Dothan.

Helena TV Inc., operator of a community antenna system in Helena, Mont., this week filed an application for Ch. 10 there—the latest move in a bitter battle between it and KXLJ-TV (Ch. 12). Latter had quit operating when the court of appeals turned down its plea that the CATV system be blocked from picking up signals from Spokane.

Networks

More about

TV's TIME-ZONE PUZZLE: Video tape is bringing network TV closer to the goal of complete clock-time programming: a repeat for each time zone, with each program in exactly the same local time segment anywhere in the country. Network radio accomplished this goal with the adoption of audio tape recording. In TV, the problems are greater because of the relative scarcity & high cost of multiple video microwave circuits.

The nonsensical patchwork of daylight-time changes adds further complicating factors. The daylight time changeover is expensive for the networks, too. CBS engineering & affiliate relations v.p. William S. Lodge, for example, estimates the cost of his network's extra circuits and video tape operation will exceed \$1,000,000 for this year's DST period (see p. 2).

During standard time, evening shows generally go to Eastern and Central Time zones simultaneously—i.e., N.Y. & Chicago viewers watch the same network shows at the same moment. For the Mountain Time zone, there's no rule. Some shows there are televised live the same time as in N.Y. (*Ed Sullivan Show* is seen in Denver at 6 p.m. MST), while others arrive on a delayed basis via video tape from the West Coast.

Nevertheless, the networks are making progress in their approach to clock-time scheduling of daytime shows. For example, ABC-TV now claims all of its afternoon shows are viewed at the same time on the clock in virtually all areas, thanks to video tape. CBS's Pacific Coast Network daytime programs will undergo a complete reshuffle April 27, when all afternoon shows will shift to the same clock time as they are shown in N.Y., all morning shows to Chicago clock time. This schedule will be retained after DST. Previously, it had been in effect Sunday only.

Note: New hope is in sight for solution of any remaining network microwave circuit bottlenecks. AT&T is currently making its first major installation of the new "TH" microwave system (Vol. 13:23), on the Denver-Salt Lake City route. Using new-type semiconductor diodes, this system has more than 3 times the carrying capacity of present microwaves—12 TV programs and more than 2500 phone conversations simultaneously. Although the Denver-Salt Lake City installation will be complete by spring for telephone use, it won't be equipped for TV until 1960 or 1961.

Study of a possible merger of Screen Actors Guild & AFTRA and of "possible merger plans involving all actors' unions" was overwhelmingly approved by SAG membership in Hollywood. SAG board invited all talent unions to participate in merger discussions, but Actors Equity and American Guild of Musical Artists (AGMA) replied that they felt it would be better if SAG & AFTRA and Actors Equity & AGMA consummated their own 2-union mergers before considering the one-big-talent-union concept. Screen Extras Guild (SEG) said it favored the merger concept but wanted to know who would make the study and what it would cost SEG. AFTRA and the American Guild of Variety Artists (AGVA) are still to be heard from.

CBS-TV affiliates will hold their annual conference with network toppers March 14 & 15, prior to the NAB convention, at WBBM, Chicago. Affiliate advisory chairman C. Howard Lane, KOIN-TV, Portland, will preside.

More about

PRESSURES ON PROGRAMS: Broadcasters are caught in the middle of political & public pressures which often dictate their program policies. So said 2 new & sympathetic studies of TV & radio this week (see p. 2).

The whole history of broadcasting under govt. regulations and self-imposed restraints is the scope of *Freedom of Speech by Radio & Television* by Dartmouth College govt. prof. Elmer E. Smead (Public Affairs Press, Washington, 180 pp., \$4.50).

Brief case histories of what has happened to programming at the hands of pressure groups are covered in a 33-page pamphlet, *Taste & The Censor in Television*, published by the Fund for The Republic as one of its "occasional papers" on the free-society role of mass media. (Single copies free, additional copies 25¢ from the Fund, 60 E. 42nd. St., N. Y.).

Chronic problems of programming "in the public interest"—and controversies which have swirled around broadcasters who have tried since the '20's to solve them—are reviewed by Dr. Smead. It's been a damned-if-you-do-damned-if-you-don't dilemma from the start, he says. He comes to few conclusions, but offers an understatement:

"It can be safely predicted that all of these problems will not be definitely solved in the immediate future. Since they are continuing problems, both the Govt. and the industry will undoubtedly be struggling with them for many years to come."

The Fund for The Republic study, written by social scientist Dr. Charles Winick, who has taught at MIT, Columbia & NYU, warns that a "substantial movement" toward censorship of mass media in the U.S. is developing—and that TV is the main target.

Pressures on TV program content come from all sides, Dr. Winick says. Subjects which can cause trouble for broadcasters run all the way from sex & violence to race & religion: "There are a wide variety of special interest groups with an almost preternatural alertness to what they may regard as inappropriate treatment on TV."

Or, as Dr. Smead puts it: "Regulation of programs [has been] burdened by controversy & pressure politics. Everybody has ideas about what radio & TV stations should do in their programs. Throughout the history of the industry, govt. officials have asserted their personal predilections of good & bad; broadcasters have created ideal goals; organizations & individuals have expressed their likes & dislikes." All of which makes "the tasks of station managers difficult."

And, if the program on the screen lacks "quality & taste," adds Dr. Winick, all of the blame can't go to the network, the sponsor or the agency: "Like the audience for any other art form, the TV audience ultimately gets the content—and the censorship—that it asks for."

Old movies on TV are a threat to the \$200,000,000 cap industry, asserts the Cap & Cloth Hat Institute, its public relations arm. Recalling how the gangster movies and their becaped mobsters knocked cap sales into a cocked hat during the '30s, the Institute has posted a man in Hollywood whose job it is to complain bitterly whenever an unsavory character appears wearing a cap in a film.

TV & Screen Writing, compiled by a subcommittee of the Writers Guild of America headed by Lola G. Yoakem, has been published by U of Cal. Press (\$3.95). Chapters were contributed by various TV-radio & film writers.

TV PROGRAM RESPONSIBILITY: Where does it lie? Programming heads of the 3 networks tackled that thorny question Feb. 19, for a N.Y. meeting of the American Marketing Association. Hubbell Robinson Jr., exec. v.p. in charge of CBS-TV network programs, Alan D. Courtney, nighttime program dir. of NBC-TV (pinch-hitting for NBC's Robert F. Lewine), & Thomas W. Moore, v.p. in charge of programming and talent at ABC-TV, carried the ball.

Robinson: "Program responsibility should be shared by advertisers, agencies, talent agencies, independent producers & networks alike." Admitting that each of these has "self-serving objectives," Robinson said the networks stand as "the bulwark against the inundation of mediocrity" by taking an occasional loss "on the productions for which they are responsible, in order to meet their own standards of quality and excellence."

Courtney suggested that the AMA topic was "loaded," and had been picked in what he termed "a season of unbridled attack." Dismissing most of the current remedies for TV improvement put forth by "this Cassandra chorus" of foundations, critics, and lawmakers as being "from fewer viewers than were watching from one saloon," Courtney outlined what NBC felt was the real issue: "It occurs to me to wonder what incentive the networks must offer the client or the agency before they will wholeheartedly embrace the idea of quality in programming."

Tom Moore, reviewing TV's rapid growth in the face of predictions that "the people would soon become tired of its fare," stated that TV has continued to grow "only because it has done a better job." He was certain that the controversy in programming arises because TV is condemned, not for what it is, but for what people might like it to be.

TV critics don't serve to forewarn viewers, William Randolph Hearst Jr. pointed out in a directive to his newspaper editors & publishers, which asked that their TV critics moderate comments on personalities. Drama & movie critics can save readers the pain & expense of seeing a bad show, said Hearst, but what the TV critics criticize, the audience has already seen & evaluated, and except for an every-so-often repeat, the show belongs to the ages. Therefore, Hearst ruled, "Comment as to why the performance was bad and interesting gossip & background of individuals is permissible, but I don't want to print violent attacks on personalities."

Goose sauce will be spilled on the gander when CBS-TV probes the journalistic responsibilities of newspapers and newsmagazines in 2 Eric Sevareid shows starting Sun. April 5. A panel of TV-radio executives and print editors will be on hand during both telecasts. Not known at this point is whether the TV shows will criticize TV critics.

"Fully compatible" stereo system developed by Bell Labs will be given a network TV-radio airing by NBC Feb. 28 on the 8:15-8:45 p.m. portion of the Perry Como show, sponsored by RCA. Bell Labs claims that the new system produces a full stereo effect when used in a TV-AM or TV-FM combination, but that when a listener hears the TV or radio portion by itself none of the sound is lost—and, therefore, stations don't have to "dilute" the stereo in order to present balanced tone to non-stereo listeners. To avoid phasing problems, AT&T will direct radio portion of Como broadcast over "special network of radio lines parallel to routes of the TV network."

Murrow's Moves: Despite denials from both sides, Edward R. Murrow's year-long leave of absence from CBS is said by sources close to the noted commentator to be caused by "creeping friction" dating back to last July. At that time, Murrow was ready to walk out of CBS as a result of the axing of the prestige-laden *See It Now* series, but decided to hold off to see if differences between him & such CBS brass as Sig Mickelson, v.p. and gen. mgr. of CBS News, could be resolved. They weren't.

Currently, Murrow is off to Florida for a couple of weeks of relaxed life. When he returns, NBC will, in all likelihood, renew its long-standing *carte blanche* offer to Murrow to join that network as a major executive. This is said to be a pet project of RCA chairman David Sarnoff, a personal friend of Murrow.

A dark horse in the whole Murrow situation is the fast-growing field of video tape syndication. Although Murrow still has a deal with CBS-TV for the filmed *Small World* series, we hear that he may be offered a completely independent production status, free of an existing wired network, to produce news-in-depth studies on video & audio tape for syndication to TV and radio outlets.

Financial grants to TV writers will be made by CBS under a new program announced by CBS-TV network pres. Louis G. Cowan Feb. 17 in a speech before the Atlantic City convention of the American Assn. of School Administrators. Purpose of the grants, he said, "will be to enable writers, relieved from pressing financial demands, to explore and develop their writing potential in the hope that they will be able to qualify for present or future CBS-TV network programs and that they may add to the creative resources of our medium . . . We are providing, in a sense, what amounts to a kind of postgraduate course with tuition paid—a kind of creative internship or matriculation in the creative development of TV." He said grantees will be free to write about any idea or situation they choose. It's understood CBS plans 5 yearly awards of \$5000 each.

First annual NBC News working fellowship, offering an 8-week assignment at \$75 a week this summer as a member of NBC News, will be awarded to the high school editor who writes the best report on the first annual NBC Broadcast News Conference for high school editors. Robert W. Sarnoff, chairman of NBC, made the announcement to 800 young journalists from 500 high schools in the N.Y. metropolitan area on Feb. 20 at the close of an all-day conference in the NBC studios.

Westinghouse Bestg. Co. plans a London-based European bureau this spring to service filmed TV "studies in depth" and daily radio news reports to its 5 TV and 6 radio outlets. Bureau head will be Rod MacLeish, who's been in charge of the WBC Washington bureau. The news service, both TV and radio, may be syndicated to "a small number" of non-Westinghouse stations in the near future, according to WBC, which will keep the list small so as not to "dilute effectiveness of the localized aspect of the station service."

"Public service" political broadcasts on kines & tapes—claimed to be the first in which senators of opposite political persuasion have come together on a broadcast series—are being offered to Pennsylvania TV & radio stations by the state's Sens. Scott (R) and Clark (D). Programs on which both discuss national and international affairs are being recorded in the Senate's own studios and will be available "in the near future" for Sun. release. Cost to the stations: \$35 per kine, \$5 per tape, proceeds to go to the studios to defray costs.

Stations

Mystery of the Missing FM Sets: Are more FM receivers currently in use than were ever produced? A combination of statistical errors often leads to this fallacious conclusion. Typical disparity, as reported recently by a trade magazine: Estimate of FM sets in use is given as 15,000,000 (quoting NAB). A chart used with the same article indicates total production of FM sets adds up to about 8,000,000. The article also guesstimates 500,000 FM imports in 1958. Assuming nobody ever scrapped an FM receiver, there's still the disparity of 6,500,000 more sets in use than produced. Where did these extra sets come from?

Best guesses: (1) Nobody knows how many FM component tuners have been sold to audiophiles who put their own hi-fi sets together, but it's probably well over 1,000,000. (2) FM set production statistics, based on EIA figures, are probably far too low, since they included table models only some years, weren't even compiled in other years. (3) Imports of previous years probably total at least 1,000,000. (4) Estimates of FM sets in use are probably quite a bit too high—nobody has made a truly nationwide survey. Most such surveys cover metropolitan areas only, where FM concentration is heaviest, are projected to make a U.S. total.

Legalizing unlicensed boosters would be dangerous as well as unfair to "legal and responsible private enterprise," asserted the owner of a group of community antenna systems in a letter to Arizona's U.S. senators & representatives. Pres. I. M. Brayer of Whitey's Radio & TV Co., Phoenix, urged the formation of a "Small Community TV Advisory Committee"—containing representation of those who have had "direct daily contact with all facets of the problem"—to work with the FCC & Congress on the booster problem (Vol. 15:4). He said 60,000 people in Arizona view TV via CATV, & that unregulated boosters constitute a "public nuisance," often "setting up a field of electronic disturbance affecting more citizens than the actual few they are serving."

Largest community antenna system sale to date, price undisclosed, is claimed by Daniels & Assoc., Denver, which negotiated the sale of systems in Olean, N.Y., Bradford & Clearfield, Pa. by Joseph Saricks to a group of Dallas businessmen. Bill Daniels, head of the brokerage firm, said the purchasers chose not to identify themselves at this time. The systems serve a total of 7500 subscribers. Saricks will remain as chief executive officer.

National Museum of Broadcasting, first proposed by Broadcast Pioneers as a TV-Radio Hall of Fame (Vol. 14:49), will be planned as a "truly national shrine of broadcasting" by an NAB advisory committee. Headed by John F. Patt of WJR, Detroit & WJRT, Flint, the committee decided in Washington this week to incorporate a non-profit museum which will include a library to preserve historic broadcasting material in addition to a hall honoring industry pioneers. He said most of \$10,000 "seed money" sought in contributions already had been pledged by individual broadcasters to help develop the project, but that the committee is accepting initial funds.

Add Videotape installations: Further corrections to Ampex Corp.'s list of recorders in use (Vol. 14:4): ABC-TV has 22 recorders; WSAZ-TV, Huntington-Charleston, W. Va., has had an Ampex recorder in use since Jan. 1.

Bill to limit TV commercials to 2 minutes, spaced at least 10 minutes apart, has been introduced in California.

William Zeckendorf & John C. Mullins, owners of Denver's KBTV, have tentatively acquired 95,303 shares of stock in The Outlet Co., Providence, R.I. department store which owns WJAR-TV & WJAR, for a total of \$6,436,360, giving them about 95% of the outstanding stock. It will be returned if the FCC doesn't approve the station transfer by July 21, or if the purchase is upset by a court ruling in the hard-fought case (Vol. 14:49-50; 15:4). R.I. Superior Court is expected to rule within the next few days on a request by WJAR-TV & WJAR gen. mgr. J. S. (Dody) Sinclair for an injunction to block the sale. The N.Y. Stock Exchange's board of governors this week voted to suspend trading in Outlet Co. common stock as of March 2, because of the reduction in the number of shares available for trading. The exchange said only 4177 shares held by 120 stockholders are now available. Although Zeckendorf & Mullins had offered to buy the stock at \$120 a share, Outlet stock closed Fri. Feb. 20 at 115½ (100 traded).

"The beginning of the end for TV's free ride on logs and other program information," was foreseen by J. Edward Murray, managing ed. of the *Los Angeles Mirror-News*, at the California Newspaper Publishers Assn. meeting in San Francisco. Predicting a strong trend by newspapers toward combining the old movie-drama section with their newer TV & radio sections, Murray thought that "as the big movie studios & TV get even closer together, as pay TV grows, the entertainment world will be back under one tent in newspapers." Concluded Murray, whose parent organization also operates KTTV (Ch. 11) Los Angeles, "The day pay TV begins to pay for ads, that free TV log space in our newspapers is going to look even sillier than it does now."

Bid to buy WNBC (Ch. 30), Hartford, submitted by RKO Teleradio Pictures (Tom O'Neil), is being considered by NBC (Vol. 15:6). It's understood to be the most substantial of several offers received. O'Neil interests own WOR-TV (Ch. 9) & WOR, N. Y.; WNAC-TV (Ch. 7) & WNAC, Boston; KHJ-TV (Ch. 9) & KHJ, Los Angeles; WHBQ-TV (Ch. 13) & WHBQ, Memphis; ⅓ of CKLW-TV (Ch. 9) & CKLW, Windsor-Detroit; Radios KFRC, San Francisco, and WGMS, Washington.

Clear Channel Broadcasting Service director Hollis M. Seavey is buying WCUM, Cumberland, Md. (1230 kc, 250 u) for \$125,000 from the Tower Realty Co., Baltimore, and will resign from CCBS. Also sold were WTSV, Claremont & WTSL, Hanover, both N.H., to Norman Knight, pres. of Yankee Network and WNAC & WNAC-TV, Boston, for \$255,000 by William F. Rust Jr. Knight recently purchased WHEB, Portsmouth, N.H. Broker for both deals was Blackburn & Co. [for news about other radio station sales, see *AM-FM Addenda H*].

Stanley Warner Corp. is understood to be on the lookout for TV station properties. The theater chain, which owns WAST, Albany, N.Y., is now liquidating its investment in Cinerama. In its diversification program, it already has gone into the girdle, bra, rubber products and pharmaceutical businesses through its purchase of International Latex Co.

Eight-to-one vote against liquor ads was recorded by Cleveland's radio WDOK, a MBS affiliate, when it polled listeners on whether it should take an offered vodka commercial, *U.S. Radio* reports. The station received more than 1500 letters on the issue in one week.

WOAY-TV, Oak Hill, W. Va. (Ch. 4), became primary interconnected CBS-TV affiliate Feb. 15.

Television Digest

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Personals: George J. Arkedis, ex-gen. sales mgr. WBBM-TV, Chicago, named network sales v.p., CBS Radio, succeeding John Karol, now v.p. for planning & development . . . Norman P. Bagwell, mgr. of WKY-TV, Oklahoma City, named v.p. of WKY-TV System Inc. . . . Howard Zuckerman, ex-WLBR-TV, Lebanon, Pa., named operations director of KTVW, Tacoma. Ken Williams named chief engineer . . . B. Gerald Cantor elected chairman, National Theatres Inc., succeeding Elmer C. Rhoden. John B. Bertero was re-elected pres. . . . Frank Barron promoted to gen. sales mgr., WJW-TV, Cleveland, succeeding Peter Storer, now managing director of WSPD-TV, Toledo . . . Blair A. Walliser, MBS exec. v.p. & gen. mgr., promoted to captain in the U.S. Coast Guard Reserve . . . William J. Flynn promoted to gen. sales mgr. of WAGA-TV, Atlanta . . . J. W. Woodruff Jr., pres. & gen. mgr. of WRBL-TV & WRBL, Columbus, Ga., named chairman, U. S. Study Commission to investigate navigation, flood control and other problems of waterways in 4 southeastern states . . . Roger Shaffer named national sales mgr., WSPA-TV, Spartanburg, S.C., succeeding Charles Bell, now with WSAV-TV & WSAV, Savannah . . . H. Taylor (Bud) Vaden, ex-WCAU-TV, Philadelphia, named sales promotion & adv. mgr., WJZ-TV, Baltimore . . . A. H. Christensen, ex-WJZ-TV, Baltimore, named sales promotion & adv. mgr., Westinghouse KPIX, San Francisco . . . Aaron Beckwith, ex-ABC-TV program sales mgr., named BBDO TV account supervisor . . . David A. Lown, ex-NBC TeleSales, named pres., Intercontinental Television S. A. . . . Ken Marthey, ex-McCann-Erickson TV-radio group head, named v.p., United States Productions (film packagers) . . . Jim Middleton promoted to sales director of XETV, Tijuana-San Diego . . . Alfred L. Mendelsohn, ex-Universal Pictures, named gen. sales mgr., Elliot, Unger & Elliot (spot film commercials) . . . Lewis J. Rachmil, ex-Columbia Pictures, joins Ziv TV in an executive position . . . Gerald E. Liddiard, ex-Jayark Productions, named sales v.p., Guild Films' new Synditape subsidiary . . . Louis Melamed, ex-CBS-TV, named executive producer, National Telefilm Associates . . . H. Williams Hanmer promoted to pres., Wilding Picture Productions, succeeding C. H. Bradfield Jr., now chairman . . . Herbert Berger, ex-Dancer-Fitzgerald-Sample, named Screen Gems business affairs director . . . Fred L. Bernstein returns to rep Forjoe as v.p. & gen. mgr., N.Y.-Eastern sales div. . . . Peter Childs named mgr., rep Branham Co., San Francisco office, shifting from Los Angeles . . . Willis C. Beecher, ex-Kear & Kennedy, joins Washington consulting engineering firm of Page, Creutz, Steel & Waldschmitt . . . John Luter ex-*Newsweek*, named

pres. of Panel Programs Inc., new TV packaging firm . . . Kenneth L. King, ex-United Aircraft Norden div., named exec. v.p., Skiatron Electronics & TV Corp. . . . Martin Codel, former publisher of TELEVISION DIGEST, now associate publisher under its new ownership, returned to Washington this week from a 5-week fishing trip to Florida and Yucatan . . . Nicholas M. Pagliara, ex-radio WIL, named administrative asst. to exec. v.p. James L. Caddigan, KPLR-TV, St. Louis.

FCC Comr. Lee will address an opening session of NAB's 2-day 4th annual Conference of State Association Presidents Feb. 24 at the Shoreham Hotel, Washington, on "What Price Preparedness?" Other first-day speakers: NAB staffers on "The Industry Scene: Challenges to Broadcasting." Assn. for Professional Broadcasting Education v.p. W. Earl Dougherty (KXEO, Mexico, Mo.) on "The Broadcaster—The Educator & the Future." NAB Freedom of Information Committee chairman Robert D. Swezey (WDSU-TV & WDSU, New Orleans) on "A Time for Action." NAB pres. Harold E. Fellows in a luncheon address. Pat Murphy (Okla.), John E. Bell (Miss.), Gene Shumate (Ida.), Joseph M. Higgins (Ind.), F. C. Sowell (Tenn.) in state reports. The second day program Feb. 25 will include roundtable conference, the Voice of Democracy awards luncheon & open house at NAB headquarters.

FCC is considering a new setup for its Office of the General Counsel—adding 2 asst. general counsels to the present two. It's understood that Dee Pincock, new legal asst. to Comr. Hyde, may be named asst. general counsel for rules & enforcement. Charles R. Escola, an attorney in the legislation, treaties & rules div., would become asst. general counsel for administrative law & treaties. Max Paglin would remain in charge of the litigations div.; Charles Smoot in the legislative div.

J. Leonard Reinsch, managing director of the Cox stations (WSB-TV & WSB, Atlanta; WHIO-TV & WHIO, Dayton; WCKT & WCKR, Miami) has been named special asst. to Democratic National Chairman Paul M. Butler, will be in charge of all physical arrangements for 1960 Democratic National Convention. He has long been TV-radio consultant to the Democratic National Committee.

New role for ABC v.p. Selig J. Seligman, who is also gen. mgr. of KABC-TV, Los Angeles, was that of "district attorney" in *Accused* on ABC-TV, Feb. 18, 9:30-10 p.m. Seligman should have been able to play the part convincingly, having been a prosecuting attorney at Nuremberg war-criminals trial. He is also exec. producer of *Accused & Day in Court*.

Oilman Jack D. Wrather, who has extensive holdings in TV-radio and last week merged his organization with Transcontinent TV Corp. (Vol. 15:7), will *Person to Person* with Ed Murrow on CBS, Feb. 27.

Lt. Gen. Arthur Gilbert Trudeau, chief of Army research & development, will be the featured speaker at the management-engineering luncheon of the NAB convention March 18 in Chicago's Conrad Hilton Hotel (Vol. 15:7).

Walter C. Buchanan has been named Mexican Secy. of Communications & Transport. He was sub-secretary of Communications & Transport in the former Cortines govt.

Obituary

John J. Louis, 63, chairman of KTAR Bestg. Co. (KVAR & KTAR, Phoenix-Mesa, & radios KYUM, Yuma, & KYCA, Prescott) died Feb. 21 in Palm Springs, Calif.

Advertising

Only Networks Up in 1958: Verifying trends which were apparent from the start of the year, Dec. *Printers' Ink* index of national advertising shows that only network TV increased its volume in 1958. All media were down an average of 3% compared with the preceeding year, while networks gained 10%. Network radio was down 10%, weekly magazines 6%, women's magazines 7%, general monthlies 3%, farm magazines 19%, newspapers 9%, business papers 7%, outdoor 3%. For the month of Dec. 1958 compared with the same 1957 month, only network TV and weekly magazines showed increases—TV 9%, weeklies 2%. Following are index figures for Nov. & cumulative Jan.-Dec. 1958:

	Index		% change from		%
	Dec. 1958	Dec. 1957	month ago	year ago	12 month cumulative change (57-58)
General Index	208	217	+1	- 4	- 3
Total Magazines	163	165	+3	- 1	- 6
Weekly	190	186	+7	+ 2	- 6
Women's	114	117	-3	- 3	- 7
General Monthly ...	192	197	-1	- 3	- 3
Farm	86	120	-7	-28	-19
Newspapers	183	208	+1	-12	- 9
Network Television ..	446	410	+3	+ 9	+10
Network Radio	26	33	+4	-21	-10
Business Papers	199	218	-1	- 9	- 7
Outdoor	139	153	-6	- 9	- 3

All indexes have been seasonally adjusted. The index shown for each medium is based on estimated total advertising investments in the medium, including talent, production, and media costs. For each medium, the base (100) is an average of total investments in the years 1947-49 except for TV base which covers the years 1950-52.

Saturday Evening Boast: With its advertising sales campaign drawing a sharp bead on TV, and its editorial writers suggesting pay TV as a cure for TV programming, the *SatEvePost* zoomed to a new circulation high last week—its cover blurbing the first of a series of articles by NBC-TV star Kathryn Murray about her husband Arthur.

On their show before the issue hit the stands, Kathryn and Arthur had devoted several minutes to hard-selling the *Post* & Kathryn's story. Crowded NBC in a press release: "The first instalment of this intimate series was 85% sold out within 48 hours after it reached the stands."

Newspaper ads proudly announced that circulation for the issue was over 6,000,000—which puts *Post* ahead of *Life* & only a million behind *TV Guide*, top weekly.

Curtis Publishing's Bob Alleger wired the Murrays the good news, suggesting "You may want to tell your listeners on your next show."

Post recently reprinted in a newspaper ad the full page halftones of Benton & Bowles' bored, yawning TV viewer, to point up advantages of print advertising. The left hand, meanwhile, was preparing *Take Five*, *Post* editorial promotion house organ, which pointed out how closely the magazine is tied to TV—by *Perry Mason*, *Crunch and Des*, *Tugboat Annie* and *Sugarfoot*. Also by others of its characters now in the "pilot-film-and-pray stage" & by scores of its stories which have been adapted for use on more than a dozen TV drama series.

Disturbing thought: Could that bored, yawning TV viewer have been watching a dramatization of a *Post* story?

Ebb Tide: Vision Inc., publishers of *Printer's Ink*, have purchased the advertising trade journal, *Tide*, from Bill Bros. Publications, and will merge the publications after the March issue, under the title of the former.

Rate Increases: KCRA-TV, Sacramento (Ch. 3) Feb. 1 raised base hour from \$1000 to \$1100, min. \$250 to \$275 . . . KARD-TV, Wichita (Ch. 3) March 1 raises hour from \$650 to \$750, min. remaining \$150.

People: F. Kenneth Beirn, pres. of C. J. LaRoche, named adv. v.p., Revlon Inc., succeeding George Abrams, resigned. James Webb, LaRoche chairman, returns to his former post as pres. Chester LaRoche, exec. committee head, becomes chairman . . . Philip B. Hinerfeld, ex-Kenyon & Eckhardt account executive, named adv. director, Pepsi-Cola, succeeding John J. Soughan, now v.p. & marketing director . . . Richard A. R. Pinkham, TV-radio v.p. of Ted Bates & Co., onetime NBC v.p., promoted to senior v.p. Jeremy Gury and J. Ross MacLennan also promoted to senior v.p. . . . Frederick J. Wachtler resigns as exec. v.p., Erwin Wasey, Ruthrauff & Ryan's eastern div. Richard Cummins resigns as v.p. in Philadelphia . . . Merlin E. Carlock, ex-Burke Dowling Adams, named v.p., Compton Adv. . . . Sherwood Dodge, ex-Fletcher D. Richards v.p., named v.p. & marketing director, Warwick & Legler . . . Olin A. Saunders resigns as v.p., Compton Adv. . . . Charles J. Allen, ex-Kenyon & Eckhardt, named v.p., John W. Shaw Agency . . . Grayson F. Lathrop, ex-Kenyon & Eckhardt v.p., named v.p., Al Paul Lefton, Philadelphia.

Film & Tape

Tape's U.S. Market: A market for syndicated tape shows exists right now, not merely in the future, says Michael M. Sillerman, pres. of NTA's new program sales div. agreeing with our Jan. 31 size-up (Vol. 15:5). He estimates that "some 73% of U.S. TV homes are now covered by one or more stations equipped with video tape playbacks."

NTA, using its subsidiary Telestudios as a production base & its o-&o stations (WNTA-TV, N.Y. & KMSP-TV, Minneapolis) as showcases, has 6 taped shows now scheduled for production, including disc jockey Peter Potter (from Los Angeles' KTTV), interrogator Mike Wallace, Bishop Fulton J. Sheen, dry-witted Henry Morgan, author-artist Alexander King and producer David Susskind (*Open End*). NTA has hired Louis Melamed—for 9 years a CBS-TV producer—as exec. producer of the new tape shows, reporting to v.p. Ted Cott.

Sillerman told the Kansas City Advtg. & Sales Club Feb. 19 he saw "no conflict between tape and film programming" although some upcoming NTA tape releases will be "programs not practical for film." Prices of half-hour syndicated TV film programs, Sillerman added, "have remained virtually unchanged for over the past 6 years, despite greatly improved production quality."

TV film production leader Desilu Productions, which last week sponsored Ampex tape demonstrations (Vol. 15:7), is eyeing tape developments closely, exec. v.p. Martin Leeds told us, but hasn't decided when to take the plunge.

N.Y. Film Upbeat: Hollywood has no monopoly on filming for TV, reports Martin H. Poll, pres. of Gold Medal Studios. His refurbished Biograph plant in the Bronx is now one of the most active rental lots. He estimates about \$30,000,000 worth of TV commercials (live action, animation, & special opticals) are now being shot in N.Y. annually. Poll also cites 5 TV film series budgeted in the \$30-\$40,000 bracket per episode now being filmed in the N.Y. area (*Naked City*, *Emergency*, *Phil Silvers Show*, *Deadline* & the new CBS series "I"), plus several more series (notably Herbert Brodtkin's *The Blue Men*, already sold to Lever Bros. for CBS-TV airing) due to shoot this season.

Gold Medal alone, Poll estimates, has done \$11,575,000 worth of features, series, pilots & commercials (latter are all rental operations) in the past 2½ years.

A chief reason for the booming N.Y. rentals to independent film firms of all sorts, is the saving. Poll estimates N.Y.-based production costs "½ less than Hollywood."

CUBA RESTRICTS TV-RADIO IMPORTS: The rich Cuban market for U.S. TVs, radios & appliances has been severely restricted by Fidel Castro's new revolutionary govt., according to reports just coming in to international divs. of American manufacturers. Latest move requires importers of a long list of so-called luxury items to obtain import permits—a requirement imposed to protect national reserves & reduce Cuba's adverse balance of payments.

Importers are also being required to establish new lines of credit, it is reported, and these are hard to get unless the individuals involved are favored by present govt. So far, there has been no prohibition against imports, but Felipe Pazos, pres. of National Bank of Cuba, stated that if there is a rush to buy these goods, "we will apply the brakes."

Company officials in this country are reluctant to discuss their individual negotiations to keep trade channels open but admit that the going has become rough. Cuba took approximately 45,000 U.S.-made TVs last year and some 50,000 radios, representing a total market of about \$10,000,000 to manufacturers.

BIG ETV MARKET AWAITS TAPPING: How to make the most of the big schoolroom market for TV sets—a market which today ranks with replacements & 2nd sets in sales potential—is occupying attention of industry's top merchandisers. We've canvassed field from educators to major manufacturers to bring you some idea of the special requirements for schoolroom TV sets as well as comments on this burgeoning segment of TV industry.

Only about 60,000 classrooms are TV-equipped today out of approximately 1,520,000 in nation's public & private elementary & high schools. Of interest to equipment manufacturers, is fact that only 536 of country's more than 60,000 school districts now have closed-circuit TV systems, or are within reach of educational broadcasts from TV stations.

Because of ready accessibility to ETV broadcasts—& the teacher shortage—28 major cities now have in-school TV programs. This list, given us by Dr. Harold Wigren, ETV consultant to National Educational Assn., is a virtual directory of the ETV market today. We give it to you on p. 12.

Said Dr. Wigren: "The importance of TV to education is being appreciated more and more every day. ETV has proved it can bring to students the basic experience of a highly qualified teacher which is not always available from the individual classroom instructor. We can look for a tremendous expansion in ETV in the immediate future."

Classroom TV sets require special features for maximum teaching efficiency, we're told by engineers closely associated with ETV systems. On p. 12 you'll also find the specifications for these sets laid down by 2 prominent authorities—John Brugger, chief engineer of Washington County (Hagerstown), Md., project sponsored by Ford Foundation and the EIA, and Francis E. Almstead, consultant on ETV to New York State Department of Education.



Definite commitments for large-scale ETV systems, both on-air and closed-circuit, are being held up currently, we're told by major equipment manufacturers, until prospective govt. funds become available. To date, no funds have been allocated under Defense Education Act (Vol. 15:4). Similarly, local school authorities are delaying action on ETV programs in anticipation of grants under Federal-Aid-to-Educational-TV bill (\$1,000,000 to each state & territory for facilities & equipment) now pending in Senate (Vol. 15:7).

A prime ETV enthusiast is Motorola which includes a "Classroom 21" model in its current line at \$295. Set is unique in that it may be switched from off-air to closed-circuit pickups. It has a high resolution picture & sound projected from front of set—features termed desirable by ETV engineers.

RCA reports that its newly-established educational electronics dept., headed by one of company's merchandising experts, v.p. P. B. (Pinky) Reed (Vol. 14:46), is "keenly aware of the tremendous prospects for growth in this field" but declines to estimate market potential.

One major equipment maker estimates cost of an average closed-circuit system for a school, including fully equipped studio, at about \$30,000. Medium-size community broadcast station for ETV costs \$120-\$150,000; larger station, \$230-\$250,000. This manufacturer estimates its biggest equipment market in next few years will be in open-broadcast facilities, supporting prediction made by GE's equipment sales mgr., Paul Chamberlain (Vol. 14:39) that "within 10 years there will be more ETV than commercial stations on the air."

TV-RADIO PRODUCTION: TV set production was 117,982 in week ended Feb. 13 vs. 129,499 preceding week & 98,841 in same 1958 week. Year's 6th week brought production to 684,896 vs. 619,190 last year. Radio production was 278,318 (107,936 auto) vs. 290,190 (107,905 auto) preceding week & 211,545 (68,874 auto) last year. For 6 weeks, production totaled 1,691,240 (637,163 auto) vs. 1,341,978 (483,901 auto).

Trade Personals: E. K. Foster, Bendix Aviation v.p. in charge of its radio div. since 1943, and A. P. Fontaine, v.p.-engineering, are slated to be elected to the board of directors at the annual stockholders meeting in South Bend, Feb. 25 . . . H. Kenneth Ishler promoted to engineering & production mgr., Philco's Lansdale Tube Div. Raymond M. Cotter promoted to operations mgr. Richard S. Mandelkorn, planning director. John M. Palmer, semiconductor operations mgr. Stuart L. Parsons, equipment development director. Clarence G. Thornton, semiconductor development director. Robert F. Lake, industrial engineering mgr. . . . Donald Fitzpatrick, on loan from Allen-Bradley Co., Milwaukee, joins electrical equipment div. of Commerce Dept.'s Business & Defense Services Administration as adviser, serving without compensation . . . John F. Spangler appointed Philco. mgr. of govt. contract sales, consumer products, reporting to John L. Utz, gen. mgr., special market planning . . . Joseph J. Guidrey promoted to mgr., Sylvania data processing center, succeeding Edgar G. Dunn, now asst. to the controller . . . Charles A. Benenson promoted to asst. mgr., Du Mont systems lab. Michael V. Sullivan promoted to asst. mgr., reconnaissance lab . . . Nicholas De Falco promoted to asst. gen. mgr., Du Mont Labs. Fred M. Link resigns as field operations director, mobile communications div. E. Eugene Ecklund resigns as sales mgr., automotive test equipment. Hy Brodsky promoted to public relations director . . . J. Bryan Straley promoted to new post of exec. v.p., Reeves Instrument subsidiary of Dynamics Corp. of America . . . Ralph B. Dinsmore promoted to N. Y. dist. sales mgr., International Resistance Co. Evon Wells promoted to Philadelphia dist. sales mgr. . . . Herbert F. Motz promoted to sales mgr., Amphenol-Borg Electronics connector div. . . . Charles W. Martel promoted to adv. & sales promotion mgr., Raytheon's semiconductor div. . . . Edgar N. Greenebaum Jr., the Chicago financial consultant in electronics, has become engaged to Greta Wiley, active in Chicago TV. They will be married shortly . . . Robert J. Mayer, ex-RCA, named special products merchandising mgr., Bulova Watch.

Electronics Personals: Perry R. Roehm, ITT marketing director, named pres. of subsidiary InteleX Systems . . . Pierce T. Angell, Robert E. Cummings, William M. Jones and Carl L. Kahlert named v.p.'s of Thompson Ramo Woodridge . . . Theodore F. Brophy promoted to v.p. & gen. counsel, General Telephone Co. . . . Gerald E. LaRochelle, ex-Electronics Corp. of America, named production supervisor, Sylvania data systems operations. Dr. Victor Twersky named lab consultant, Sylvania electronic defense lab . . . E. T. Steele, mgr. of military sales & one of 4 founders of Litton Industries, resigns.

John T. Jackson, asst. to ITT pres. Edmond H. Leavey and director of planning & organization, elected a v.p.

ITT & RCA Win Big Govt. Job: ITT & RCA have been named prime contractors to develop & supervise a worldwide communications network to meet Air Force requirements through 1970. An initial study contract for \$3,000,000 will be let immediately, but the Air Force declined to estimate the total cost of the huge project which may run into several billion dollars. The Air Force said Hughes Aircraft and Hoffman Electronics will serve as sub-contractors in the planning stages.

The 2-company team agreed not to design or engineer the system so as to gain an advantage over other suppliers of communications equipment, and to compete with other suppliers "whenever competition is feasible" for equipment contracts. The Air Force also reserved the right to limit the share of equipment contracts ITT & RCA receive under the long-term construction program.

ITT said it will set up a special organization for the project under Ellery W. Stone, chairman of its subsidiary American Cable & Radio Corp. RCA named Major Gen. Francis W. Ackenbrandt (USAF ret.), mgr. of defense projects, RCA defense electronics div., as deputy director under Stone.

In announcing the award, the Air Force said missile and space activities have sharply increased present and future needs for radio & wired communications linking strategic bombing bases, defense warning stations, weather forecasters, intelligence and other operations throughout the world.

Burns for Color: RCA's unswerving determination to put over color TV is reiterated by pres. John L. Burns in an interview with editor Abel Green in the Feb. 18 issue of *Variety*. Noting the steadily sagging TV set sales since 1955, Burns said it is in the "best interests of all concerned"—presumably broadcasters as well as set makers—"to coordinate mutual interests to spark color into fullest sales bloom."

"Color TV no longer is only RCA's baby," Burns told Green. "It is industry shortsightedness not to adopt the sales and profit appeal of color TV for common welfare. If U.S. homes are 86% TV saturated, the set manufacturers are compelled to look for a new value to hypo income. Color TV is the answer."

Burns urged the TV industry—both manufacturers & broadcasters—to face up to the genuine public interest in color. "It's bound to pay good dividends," Burns said. "Live programming in color costs little more and the yield is tremendous. . . . Only color can turn the downward curve [in TV set sales] and create new profits. It doesn't mean making black-&-white sets obsolete by any means. Like the portable, this auxiliary contribution to the American home, keyed to the American customer's desire for better goods for better living, makes it mandatory that this year be the year of color TV."

More about

Specs for ETV Sets: Classroom TV sets perform a different function from those in the home, & require special features for maximum teaching efficiency, in the opinion of Francis E. Almstead, special ETV consultant to the N. Y. State Education Dept. (see p. x). In a paper delivered before the AIEE winter general meeting in N. Y. earlier this month, Almstead gave the following specifications for a classroom TV unit:

(1) 90-degree picture tube which gives better focus & less distortion than the 110-degree tube. (2) High voltage power supply with an output of 18 kv, in no case less than 16 kv. (3) Variation in voltage greater than 2 kv between maximum and minimum brightness control adjustment. (4) Isolated chassis & transformer power supply with heaters in parallel. (5) Adjustable keyed automatic gain control.

(6) In the IF video section, a band width of 4.5 mc & in the video amplifier, a band width of 3.5 mc. (7) Brightness control range from black to 60 volts above cutoff. (8) Sensitivity range for lower channels at least 20 microvolts & for higher channels at least 40 microvolts to produce a 20-volt peak-to-peak input to the picture tube. (9) Audio amplifier with 5 watts of undistorted output. (10) Full range response speaker, 80 to 13,000 cycles, flat to plus or minus 3 db, baffled properly & mounted at the front.

John Brugger, chief engineer of the Washington County (Hagerstown), Md., closed-circuit project, gave us these specifications for a schoolroom TV set:

(1) Audio stages adequately engineered to deliver undistorted signal under classroom conditions. (2) Speaker mounted so as to project signal. (3) Radio frequency & video system with good stability & high video resolution. (4) Audio & video controls readily available, and under a hinged cover with key & lock on front of cabinet for ease of adjustment & protection from tampering. (5) Conventional controls: channel selector, fine tuning with width & vertical controls, vertical linearity, contrast, brightness, vertical & horizontal hold control, on-off switch preferably separate from volume control. (6) Preset audio and preset fine tuning. (7) AGC circuit which functions separately for both sound & video IF stages.

Although TV is a comparative newcomer to the American schoolroom, it has been accepted as an important part of the educational system in 28 major cities across the country. The following list of cities which have in-school TV either from closed-circuit systems or open broadcast is supplied by Dr. Harold Wigren, ETV consultant to the National Educational Assn. (see p.11):

Atlanta	Los Angeles	Philadelphia
Baltimore	Memphis	Phoenix
Birmingham	Miami	Pittsburgh
Chicago	Milwaukee	St. Louis
Cincinnati	Minneapolis	San Diego
Cleveland	Newark	San Francisco
Denver	New Orleans	Seattle
Detroit	New York	Washington
Houston	Norfolk	Wichita
	Oklahoma City	

Low-light-level image orthicon with sensitivity "nearly 20 times greater" than previous low-light camera tubes is now being manufactured in pilot quantities by GE. Designed for industrial, military and medical applications, it is said to be sensitive to light levels beyond the range of the human eye aided by night binoculars.

Distributor Notes: Motorola appoints Graybar Electric, Youngstown, O., for consumer products, replacing C. R. Rogers Corp. . . . Roskin Distributors (Philco), Hartford, acquires American Distributing Corp., New Haven. Frank T. Barmore, ex-pres. of American, becomes Roskin gen. sales mgr., succeeding S. A. Kelsey, resigned . . . Ward Terry & Co., Denver, names Don Conrad gen. mgr., RCA Victor div. John Hammond becomes sales mgr., RCA Victor dept. . . . Sylvania appoints Nylen Bros. & Co., Ltd., Honolulu, for all consumer products . . . Du Mont Labs appoints Ohman's TV, Grand Rapids, for industrial products.

Ampex Audio's magazine tape recorder will not be put on the market this year, pres. Philip L. Grundy has advised dealers. "Further development of the mechanical & electrical systems, the tape itself, and techniques used in recording & duplication, will be necessary before Ampex customers will be satisfied with the quality obtainable," he wrote. "An accelerated engineering effort to solve basic limitations of the magazine system will continue at Ampex. Its solution is not expected in this market year."

RCA, which also announced a magazine loading tape recorder and playback last spring (Vol. 14:32) and which cooperated with Ampex on technical developments, said it is going ahead with plans to put its instruments on the market as soon as possible. It was understood RCA has experienced problems which have delayed shipment of the tape recorders, although its magazine-loaded tapes have been available to dealers since last Oct.

Hoffman introduced its 1959 TV line to distributors in Los Angeles and Chicago this week, including 10 models ranging from 17-in. portables and table models at a suggested list price of \$180 to a 21-in. lowboy with remote control at \$420. Feature of the line is a new "Spanette" design in both portables and table models with a cabinet depth of 7 7/8 in. Four basic models are equipped for use as a hi-fi outlet for phonograph, FM radio, or as an extension unit for stereo. All models have speakers in the front.

At a press conference in Chicago, pres. H. Leslie Hoffman said the company will expand its distributor organization from 47 to 60 within the next few months, and extend its coverage east of the Rockies. Heretofore, about half of Hoffman's consumer business has been on the West Coast. He added that the TV advertising budget will be increased approximately one-third this year.

National Stereophonic Radio Committee held its first meeting Feb. 12 at the IRE offices in N.Y. to prepare for its technical study of AM, FM & TV stereo broadcast systems. In addition to those previously reported (Vol. 15:5), these panel vice chairmen were announced: Panel 1 (Systems Specifications), W. T. Wintringham, Bell Labs. Panel 4 (Broadcast Receivers), F. B. Williams, Motorola. Panel 6 (Subjective Aspect), Dr. M. R. Schroeder, Bell Labs. NSRC announced that any technically qualified person who wishes to serve on any panel should contact the panel chairman, and that all proposed stereo radio systems, for consideration by NSRC, should be submitted to Virgil M. Graham, associate director, EIA Engineering Dept., 11 W. 42 St., N.Y. 36.

Co-op Ad Tax Stays: Excise Tax Council pleas for reversal of the Internal Revenue Service ruling imposing a 10% excise tax on cooperative ad funds (Vol. 15:2), were rejected this week by Treasury Under Secy. Scribner. In a speech to the Tax Council Executives Institute in Washington, he said IRS won't retreat. He apparently left it up to protesting manufacturers & admen to carry their fight to Congress, where several bills to remove the tax are pending (Vol. 15:7).

Financial

GUTERMA OUT, ROACH IN: While the courts tried to untangle the complex and shaky financial pyramid topped by Alexander L. (Sandy) Guterma, Hal Roach Jr. was presiding as director, board chairman, chief executive officer & presumably principal owner of the F. L. Jacobs Co., its subsidiary Scranton Corp., & a group of sub-subsidiaries including the Mutual Broadcasting System & Hal Roach Studios.

The Jacobs Co. announced Roach had assumed all of Guterma's former posts in the 4 companies. Roach said his action in purchasing Guterma's unspecified stock interests was aimed at protecting his own "substantial stockholding," the interests of other stockholders & 6000 employees. He promised that the "first order of business will be the issuance of a complete report to stockholders, which will include the annual financial statement." His own "independent personal investigation" has assured him that Jacobs has "solid asset values & earnings capacity."

In N. Y. Federal Court, as the week ended, SEC was pleading for appointment of a receiver for the Jacobs Co.—a new request on top of its motion to enjoin Guterma & the Jacobs Co. from selling unregistered Jacobs stock in violation of the anti-fraud provisions of federal securities laws, Guterma accused SEC of persecution, called his arrest Feb. 14 "silly" & denied he had planned to fly to Turkey. "I'm a mortally wounded animal," he said.

During the fast-moving & increasingly tangled events of the past week, there were these developments in the TV-AM-film aspects of the Guterma case:

MBS held a closed-circuit meeting with its affiliates to explain that business will go on as usual, that Guterma had never taken over active management reins at the network. A network official said he was "amazed at how the stations rallied to our defense with wires & calls." He conceded that there had been some "slight" impact on MBS's business, but added that new sponsors had been signed during the same period—including *US News & World Report*, the 9th magazine to use Mutual facilities.

He said Guterma had been an "absentee owner" and explained, "he never even sat in his office—we used to use it for staff meetings." He added that exec. v.p.-gen. mgr. Blair A. Walliser, a veteran broadcaster and ad agency man, had actually been holding the management reins.

* * * *

Guild Films made a curiously-timed announcement that it had closed a deal to handle distribution of TV film properties of the Hal Roach Studios, taking over 4 rerun series & *The Veil* (now in production in N.Y.). In exchange, Guild will pay a total of \$3,000,000 to Roach Studios & various creditors of Guterma.

The payment is to be divided this way: Hal Roach subsidiary W-R Corp. is to receive 400,000 shares of Guild stock (about 14% of the outstanding issues) and 6% notes for \$700,000. In addition, Guild will pay off the balance of certain debts to Reldan Trading Corp. & the Silver Co.—2 concerns identified by SEC as having made loans to Guterma—and to Pathe Labs.

Guild Films previously had been brought into the Guterma case by SEC in its report of an elaborate 3-way film & spots barter & purchase deal also involving Matthew Fox, pres. of Independent TV Corp., and Bon Ami

Co., an erstwhile Guterma-controlled corporation, plus several other Guterma properties.

In other developments, the Senate internal security subcommittee was planning to subpoena Guterma in its investigation of capital movements from behind the Iron Curtain, the Immigration Service was investigating the circumstances surrounding Guterma's citizenship, the Internal Revenue Service was checking his tax returns, the Montreal, Canadian & Toronto Exchanges suspended trading in Jacobs stock & the Ontario Securities Commission withdrew its registration.

Any attempt to map the extent of Guterma's rapidly changing holdings is about as difficult as unscrambling an egg. Asked if it was possible to compile a chart or diagram of the Guterma empire, an SEC official told us: "What you need is not a chart, but an animated cartoon."

NORTHROP-PAGE WEDDING: Mutual needs dictated the acquisition of Washington's Page Communications Engineers by Northrop Corp., Beverly Hills, Cal., according to PCE pres. Esterly C. Page. Northrop needed PCE capabilities in establishment of world-wide communications systems, PCE needed the "big business know-how and financial backing of Northrop," he said.

Northrop will issue 95,000 shares of its stock to PCE stockholders. With Northrop currently selling at around \$34 a share, the purchase price amounts to about \$3,230,000. Principal PCE stockholders are Page and exec. v.p. Joseph A. Waldschmitt.

PCE will be retained as a wholly-owned subsidiary and no change in its management is planned. All PCE officers have 5-year contracts with Northrop. The deal does not involve the TV-radio consulting engineers firm of Page, Creutz, Steel & Waldschmitt—in which Page & Waldschmitt are minority partners.

PCE is one of the sagas of the communications industry. It was started by Page in 1947 after he resigned as engineering v.p. of Mutual Broadcasting System. Firm rapidly diversified from broadcast work into communications—mainly for the military services—pioneered in scatter propagation and the construction of huge inter-continental systems. For example it built a scatter system for the Air Force—from U.S. to Greenland and from U.S. to England. It installed a \$20,000,000 multichannel system in the Pacific for the Signal Corps—including scatter propagation, microwave, telephone & telegraph. PCE operations have covered more than 15 foreign countries and the Arctic. It has 400 employees in the U.S., about 300 in foreign countries on a contract basis.

Northrop is noted for missile work (Snark, Hawk, etc.), was famed for building the Black Widow and other fighters during the war. It has about 20,000 employees, grosses about \$160,000,000. PCE's gross will be about \$16,000,000 for the fiscal year ending April 1.

Emerson Radio continued the improvement which began in fiscal 1958 (Vol. 15:4) with a profit in the first quarter ended Jan. 31 "about double" last year's \$297,699 (15¢ a share), pres. Benjamin Abrams told stockholders meeting this week in Atlantic City. He said sales for the quarter were about 25% above the comparable period of the preceding year, & that directors will give "serious consideration to the resumption of cash dividends." Last December the company paid a 3% stock dividend, its first dividend since 1956.

NTA Purchase Under Way: With the last legal obstacle removed, National Theatres this week officially made its stock-exchange offer to NTA stockholders (Vol. 14:34,36, 38,46). In accordance with a Justice Dept. proposal (Vol. 14:52), NTA has agreed to end its partnership with 20th Century-Fox in the NTA Network (in which NTA & 20th Century each hold 50%), purchasing 20th Century's interest for \$250,000.

National Theatres, which owns WDAF-TV & WDAF, Kansas City, is offering—in exchange for NTA common & purchase warrants—\$20,000,000 in 5½% debentures (due 1974), purchase warrants for 454,545 shares of common stock and 485,550 exchange warrants to purchase debentures and stock warrants. The purchase will be made if National Theatres acquires at least 51% of NTA shares by March 16, 1959.

Stockholders will receive \$11 principal amount of debentures & a purchase warrant for ¼ share of National Theatres stock for each share of NTA. Warrants for the purchase of \$11 of debentures and a warrant for the purchase of ¼ share of National Theatres common will be exchanged for each outstanding NTA warrant.

GE reports 1958 was its 2nd best year, thanks to a 25% increase in 4th-quarter earnings over 1957's final period (although 4th-quarter sales were down 2%). The 1958 earnings were off 2% from 1957, net sales down 5%. Chairman Ralph J. Cordiner said consumer goods sales rose to approximately the 1957 level after a sharp drop early in the year. Consumer goods represented approximately 26% of GE's 1958 business; components & materials 26%; govt. sales 24% (up from 20% in 1957), large producer goods 24%. GE's preliminary report for the year ended Dec. 31:

	1958	1957
Sales & revenues	\$4,120,769,801	\$4,335,664,061
Net income	242,942,533	247,851,871
Earned per share	2.78	2.84
Average cap. shares	87,515,284	87,257,782

For 3 months ended Dec. 31:

Sales & revenues	1,138,154,801	1,166,388,061
Net income	80,972,533	64,863,871
Earned per share	93¢	74¢

Universal Pictures reported a net loss of more than \$2,000,000 for the fiscal year ended last Nov. 1, including a special write-off of \$799,715 and allowing for a \$2,045,000 income-tax refund. Chairman N.J. Blumberg and pres. Milton R. Rackmil explained that "the public tastes had veered sharply from the moderately budgeted pictures" which have been Universal's specialty. The report for the year ended Nov. 1:

	1958	1957
Film rentals & sales	\$56,680,034	\$72,441,757
Net income (loss in 1958)	(2,020,056)	2,843,833
Earned per share	—	2.93

Warner Bros. has purchased 160,000 shares of its common stock formerly held by Serge Semenenko (Boston banker who is a Warner board member) at a cost of nearly \$5,000,000. Semenenko interests now are said to hold only about 5000 shares. The purchase gives pres. Jack L. Warner a stronger hand as the company's biggest stockholder.

Arvin Industries Inc. reports a decline in net income and sales for the year ended Dec. 28:

	1958	1957
Net sales	\$54,015,225	\$69,705,700
Net income	1,487,878	3,689,975
Earned per share	1.65	4.10
Shares outstanding	899,225	898,925

Balance Sheets: For the last several weeks we have published balance sheet information reported to the FCC by companies owning stations. Because some of the information in the balance sheets might be misused to the detriment of the companies involved, we are discontinuing publication of this information.

Electronics & Electrical Equipment Shares group of Group Securities Inc., big Jersey City investment trust, would be combined with Aviation Shares group under a proposal submitted to stockholders for Feb. 24 vote. The new fund would be called "Aviation-Electronics-Electrical Equipment Shares."

Consolidated Electrodynamics Corp., although reporting a net loss for 1958, had more than \$13,000,000 in unfilled orders at the end of the year vs. \$8,900,000 a year earlier. The statement for the year ended Dec. 31:

	1958	1957
Sales	\$32,079,000	\$30,541,382
Net income (loss in 1958)	(1,178,496)	771,729
Earned per share	—	73¢
Shares outstanding	1,064,248	1,063,355

Hoffman Electronics earnings for 1958 will be about 5% higher than the \$1,655,372 earned in 1957, or about \$2.30 a share (vs. 1957's \$2.25), pres. H. Leslie Hoffman said at Chicago distributors meeting this week. He said 1958 sales totaled about \$40,000,000, down from the \$40,968,617 reported for 1957 (Vol. 14:12).

Filmways Inc., N. Y. independent producer of film & type commercials, was listed this week for the first time by the American Stock Exchange.

	Dividends		Stk. of record	
<i>Corporation</i>	<i>Amt.</i>	<i>Payable</i>	<i>record</i>	
Globe-Union	\$0.20	Mar. 10	Feb. 27	
Hazeltine35	Mar. 16	Mar. 2	
WJR The Goodwill Sta. . .	.10	Mar. 3	Feb. 19	
Sprague Elec.30	May 1	Apr. 10	

Pre-Print Orders for New TV Factbook

TELEVISION FACTBOOK No. 28, Spring-Summer edition of the TV-radio & other electronic entertainment industries' first, most widely used & most frequently quoted data book, will be off the presses at the end of March. Completely indexed, this nearly 500-pp. semi-annual "almanac" provides ready access to a wealth of basic data on all U.S., Canadian and world TV stations and networks (including complete rate cards of the U.S. & Canadian networks and digests of all station rate cards); data on all CPs outstanding and applications pending; updated allocations tables. All other depts. have been updated, too, including directories of the FCC, TV sales reps, program producers & distributors, manufacturers of TV-radio sets, tubes & transistors, TV-radio attorneys, consulting engineers, specialized consultants, electronics labs, etc., etc. Included with each FACTBOOK is a revised copy of our 34x22-in. Map of TV Cities and Network Interconnections, in color, suitable for framing. One copy of the FACTBOOK goes to each of our full-service subscribers. Extra copies, if pre-print orders for 20 or more are placed by March 6, cost \$2 each; single copies, \$5.

Some Candid Talk about Allocations

More about

ENGINEERS' PREDICTIONS: Our consultation with the consulting engineers for their crystal-gazing comment on FCC's probable course of action on allocations (p. 1) produced some intriguing & salty responses—hardly the kind of thing you'll find in a formal petition to the FCC. When we assured the engineers we wouldn't identify them, they became quite expansive. Following are the unexpurgated ideas of several experienced practitioners:

(1) "The FCC is going to have to learn to make a 'nation-wide competitive' system with 12 channels. It will have to examine the whole principle of allocations—with its mind on the different size of markets, varying powers & heights, directional antennas, precision offset, adjacent-channel interference (which may be different from what it once was thought to be)—& wrap it all up in an entirely new system. I've reluctantly come to the conclusion that we can't salvage uhf in the foreseeable future. The vhf-only sets present a huge obstacle. As for more vhf channels, even if we got a half dozen, there's a tremendous inertia in the existing sets that will receive only the 12 existing channels. Stations on the new vhf channels would be pioneering as much as uhf did. I think we have a nation-wide system now—but not enough competition."

(2) "The FCC ain't going to do nothing. They're no closer to solving the problem than they were 2-3 years ago. I don't see them doing anything unless Congress forces them. The Craven plan for about 25 continuous vhf channels is most desirable. But I think they'll reduce vhf mileages on the present 12 channels. I think they could get away with that—but that would benefit the city slickers, not the country boys. There are too many vested interests in Congress to permit a move to all-uhf. FCC should have put uhf in the big cities, vhf in the wide-open areas—but that's water over the dam."

(3) "If the FCC follows its usual practice, they'll generate more problems than they'll decide. I don't think I or my clients will live to see any material change. They should have got more vhf channels 10 years ago, but now the addition of more channels would give you problems about the same as uhf has—conversion. TASO has completely missed the boat on new data. The people have just gone through the motions of educating people who aren't much interested. They haven't made a move yet on the things we really need to know about—directional antennas, cross-polarization, high vs. low towers. They measured things we know about. In uhf, we have a hell of a lot better transmitters & receivers than we did when uhf started. Uhf can work if you go high enough in towers. You need 2000-ft. towers. You can cover Los Angeles from Mt. Wilson, & N. Y. from the Empire State Bldg. But you can't stick a 100-ft. mast on a mountain. You have to have space between the antenna and the ground. We've got to tell the FCC what it's all about. I think we got a bunch of Commissioners who don't know what they're doing."

(4) "They certainly can't go all-uhf. Any study shows it's uneconomic and unreasonable to use satellites & boosters to serve the fringe areas this would create. It probably wouldn't affect the people within 10-15 miles of the stations. In Ch. 2-13, they've got to find a way to reduce spacings & powers & use directionals. It's the most probable course, because it's under FCC's control. I think it's what they should do. More vhf channels would be desirable—but there never will be enough to go around."

(5) "It's likely nothing will be done in the near future. I can't believe that anyone who has considered the problem would try to stick with only the 12 vhf channels. The best solution would be a continuous vhf band starting at about 100 mc. Craven suggests 25 channels, & that would accommodate all operating stations plus expansion in many areas. Second best would be to revise the vhf-uhf setup so that they don't have to compete with each other—deintermixture."

(6) "It would be most desirable to continue the vhf band into the upper vhf spectrum—but that's academic because of the vested interests in the spectrum above Ch. 13. Right now, FCC could make more complete use of the existing 12 channels—by reducing mileages, using directionals, precision offset, lower powers, etc. One thing they should not do is go all-uhf. If there were no shadow problems on uhf it would be OK. But uhf will never do the job—we know that from experience. The public would be up in arms. It would be the greatest uproar you ever saw. But I won't guess what the Commission will actually do."

(7) "What will FCC do? Continue to fumble. They could cut vhf service areas but that would be a bad mistake. It's rather ridiculous to ask for more vhf channels. There's not enough of them & what's more, when you get somewhat above Ch. 13 you're in uhf, anyway. Uhf would allow tremendously greater expansion. It would give more service and better pictures to more people. It would do it at somewhat greater cost—but the cost wouldn't amount to much over a period of time. Anyone who has gone into it with an open mind can't come to any other conclusion than uhf. Sure, each station would serve a smaller area than vhf does, but people would build stations in those fringe areas. You'd end up serving more people with more signals. Oh, the FCC will flub around and give lip service—and it will produce shorter spacings & DA's on the present channels. Then it will authorize more & more ridiculous DA's. We'll end up with a few stations with big coverage. Others will be cut down."

(8) "In the next 2 years, the FCC will desanctify the mileage table in vhf. It will cut powers & heights, add DA's. This is a stopgap, however. It wouldn't be a tremendous gain. We still need more channels. Within 5 years, I think the commission will find some more useful channels. These may be uhf, because a large portion of the uhf may turn out to be a damn sight more useful than we think it is at the present time. Maybe we'll go all-uhf within 10 years. If uhf isn't the answer, we're likely to get a few more vhf channels above Ch. 13, by a deal—swapping with other services."

The authoritative newsletter for executives of TV and associated radio and electronics arts & industries

SUMMARY-INDEX OF WEEK'S NEWS

CBS DROPS MILWAUKEE UHF. Can't fight vhf's. Networks nearly out of uhf picture with NBC considering sale of its Hartford station (p. 1).

NETWORKS SAY THEY'RE "CLEAN" ON TIE-INS as FCC orders formal investigation on charges of pressures against advertisers & program producers (p. 2).

COURTS, NOT FCC, ARE ANTI-TRUST REFEREES. U.S. Supreme Court renders unanimous decision remanding NBC-Westinghouse station-swap case (p. 2).

NEW ENTRIES IN STEREO SWEEPSTAKES: Bell Labs offers stations compatible 2-channel system requiring no home conversion. RCA, Westinghouse to test new AM systems (p. 3).

OPEN SEASON OPENS FOR HARRIS headline-hunters, armed with special FCC probe funds. Network controls by FCC proposed. Other developments in Congress (p. 4).

SHOWDOWN ON EQUAL TIME is pressed for by networks and NAB as result of FCC's new rule that Sec. 315 covers newscasts as well as vote-pleas by candidates (p. 5).

BOSTON CH. 5 HIATUS UNTIL MARCH 9, as parties' attorneys weigh calling "big names." Globe's publisher lists govt. contracts (p. 6).

VIDEO TAPE'S MERGER BOOM: East meets West again as tape-commercial specialist Elliot, Unger & Elliott unites with Screen Gems, following Warner-Filmways (p. 14).

ENGINEERS EXPLORE SUPER-SENSITIVE TV using the parametric amplifier developed for military microwave-radar use. Device could make uhf sets as sensitive as vhf (p. 15).

Manufacturing-Distribution-Finance

STATE OF THE TV MARKET is shown by Sylvania research director Frank W. Mansfield's release of annual statistics on sets-in-use, production, scrappage, sales & inventories (p. 16)

RECORD SALES & PROFITS reported by Zenith & CBS for 1958 (p. 18). Fourth-quarter spurt brings RCA sales close to 1957 level, but earnings are lower (p. 17).

DEPARTMENTS: Congress (p. 4). FCC (p. 5). Networks (p. 6). Programming (p. 8). Stations (p. 9). Advertising (p. 12). Film & Tape (p. 13). Trade Report (p. 15). Financial (p. 17).

CBS DROPS MILWAUKEE UHF; CAN'T FIGHT 3 VHF's: Networks' valiant effort to make a go of uhf is just about over—with CBS's announcement this week that it will darken WXIX (Ch. 18), Milwaukee, about April 1, shifting affiliation to Storer's WITI-TV (Ch. 6). CBS had closed down its WHCT (Ch. 18), Hartford, later sold it for \$250,000, and it resumed operations Jan. 24 (Vol. 15:4). NBC had shuttered its WBUF (Ch. 17), Buffalo, and is now considering sale of WNBC (Ch. 30), Hartford (Vol. 15:7-8). When & if NBC sells, networks will be completely out of the uhf picture (ABC never having been in).

CBS pres. Frank Stanton had to sing the same sad refrain—uhf can't compete with 2 or more vhf's. He said decision was made "reluctantly and only after most exhaustive efforts to compete successfully against superior physical performance of the 3 vhf stations in Milwaukee."

Stanton estimated WITI-TV reaches 648,000 TV homes, whereas WXIX can reach 341,000 of which only 258,000 have converted to uhf. He said WXIX gets only about 20% of TV audience, compared with 33% for average CBS-TV affiliate in 4 station market. He ended on a hopeful note:

"Nevertheless, we continue to believe that uhf can provide a satisfactory service under appropriate conditions. We will, therefore, look for opportunities to restore the full quota of uhf stations permitted . . ."

Foregoing brings up question of status of FCC's current deliberations on uhf & vhf allocations. We've received a lot of comment on our roundup of consulting engineers' opinion as to Commission's probable course (Vol. 15:8)—many people agreeing that squeeze-ins of more stations on present Ch. 2-13 are likely. But FCC members won't concede that conclusion is foregone.

Says one Commissioner, for example: "They don't know what they're talking about. We've examined that idea and we've abandoned it for the present. It just won't do."

NETWORKS SAY THEY'RE 'CLEAN' ON TIE-INS: Networks are uncomfortable but unworried about FCC's long-expected formal investigation into alleged "program tie-ins" which was announced officially this week (Vol. 15:6). Networks' position is & always has been that they've never arbitrarily pressured any advertiser to buy network-owned programs or forced any outside program producer to hand over a piece of their properties as a condition to getting them telecast. Networks believe they can defend themselves handily in the Commission proceeding.

However, networks will have a lot of questions to answer—because Justice Dept. quietly collected complaints along these lines from about 100 people, turned them over to FCC. This is bound to get the whole business on the record.

Commission put chief examiner James D. Cunningham in charge, but set no date for start. Proceeding will be oral & written, public & closed, in Washington & out—up to Cunningham's discretion. Specifically, FCC will look into:

"(1) The extent, if any, to which networks or others seek to achieve or have achieved, control of TV programming.

"(2) The extent to which network ownership or control of programs for TV exhibition is necessary or desirable in the public interest.

"(3) The extent, if any, to which networks exclude or seek to exclude programs not owned or controlled by them or in which they have not acquired a financial or proprietary interest from access to network TV markets.

"(4) The extent, if any, to which networks demand or require financial or proprietary interest in independently produced programs as a condition precedent to consideration for exhibition, or to exhibition, of such programs on the TV networks.

"(5) The participation of networks or persons owned or controlled by networks in the acquisition, ownership, production, distribution, selection, sale and licensing of programs for TV syndication or non-network TV exhibition."

COURTS, NOT FCC, ARE ANTI-TRUST REFEREES: Courts have "primary jurisdiction" over anti-trust matters, regardless of what FCC does, and NBC must now go to trial on charges that it used "monopolistic" pressures to force Westinghouse to swap its Philadelphia stations for NBC's Cleveland outlets. That's substance of U.S. Supreme Court's decision this week in case brought before it by Justice Dept. after Philadelphia Federal District Court Judge Kirkpatrick had ruled that FCC approval of swap immunized NBC from anti-trust prosecution (Vol. 14:2).

There never had been much doubt Supreme Court would rule that way, and decision, written by Chief Justice Warren, was approved by 7-0 vote (Frankfurter & Douglas not participating), despite NBC's argument that Justice Dept. was frozen out of the picture.

There's no telling when case will go to trial. It may be as long as a year, and it goes before same court, perhaps before same judge. Justice Dept.'s basic allegation is that NBC forced Westinghouse to swap its Philadelphia stations (now WRCV-TV & WRCV) for NBC's Cleveland outlets (now KYW-TV & KYW) by threatening to take NBC affiliations from Westinghouse's Boston stations, and to withhold affiliation from its Pittsburgh outlet. Justice says NBC's aim was to upgrade its station ownership into larger markets. (NBC also paid Westinghouse \$3,000,000 in the transaction.)

Supreme Court based its decision on legislative history, holding that development of Communications Act clearly shows that courts, not FCC, were intended to have last word on anti-trust violations in broadcast industry.

If NBC is finally held guilty of monopolistic practices, courts could order it divested of its Philadelphia stations—the most extreme possibility. Courts could require FCC to revoke the licenses outright or they could permit NBC to sell. Latter would be more likely, in light of precedent in *Kansas City Star* case. *Star* was convicted of monopolistic practices but was permitted to sell its WDAF-TV & WDAF to National Theatres for \$7,500,000 (Vol. 13:47-48; 14:17). However, a vast amount of litigation will flow, probably for several years, before final decision is rendered.

If Justice Dept. achieves its goal of getting NBC out of Philadelphia, NBC would be in decidedly inferior position with respect to CBS & ABC in terms of major-market-station ownership. Now, CBS owns vhf stations in the 4 top markets (N.Y., Chicago, Los Angeles, Philadelphia) and the 9th—St. Louis. NBC has the top 4 plus the 11th—Washington. ABC has the top 3 plus the 5th (Detroit) & 7th (San Francisco).

FCC lawyers look upon decision as "reaffirmation of the law"—for they had agreed with Justice Dept. in briefs before Supreme Court.

Supreme Court threw in one statement which may be disturbing to some licensees. While FCC can't immunize licensees from anti-trust proceedings, it said, it does have the duty of considering anti-trust factors in granting licenses. "In a given case," Court stated, "the Commission might find that anti-trust considerations alone would keep the statutory standard from being met, as when the publisher of the sole newspaper in an area applies for a license for the only available radio & TV facilities—which, if granted, would give him a monopoly of that area's major media of mass communications."

NEW ENTRIES IN STEREO SWEEPSTAKES: Stereo broadcasting systems are being unveiled almost daily now, in advance of first meeting of important Systems Specifications Panel of National Stereophonic Radio Committee next Wed., March 4. This panel, under Hazeltine's Charles W. Hirsch, will receive all proposals for compatible stereo systems.

New AM stereo systems will be demonstrated for the first time next week by NBC & Westinghouse—and it was learned that the much-discussed (but little understood) Percival system of England will be placed before NSRC panel. And Bell Labs demonstrated—first privately to NSRC & press, later publicly to entire nation on NBC's Feb. 28 Perry Como show—ingenious TV-AM or FM-AM stereo system which is completely compatible and requires no equipment in the home except 2 sets.

"Project Mixmaster," as Bell Labs' system is known within company, is 2-channel technique which uses present standards and therefore needs no FCC approval (or NSRC consideration). Though it's perhaps a stopgap until single-channel system is authorized, it resolves quite satisfactorily a dilemma which faces all broadcasters who attempt TV-AM or FM-AM stereocasts:

In conventional 2-station stereo, broadcaster must either make serious compromises in directional quality of stereo, or feed his one-set listeners (who still make up bulk of audience) a defective, partial signal.

Bell Labs' system is based on "precedence effect" in hearing—a phenomenon known to audio engineers since 1933: If single sound is heard through 2 loudspeakers several thousandths of a second apart, direction of sound seems to be determined by speaker from which sound emanated first.

"Mixmaster" technique is to feed sounds from left channel through 10-millisecond delay line to right channel, sounds from right channel through similar delay line to left channel. Thus stereo listener hears left-channel sounds first through left loudspeaker, right-channel sounds first through right speaker, preserving full stereo—although all sounds actually come through both. But monophonic listener—no matter which channel he's listening to—hears all sounds of both channels.

We listened to demonstration of system in N.Y. Feb. 24, found both stereo & mono reproduction quite effective. AT&T hopes to license stations & networks to use system. Equipment costs to station or network—whichever originates the stereo—are said to be around \$3000. It's understood ABC is considering using system for its Lawrence Welk stereocasts.

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RCA will begin testing an as-yet-unannounced single-channel AM stereo system on NBC's WRCA, N.Y. next week—obviously quite different from system it showed at its Princeton Labs last Oct. (Vol. 14:43). Only tip-off to tests was grant by FCC Feb. 26 of "experimental authorization to operate WRCA only during non-broadcast hours to test an AM stereo system in which the 2nd channel is effectively obtained by frequency modulation having low deviation."

"This will require substitution of an experimental crystal-controlled unit for the normal crystal control," NBC said in its request for authorization. "The purpose of the test," said NBC, "is to determine crosstalk, distortion, compatibility and performance in the fading zone." Grant is for 90 days starting March 2.

Westinghouse's AM stereo system, to be demonstrated March 3 in N.Y. non-broadcast test, is unique in that it is single-channel method which requires no converter or special set in the home—just 2 AM radios.

Said to be based on long-standing Westinghouse patents, it uses station equipment costing about \$2500. In the home, each set is slightly detuned from station's carrier frequency—one above it, the other below.

NSRC panel members are looking forward most eagerly to explanation and demonstration of the "weird & wonderful" (as one engineer described it) Percival system. Tested in Britain by BBC, it differs markedly from all systems proposed here. It's the property of EMI Ltd., which hopes to capture U.S. market with it. Proposed as AM system, it uses rapid switching technique to divert sound first to one speaker, then to other. It also may be used as a TV or FM system, it's understood.

Some 12 FM stereo systems—many of them closely related—plus 5 AM systems, not to mention TV (which presumably could use variations of most of the FM systems) have already been proposed for single-channel stereo. NSRC has decided that it won't "recommend" any specific system, but will submit to FCC its technical evaluations of all principal methods.

How long will it take? NSRC members seem to think they can be ready with final evaluations within year—if all companies work together, without squabbling over proprietary rights, in all-out attempt to get stereocasting on the road.

The Week in Congress

OPEN SEASON OPENS: The 1959 hunting season for headline game in the FCC & broadcasting industry opened officially in Congress this week. Chairman Harris (D-Ark.) of the Commerce legislative oversight subcommittee was armed with a special \$200,000 appropriation as a starter for fresh probes of federal regulatory agencies (Vol. 15:8).

At the same time, the wide range of TV-radio expeditions planned by the House investigators was extended even further. Rep. Bennett (R-Mich.), ranking minority member of the Commerce Committee and its oversight and communications & power subcommittees, introduced the first bill (HR-5042), at this session of Congress, for direct FCC regulation of TV networks.

Harris met no opposition in the House to his request for special funds to continue the oversight subcommittee study of agency practices which, he said, "badly need investigating," although he was twitted by Reps. Gross (R-Ia.) & Hoffman (R-Mich.) about his headline pursuits last session, when criticism of his tactics were voiced on the floor.

The House also voted Harris \$150,000 for his communications sub-committee to carry on a broad study of spectrum uses (Vol. 15:8). This is likely to forestall a similar inquiry by a Presidential commission, as recommended by the President's Special Advisory Committee on Telecommunications (Vol. 15:7). Sources in the office of Civil & Defense Mobilization told us this week that "it's going to be a little awkward" now for that agency to try to get Congress to approve a White House-appointed spectrum commission, as director Leo A. Hoegh had planned.

Harris also moved closer to another major item on his Commerce Committee's TV-radio agenda. He held an unannounced meeting Feb. 27 in committee offices with all FCC members except Comr. Craven to do some preliminary exploration of pay-TV issues, which he proposes to resolve by banning all kinds of toll TV after permitting limited FCC tests (see p. 5).

No time table for any of the House TV-radio inquiries was set, however. The only hearings scheduled this week by Harris were for March 16-20 on his bill (HR-1253) and similar measures to amend the Federal Trade Commission Act to set up federal fair trade regulations (Vol. 15:8).

In still another TV legislative areas—federal aid to educational TV—progress was made in the Senate. That body's Commerce Committee Chairman Magnuson (D-Wash.) got his \$51,000,000 equipment-purchase bill (S-12) on the floor following unanimous approval by his committee (Vol. 15:5). The measure, authorizing \$1,000,000 grants to each state & territory, was in a position to be called up for a vote at any time—possibly next week. Next step for the ETV bill is consideration by the Harris committee, which may get around to it late in March.

Bennett's network regulation bill—similar in concept to proposals in other Congressional sessions by former Sen. Bricker (R-O.) which never got very far (Vol. 15:6)—would require networks under FCC control to: (1) "Provide a balanced program structure" for affiliates. (2) "Refrain from engaging in practices which have the effect of restricting use" by stations of programs offered to them by packagers. (3) Make network programs available to "the maximum number of TV broadcasting stations." (4) File with the FCC copies of station contracts. No companion bill was offered in the Senate, although Sen. Douglas (D-Ill.) has been contemplating a move in that direction.

"I feel," said Bennett in introducing his bill, "that Congress should enact new regulatory legislation for TV networks because I believe that such regulations are needed if the American people are to have the benefit of TV programming which meets the public interest test."

Off the Hill, Harris, meanwhile, took some cutting swipes at Dr. Bernard Schwartz, ousted chief counsel of the oversight subcommittee whose recently published *The Professor and the Commission* accused subcommittee members of "whitewashing" FCC probes (Vol. 15:7). In a speech before the Federal Communications Bar Assn., Harris said the book contains "misstatements of fact and erroneous assumptions & conclusions." He conceded that his subcommittee made "some mistakes," that: "In fact, about the first and perhaps the most serious mistake the committee made was that it employed Dr. Schwartz as its chief counsel." The ex-counsel, said Harris, was "determined to rule or ruin" the subcommittee.

The Army showed off its closed-circuit missile maintenance training system (Vol. 14:40), by transmitting a live 2-hour program from its Army Ordnance Guided Missiles School in Huntsville, Ala. to the Pentagon. The telecast was observed by Secy. of the Army Wilber M. Brucker and 300 high-ranking officers. Handled by TelePromPTer, the program covered missile maintenance.

The FCC

SHOWDOWN ON EQUAL TIME: Backstopped by NAB, all 3 TV-radio networks were lining up this week for a once-&-for-all effort to clear the air of those political equal-time nightmares. The horrid visions had been raised again for broadcasters by the FCC's most recent interpretation of long-troublesome Sec. 315 of the Communications Act (Vol. 15:8).

ABC joined CBS to demand that the FCC reconsider its 4-3 ruling that Sec. 315 covers an appearance by a candidate in a newscast as well as in straight broadcast pitch for votes. NBC was drafting a similar appeal to the Commission, and that body may take up the issue again next week. In addition, NAB readied itself to help carry the broadcasters' case into federal courts, should the FCC stand pat.

There also was talk in broadcasting circles of trying again to persuade Congress to repeal Sec. 315—as sought in the past by the NAB—or at least to rewrite it in common-sense language that would relieve networks & stations of chronic election-time headaches. But nobody held much hope for action on Capitol Hill at this session.

Meanwhile, the perennially unsuccessful Chicago politician who caused the FCC to emit its blanket equal-time ruling—Lar (America First) Daly—parlayed his equal TV time into 66,000 votes among 542,455 cast in the city's Mayoralty primary, in which he sought both Democratic & Republican nominations. And it's likely he'll be back again to harass Chicago stations the next time he sees a chance to run for something. He had won the right to go on the air as a candidate every time an opponent was shown in a news clip, however briefly—regardless of whether or not the opponent had initiated his appearance.

As Pres. Leonard H. Goldenson of ABC's parent AB-PT pointed out this week: "The fallacy of this application is obvious when we consider that it would, for example, require equal time grants, whenever requested, for every time a network or individual station in an election year reports on a news conference held by a U.S. President who is nominated to succeed himself."

Goldenson urged the FCC to exclude from Sec. 315 coverage "all legitimate news events—including local, state or national campaigns—in regular or special news programs." CBS News v.p. & gen. mgr. Sig Mickelson had protested that if the FCC's new ruling stands it can result in virtual blackouts of TV-radio election coverage, because networks & stations would always run the risk of being obliged to turn their facilities over to any candidate whose opponent happened to appear in a newscast.

If it was the FCC's intention to wash its hands of Sec. 315 troubles by interpreting the law so literally that Congress would be forced to change it, there was no visible evidence of concern on the Hill over the broadcasters' dilemma. No bills to repeal Sec. 315 were introduced. No committee on either side moved to look into the problem.

The usual, every-session bills for reform of election practices (S-440 & 446, HR-1977) had been introduced, but nothing in them promised much relief from Sec. 315. In general, the measures—whose outlook at this session wasn't regarded as bright—would limit application of Sec. 315 on the Presidential & Vice Presidential level to candidates of parties which polled at least 4% of the popular vote in the previous national election. But the bills wouldn't affect equal-time rights of candidates for lesser offices.

The last real go-round in Congress on Sec. 315 came late in 1956 at hearings held by a special House Committee on Campaign Expenditures (Vol. 12:51, 13:7) headed by Rep. Davis (D-Tenn.). At that time NAB pres. Harold E. Fellows pleaded for repeal of the equal-time provision—or at least to restrict it to candidates of major parties. But nobody in Congress—where politicians have found no personal disadvantages in operations of Sec. 315—displayed much interest in the broadcasters' plight.

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IS ANTI-PAY-TV BILL LEGAL? Proposals by House Commerce Committee Chairman Harris (D-Ark.) to ban all pay-TV systems (Vol. 15:3) may be unconstitutional, the FCC said this week in its first open comments on the legislator's sweeping resolution to resolve the pay-as-you-see issue by obliterating it.

A detailed breakdown of the Harris measure (H.J. Res. 130), issued by the Commission after a conference with Harris in committee offices (see p. 4, stressed that the FCC "supports the basic objective" of the resolution's provisions providing for limited pay-TV tests by the FCC.

But, if Congress finally agrees with Harris that wired TV as well as broadcast pay TV should be prohibited, those provisions of the law "may give rise to a constitutional question regarding federal regulation of intra-state activities," the FCC warned.

"Under the present provisions of the Communications Act relating to common carriers, this Commission has jurisdiction only with respect to their interstate & foreign communication services," the FCC reminded Harris.

As for the Harris resolution's stipulations about pay-TV tests, the FCC said the proposal "conforms essentially with approach contemplated" in the first place by the Commission in 1957—except for "one major departure." The FCC wanted to run tests for any one system in as many as 3 cities. Harris wants to confine tests of any system to one area.

The FCC also pointed out that Harris' definition of a pay-TV program ("received by home TV receiving sets only upon the payment, by the owners or users of such sets, of a charge, fee, or other form of compensation") could mean programs transmitted by community antenna systems. This definition should be changed to make it clear that CATV systems aren't a target of the proposed ban, too, the commission said.

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FCC's license renewal forms won't get any action until this fall. That much is clearly apparent from the fact that industry is now split in its responses to the Commission's proposed changes (Vol. 15:8). It had been thought, originally, that the industry would go along with the recommendations of its committee, which worked out a series of amendments in cooperation with the FCC. Now, however, a considerable number of broadcasters insist that the Commission shouldn't require stations to provide any breakdown of their programs. Another group likes the proposal and suggests some changes. It will take the FCC at least until fall to study comments, decide next move.

TV-radio interference with public reception "created by assignments to the Govt. & special service users" in some areas was protested this week by the NAB's Engineering Advisory Committee headed by J. W. Wright (KSL-TV & KSL, Salt Lake City). Meeting in Washington, the committee called on the NAB's engineering dept. to explore the problem with receiver manufacturers and Govt.

BOSTON CH. 5 HIATUS: Exploring the use of "influence," the FCC finished its presentation this week in the hearing on the Boston Ch. 5 case, which started last week (Vol. 15:8). It is due to resume March 9.

It's up to the individual parties now, to produce their own witnesses if they think they can bolster their cases. Some attorneys may conclude they have nothing to lose and may demand the appearance of big-name govt. officials—from former Presidential asst. Sherman Adams on down.

One "big name" who may get on the stand—or submit a statement, at least—is Justice Dept.'s anti-trust chief Victor Hansen. Former FCC Chairman George McConnaughey testified that Hansen informed him there would be no problem of "monopoly" in the granting of a CP to *Boston Herald-Traveler*, which won the case and now operates WHDH-TV. Hansen's asst., Robert Bicks, has offered to produce Hansen or his statement.

William Davis Taylor, publisher of the *Boston Globe*, this week testified about his conversations with just about everyone, in an effort to block the *Herald-Traveler* grant: All FCC Commissioners, Adams, former Commerce Secy. Sinclair Weeks, former Cabinet Secy. Maxwell Rabb, Senators Kennedy (D-Mass.), Saltonstall (R-Mass.), Bridges (R-N.H.), Reps. Martin (R-Mass.), McCormack (D-Mass.) & Vice President Nixon's asst., Wm. Key.

Evidently all were polite—but obviously not very helpful—because *Herald-Traveler* got the grant. Rep. Martin put it this way: "You were out-politicked."

The whole matter will be up to examiner Horace Stern, then the FCC. In the Miami Ch. 10 case (Vol. 14:49), he passed at least part of the buck to the Commissioners themselves by declining to urge that any party be thrown out "absolutely." However, the situation may be a little tighter in the Boston case—because all members of the Commission did some listening to the parties. Was this improper—or merely indiscreet?

A Miami Ch. 7 hearing is in the works—similar to those for Miami Ch. 10 and Boston Ch. 5—for it's understood that the Commission has instructed its staff to prepare for it. Ch. 7 was won by WCKT, a combination of Cox-Knight-Trammell interests.

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National Theatres' control of WNTA-TV & WNTA, Newark-N.Y. and KMSP-TV, Minneapolis-St. Paul as part of its deal for acquisition of National Telefilm Assoc. (Vol. 15:8) was approved 6-1 by the FCC this week, Comr. Bartley dissenting. Transfer of the NTA stations to National Theatres, which already owns WDAF-TV & WDAF, Kansas City, was voted "without prejudice" to any determination of court proceedings involved in the merger and to the outcome of the FCC's network studies.

Transfer of WICC-TV (Ch. 43), Bridgeport, & radio WICC to Kenneth M. Cooper & associates from Philip Merzman & Manning Slater for approximately \$1,500,000 (Vol. 14:51) was approved this week by FCC.

Translator CPs granted by FCC: Ch. 80, Needles Cal., to Needles Community TV Club . . . Ch. 73, Boonville & Philo, Cal., to Anderson Valley TV Inc.

New tower rising 789 ft. above Red Mt. near Birmingham, to be used jointly by WBRC-TV & educational WBIQ, with the former paying \$250,000 costs, has been approved by the FCC.

Networks

MUTUAL NETWORK SALE LOOMS: There's only one thing certain in the current Mutual Broadcasting System muddle: The network is up for sale. The almost-closed deal with Max Factor & Co. having fallen through at the last minute, MBS is currently negotiating with 2 prospective purchasers. One is understood to be a large industrial firm, the other a broadcasting industry group. If either deal is closed, MBS will have largest working capital in its history.

A joint statement late Feb. 26 by Factor gen. counsel & secy. Ralph Lazarus and MBS exec. v.p. Blair Walliser said that "both parties have been unable to agree on the amount." Previously Factor chairman Davis Factor had stated that tentative agreement had been reached for his company to assume the network's "very heavy" obligations—and "if there's any cash to be paid in addition, it's not likely to be much."

After the break-off in negotiations, Walliser announced that "other prospective buyers" are now discussing the purchase of MBS. Meanwhile, Hal Roach Jr., who took over from Alexander L. Guterma as chief officer of Mutual's parent Scranton Corp.—and of Scranton's parent, F. L. Jacobs Co. (Vol. 15:8)—moved his entire staff from Hal Roach Studios in Calif. to N.Y. to help him decide what to do next.

A network spokesman said Mutual's net liabilities currently are somewhat above \$600,000, and that, while still operating at a deficit today, it expects to be operating on a break-even basis by next month.

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There were these developments, meanwhile, in the case of the Govt. vs. Alexander Guterma:

(1) N.Y. Federal Court Judge Sugarman issued an injunction ordering the present (Hal Roach) management of F. L. Jacobs Co. to submit all past-due documents & reports to the SEC & the N.Y. Stock Exchange. The Jacobs management had consented to the injunction.

(2) Wayne County Circuit Court in Detroit issued a temporary restraining order to halt Jacobs officials from disposing of any of the firm's assets—but there was a difference of opinion as to whether this was binding on Scranton Corp., which is the principal owner of Mutual. The order was granted in suit by some Jacobs stockholders.

(3) After inconclusive Feb. 21 & 23 hearings in the Guterma fraud trial, Judge Sugarman told 100 waiting witnesses that further hearings in the case had been postponed to March 18—2 days after an SEC hearing in Washington on whether to suspend or cancel Jacobs' stock-trading privileges. Guterma is due to appear at another hearing March 2 before U.S. Commissioner Earl N. Bishopp on charges of failing to file required financial reports and planning to leave the country.

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CBS-TV affiliates sessions in Chicago March 14-15 at WBBM-TV studios will be open to the press again this year, "except for a few closed meetings." Among the highlights will be addresses by CBS Inc. pres. Frank Stanton, TV network pres. Louis G. Cowan, exec. v.p. Hubbell Robinson Jr., CBS Inc. v.p. & CBS News gen. mgr. Sig Mickelson, sales admin. v.p. William H. Hylan, affiliate relations & engineering v.p. William B. Lodge, operations director of sales promotion & adv. George Bristol, and CBS-TV affiliates chairman C. Howard Lane, KOIN-TV, Portland, Ore.

Down-Under Deal: AB-PT has moved into the international TV field with the purchase of a minority interest in The News Ltd. of Australia, principal owner of upcoming NWS-TV, Adelaide. The announcement was made in N. Y. Feb. 27 by AB-PT pres. Leonard H. Goldenson, and K. R. Murdoch, publisher of The News Ltd. The latter firm is parent company for several subsidiaries in the newspaper & magazine fields, as well as TV and radio, including the *Adelaide Daily News*, *Perth Sunday Times*, and TV & women's magazines published in Melbourne and Sydney.

Goldenson and Murdoch "expressed confidence," in a joint announcement, that the U.S.-Australian TV association would "develop increasing mutual benefit in future years." ABC-TV executives in N. Y. didn't elaborate, but hinted at program exchanges, co-production film-show deals, & idea swaps. Australia is now one of the leading overseas markets for U.S. film shows.



Pay TV got another boost this week when John Crosby, named by Fund for the Republic's Patrick M. McGrady Jr. (Vol. 15:5) as America's 2nd most influential TV critic (75 newspapers), said in his Feb. 25 column, "I am increasingly in favor of pay TV." His reason: "Because I think it is the only solution" to the problem of mounting costs which makes it more & more difficult for advertisers to supply "good television." Added Crosby, in a burst of prescience, "I have never been naive enough to suppose that pay TV would automatically open the flood gates to operas, symphonies and really worthwhile things. Let's not delude ourselves with great expectations. There will be plenty of junk on pay TV, too. But at least there will be plenty of money to put on decent dramas."

One way to stop pay-TV threats would be for networks to put on more shows like CBS-TV's "Hamlet," Rep. Springer (R-Ill) told the House. "This was one of the highlights of the video winter season," he said. "I can think of no program in recent years which was better done from a cultural standpoint." In N.Y., CBS exec. v.p. Hubbell Robinson estimated Hamlet reached an audience of 22,000,000 which, he said, is "an encouraging documentation of our long-held belief that there is a large and eager audience for fine drama, finely done. We intend to expand our activities in this area."

Voice of Democracy scriptwriting contest winner is James W. Rachels, 17, Columbus, Ga., who was awarded a \$1500 college scholarship this week at a Washington luncheon in conjunction with the 4th annual Conference of Presidents of State Broadcasters' Associations (see p. 8). Presentation of the prize was made by FCC Chairman Doerfer, who shared the speaker's table with Sen. Gruening (D-Alaska), U.S. Education Comr. Lawrence G. Derthick. Many members of congress were in the audience for the event, co-sponsored by the NAB & EIA in cooperation with the Veterans of Foreign Wars. Three other finalists among 50 state winners in the competition were offered \$500 U. of Missouri Journalism scholarships.

ABC-TV plans a special presentation of new 1959-60 programs for advertisers, agencies and the press March 10 at the Waldorf-Astoria, N. Y. AB-PT Pres. Leonard Goldenson and ABC-TV pres. Oliver Treyz will preside. A similar presentation will be made Sun. March 15, in Chicago at the annual meeting of ABC-TV affiliates at the Sheraton-Blackstone hotel. Next day, the presentation will be shown to Chicago admen.

More Murrow: Ed Murrow won't be reporting anywhere except at CBS for a long time to come, a CBS v.p. tells us in answer to reports (Vol. 15:8) that Ed may be offered a deal by NBC-TV or by an outside production firm for a taped series. Murrow's contract "extends well beyond the point where he's due to return in 1960," and covers his services "as a person, as a property, & insofar as rights to Murrow-produced shows are concerned."

Also denied by CBS are the reports of alleged stresses and strains between Murrow & the network. The CBS spokesman did admit that "talent and management are always going to have temporary differences," adding that "Murrow wouldn't be the keyed-up racehorse that he is if there wasn't an occasional problem."

Meanwhile, Revlon, possibly feeling a sponsor conflict because of Arthur Godfrey's link to Toni, has cancelled *Person to Person* effective mid-April. And co-sponsor Kent Cigarettes is said to take a dim view toward non-smoker Godfrey's views on cigarettes (he says he's allergic to them) and is not likely to renew after June.



NBC will telecast 67 hours of color in nighttime & Sunday hours during March. In a schedule studded with specials, the highlight will be the Easter Sunday double appearance of Mary Martin in 2 full-hour musical programs—4-5 p.m., sponsored by General Foods for Instant Tang (thru Young & Rubicam), and 8-9 p.m. (sponsor unannounced). Among other March specials will be the 90-min. all-star salute to the late Manie Sacks, 2-hour Menotti opera "Marie Golovin," 60-min. "Salute to the American Legion," 60-min. *Dean Martin Show*, 60-min. live repeat of "Green Pastures" on *Hallmark Hall of Fame*, and special Perry Como musical, Tue. March 23.

Armed Forces program agreement was signed by NBC with the Defense Dept. Office of Information & Education, permitting Armed Forces TV Service to make kinescopes of NBC-TV programs—subject to permission of program owners and sponsors—for use on military stations. The pact is similar to the agreement with CBS (Vol. 15:4), and a contract with ABC is due to be announced soon. NBC noted that, in the past, station-return kine prints had been supplied for Armed Forces use, and that the network had made more than 22,000 prints available in the last 2 years.

Tribute to the late NBC-RCA executive, Emanuel Sacks, will be NBC-colorcast Tues. March 3, 7:30-9 p.m., with these scheduled to appear: Bob Hope, Debbie Reynolds, Sid Caesar, Rosemary Clooney, Nat King Cole, Perry Como, Eddie Fisher, Harry James, Betty Grable, Tony Martin, Dinah Shore, Frank Sinatra, Kay Starr, Jane Wyman, Danny Kaye and many others.

Attention, NAB Conventioneers

If you want your TELEVISION DIGEST to follow you to your hotel in Chicago during the NAB Convention (March 15-18), we'll be glad to air-mail the March 14 issue to you at no extra cost. Please notify our circulation office at Box 700, Radnor, Pa., by Thursday, March 12 giving your Chicago hotel address. We'll also send the March 21 issue to any address you designate if you're not going to be back to your office by then.

Programming

TIME FOR MATURITY: Broadcasting, getting on toward 40, isn't a youngster anymore—and it's time for TV & radio operators to stop saying "We are young and have much to learn," assert their full public stature, and take their rightful places as national opinion leaders, NAB pres. Harold E. Fellows said this week.

In a major speech to the 4th annual 2-day Conference of State Broadcasters' Association Presidents in Washington, he said broadcasters have become "sitting ducks" for congressional critics, and can blame themselves for failing to demonstrate "courage & conviction" in their own defense, displaying, instead, "a shyness that has been sort of inbred over the years."

The NAB pres. urged broadcasters to display their "real authority"—to prove their maturity now—"through editorializing, encouraging free discussion of public issues over the air, [and] getting closer to the people by demonstrating a statesmanlike attitude of interpretive leadership."

As for "the jaundiced eye and vitriolic tongue" of broadcasting's critics who have been assailing the industry from "prepared positions" in competing newspapers & magazines, Fellows professed to see nothing "calculated" in attacks supplementing those in Congress. But he suggested wryly that if he were a publisher he'd view with "some alarm" the fact that one magazine now making circulation history, "is devoted entirely to news of TV entertainment."

A similar call to broadcasters to stand up in their own right as public figures was sounded at the conference by chairman Robert D. Swezey (WDSU-TV & WDSU, New Orleans) of the NAB's Freedom of Information Committee. "There is a great deal we can do, which I believe generally we are not doing," he said, urging more news analysis and more editorializing on the air.

The FCC was represented at the shop-talk sessions by Comr. Lee. As the Commission's National Defense Communications Coordinator, he reported Conelrad plan developments, including organization of a national industry advisory committee comprising White House correspondents, spokesmen of each service licensed by the FCC, technical & program experts from each of the 4 TV & radio networks.

Canon 35 will stay unchanged in the rule book of the American Bar Assn. at least until its annual meeting Aug. 24-28 in Miami Beach. The question of revising the lawyers' ban on TV-radio coverage of courtroom proceedings was on the agenda of the ABA House of Delegates sessions in Chicago this week, but the policy-making body again postponed any decision. Chairman Whitney North Seymour of a special Canon 35 study committee (Vol. 14:44) said he expects to be ready with a "progress report" in time for the Miami Beach meeting.

"Emmy" Award categories are to be increased from 28 to 42 for 1958-59, announced Harry Ackerman, pres., National Academy of Television Arts and Sciences. Unlike the simplified and much-publicized Oscars, there'll be Emmys for such fine differences as "best actress in a leading role (continuing character) in a comedy series, any length, live or film." Next year, perhaps, could we not look forward to such added categories as "best actress in a videotaped show, with film inserts, aired on alternate Thursdays in half-hour slots after 7:30 p.m. (with West Coast repeat) for non-automotive sponsors?"

Roman Catholic bishops will soon inaugurate a program to combat "the cult of violence, horror and suggestiveness in TV & the movies," the Rev. Patrick J. Sullivan, S. J., asst. exec. secy., National Legion of Decency, asserted at a Philadelphia communion breakfast Feb. 22. The clergyman linked juvenile delinquency with TV horror shows, claiming that more than 51% of the TV audience is under 21.

On the same subject, take note of this newest quote from a great educator: "Our youth now love luxury. They have bad manners & contempt for authority. They show disrespect for their elders and love idle chatter in place of exercise. Children are now tyrants—not the servants of their households. They no longer rise when elders enter the room. They contradict their parents, chatter before company, gobble up their food, and tyrannize their teachers." The speaker? Socrates, in the 5th Century B.C. And, Paul Talbot, who dug up the quote for *United Business Service*, adds that obviously they couldn't then have blamed the condition on "the insidious influences of movies, radio or TV. Perhaps they laid it to the scrolls & statues."

"It seems to me that decisions [on program types] can be made—and will be made, regardless of what we think—only by the viewers themselves. Our responsibility is to put on the air the kinds of programs that people like to see—not what we think they ought to see. If we programmed only the kind of show that in our wisdom we thought was 'good for people,' then, truly, we would be guilty of manipulation, and we would be wasting our clients' money . . . The public casts a big ballot for Westerns & a tiny ballot for culture. Today, TV is an escape medium for most Americans. If my wife and I find relaxation in 2 continuous hours of Westerns, you may pity us—look down on us. But don't blame the sponsor or the broadcaster for demoralizing our cultural standards. We could pick up a book, you know, or go to the movies, if we preferred."—Robert E. Lusk, pres., Benton & Bowles, before Detroit Adcraft Club.

Pre-Print Orders for New TV Factbook

TELEVISION FACTBOOK No. 28, Spring-Summer edition of the TV-radio & other electronic entertainment industries' first, most widely used & most frequently quoted data book, will be off the presses at the end of March. Completely indexed, this nearly 500-pp. semi-annual "almanac" provides ready access to a wealth of basic data on all U.S., Canadian and world TV stations and networks (including complete rate cards of the U.S. & Canadian networks and digests of all station rate cards); data on all CPs outstanding and applications pending; updated allocations tables. All other depts. have been updated, too, including directories of the FCC, TV sales reps, program producers & distributors, manufacturers of TV-radio sets, tubes & transistors, TV-radio attorneys, consulting engineers, specialized consultants, electronics labs, etc., etc. Included with each FACTBOOK is a revised copy of our 34x22-in. Map of TV Cities and Network Interconnections, in color, suitable for framing. One copy of the FACTBOOK goes to each of our full-service subscribers. Extra copies, if pre-print orders for 20 or more are placed by March 6, cost \$2 each; single copies, \$5.

Stations

NEW AND UPCOMING STATIONS: KVIE, Sacramento (Ch. 6, educational), with program test authorization in hand, hopes to begin March 2. Meanwhile, WLEX-TV Lexington, Ky. (Ch. 18), off the air since Jan. 21 when a storm wrecked its tower (Vol. 15:4), resumed programming Feb. 24, using temporary equipment. We didn't deduct WLEX-TV from the operating total because of assurances that it would resume shortly. Consequently, the debut of KVIE, 38th non-commercial outlet, adds only one to on-air total, which changes to 547 (85 uhf). Note: New target dates of other educational outlets are: KUAT, Tucson, Ariz. (Ch. 6), March 8; WMUB-TV, Oxford, O. (Ch. 14), March 24; KDPS-TV, Des Moines (Ch. 11), April.

KVIE has a 10-kw Standard Electronics transmitter and 450-ft. Ideco tower with 3-section helical GE antenna near El Dorado, Cal. about 30 mi. east of Sacramento. The owner is Central California Educational Television Inc. John C. Crabbe, ex-director of TV-radio for the College of the Pacific, Stockton, is gen. mgr.; Brad Warner, production mgr.; Bill Hopkins, program director; Gene Larson, chief engineer.

* * * *

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

WILX-TV, Onondaga, Mich. (Ch. 10), planned as a share-time operation with Mich. State U's educational WMSB, now has a March 15 target, promotion mgr. Lester B. Fishhaut reports. It's an NBC-TV affiliate, the network listing it as a Lansing outlet. Its studios are in Hotel Hayes, Jackson. The 50-kw GE transmitter and 925-ft. Ideco tower are in Onondaga, approx. 20 mi. from Jackson & Lansing, 30 mi. from Battle Creek. Base hour will be \$800. Rep will be Venard, Rintoul & McConnell.

WABG-TV, Greenwood, Miss. (Ch. 6) has 5-kw RCA transmitter due May 1. It plans June 15 test patterns and June 20 programming with CBS-TV under EMP, according to owner Cy N. Bahakel, operator of 7 southern radio stations. It will use 388-ft. Stainless tower with 6-bay antenna. Rates haven't been set and rep hasn't been chosen.

KVOG-TV, Ogden, Utah (Ch. 9) has ordered a 5-kw Gates transmitter, but hasn't set a delivery date, reports David B. Affleck, asst. mgr. of radio KVOG. It plans mid-Aug. start, but construction hasn't started on 400-ft. Gates tower, although 6-bay RCA antenna is on hand. Base hourly rate is not set. Rep will be Grant Webb.

WBDG-TV, Cheboygan, Mich. (Ch. 4) has its transmitter-studio building ready for a used 5-kw unit shipped Feb. 18 and a 500-ft. Stainless tower with 6-bay antenna has been ready since Dec., reports pres.-gen. mgr. & 30% owner Les Biederman. However, severe winter has delayed construction of two microwave towers necessary to picking up NBC-TV from parent WPEN-TV, Traverse City (Ch. 7), and WBDG-TV now is without a specific target. Base hour will be \$200 and rep will be Hal Holman.

CHAB-TV, Moose Jaw, Sask. (Ch. 4) has 6-kw RCA transmitter scheduled for delivery in about 30 days, and plans programming "end of April," writes promotion mgr. Terry McBurney for owner J. D. Moffat. Construction of studios and transmitter house is nearly completed and work has begun on a 440-ft. Stainless Walcon tower, which will have a 12-slot RCA antenna. Base hour will be \$200. Rep will be Television Representatives Ltd.

Lewis O. Seibert is selling 49.7% of KCTV, San Angelo, Tex. (Ch. 8) held by his Angelo Bestg.-Telcasting Inc. (San Angelo Radio KGKL) for \$31,488 to Big Springs Bestg. Co., according to transfer application filed with FCC. B. P. Blutworth and Roy H. Simmons continue to hold 25% each. Principal owners of the buying corporation are Houston H. & Edward H. Harte, of Harte-Hanks Texas newspaper chain, with 48.32% each. Houston Harte already is v.p. & board member of KCTV and holds one share of stock (.29%). Harte-Hanks newspapers include *San Angelo Standard-Times & Big Springs Herald*, owner of radio KBST, Harte-Hanks only other bdestg. property.

Canadian TV applications slated for public hearing by Board of Broadcast Governors March 16-18 are: Canadian Broadcasting Corp.'s 4 applications for outlets at Kenora, Ont. (Ch. 8); Moncton, N.B. (Ch. 11); Trail, B.C. (Ch. 11). French-language station at Winnipeg, Man. (Ch. 6). Others on agenda are: Cornwall, Ont. (Ch. 8) requested by Stanley Shenkman on behalf of firm to be incorporated, New Glasgow, N.S. (Ch. 7) by J. M. Cameron for a new firm to be organized, satellite at Princeton, B.C. (Ch. 70) by CHBC-TV, Kelowna, B.C.

Facility Changes: WCSC-TV, Charleston, S.C. (Ch. 5) switched Feb. 15 to 1041-ft. tower on Rifle Range Rd. . . . WDAY-TV, Fargo, N.D. (Ch. 6), now on test pattern, plans boost to 100-kw last week in Feb. . . . WJHL-TV, Johnson City, Tenn. (Ch. 11), Feb. 22 began using new tower on Buffalo Mt., 3.5 miles southeast of the city . . . WIS-TV Columbia, S.C. (Ch. 10) to 316 kw Jan. 31.

"Hi-fi-est" AM station in the world is the claim of WLW, Cincinnati, based on the judgment of high fidelity specialist Frank H. McIntosh, whose McIntosh Lab, Binghamton, N.Y. produces hi-fi components. After spending 3 years and \$300,000 on every link of its transmitting facilities, WLW claims it can now reproduce 20-20,000 cycles with distortion of less than 1/2%. Also employed is the newly patented "cathode modulation system" invented by engineering v.p. R. J. Rockwell.

RCA shipped used superturnstile antenna Feb. 19 to KNME, Albuquerque, N.M. (Ch. 5, educational), planning boost to 11.2-kw . . . also shipped used 5-kw transmitter Feb. 18 to upcoming WBDG-TV, Cheboygan, Mich. (Ch. 4), but start of the station with NBC-TV in conjunction with parent WPBN-TV, Traverse City, Mich. (Ch. 7) has been postponed because of bad weather.

Indicative of growing interest in FM, Triangle Publications, Inc. has filed application for an FM adjacent to its WFBG-TV & WFBG, Altoona, Pa., to be operated on 98.1 mc. All other Triangle stations have FM adjuncts except TV-only WLYH, Lebanon, Pa. (Ch. 15).

VIP Radio Inc., licensee of WNRC, New Rochelle, N.Y. and WVIP, Mt. Kisco, N.Y. and owned 50% by John Hay Whitney's Plymouth Rock Publications Inc. (Vol. 14:50), is buying WKIT, Mineola, N.Y. (1520 kc, 250 watts D) for \$165,000 from owner Seymour Weintraub.

World's tallest man-made structure, the 1619-ft. tower planned by WGAN-TV, Portland, Me., as well as the new 1046-ft. tower for KTVI, St. Louis, to replace the structure demolished in the recent tornado (Vol. 15:7), will be built by Kline Iron & Steel Co. (Kimco), Columbia, S.C.

National Council of Churches' broadcasting & film commission has approved a 1959 budget of \$1,000,000 to continue production & distribution of current TV-radio shows including *Frontiers of Faith* (NBC-TV) and *Look Up and Live* (CBS-TV).

TEXAS TRANSLATOR ENTRY: Hitherto a lonesome Lone Star experimenter, Richard R. Hayes of San Antonio is now making quite a bid as a manufacturer of uhf translator transmitters—to compete with Adler Electronics, which has had the field entirely to itself.

Hayes reports that his Texan Translator TV Network (438 E. Crockett St.) has sold 11 transmitters and has about 15 more in production. His price is somewhat lower than Adler's—\$2500 vs. about \$3000. Hayes' 10-watt exciter for the 100-watt unit runs \$2750. He has only 6 people in his plant because he subcontracts much of his work, and he markets equipment through 11 distributors.

The reason for the name "Texan Translator TV Network" is this: Hayes heads a regional cooperative group which is planning a string of 13-plus translators from Uvalde to El Paso. If you'll look at our TV map (which accompanies each FACTBOOK), you'll note that the area is really "white" in terms of TV coverage.

Another substantial project is a development contract with educators, including Joint Council on Educational TV, who are exploring the possibility of extending coverage via translators.

Like other translator enthusiasts, Hayes is perturbed over FCC's recent move to reconsider its ban on vhf boosters (Vol. 15:5). He vows that translators do a much better job. And, he asserts, even a 1-watt vhf booster, built according to safe technical specifications, will cost as much as a translator—while serving a much smaller area.

Hayes has reason for his concern. FCC informs us that scores of requests for translator application forms flowed in after Commission announced, in Dec., that boosters were kaput. Flow ceased abruptly when FCC said "we'll reconsider."

"Drastic revisions" of FCC TV patterns are being proposed "in significant quarters," the Assn. of Maximum Service Telecasters warned its members this week in its annual report. Calling on the membership to be prepared for action at the annual meeting March 15 in Chicago, the report cited such proposals as: (1) A switch to all-uhf. (2) Creation of new vhf channels by obtaining spectrum space between Ch. 6 & 7 or above Ch. 13 or both. (3) "Large scale deintermixture." (4) Reduction of mileage separations. (5) Elimination of the FCC allocation table.

State licensing of TV boosters—thereby challenging FCC authority to ban them (Vol. 15:6)—is authorized by a new law passed by the Mont. legislature and signed by Gov. J. Hugo Aronson. Reflecting pro-booster sentiments of some telecasters, the legislation sponsored by State Sen. Ward S. Beley places vhf boosters under jurisdiction of the Mont. Public Service Commission. But, according to legal opinion in Washington, the law has dubious constitutionality, FCC jurisdiction taking precedence.

Translator starts: K70BH & K76AN, Turkey-Quitague, Tex. began Feb. 25 repeating KGNC-TV & KFSA-TV, Amarillo . . . K79AG, Burlington-Edison, Wash. began Feb. 19 with educational KCTS, Seattle . . . K75AN, Empire, Ore. began Feb. 17 with KOIN-TV, Portland . . . K71AP, Seaside, Ore. began Feb. 3 with KGW-TV, Portland.

TV technical seminar will be conducted March 19-20 by RCA at the Blackstone Hotel, Chicago, immediately following March 15-18 NAB convention.

TV-RADIO & THE COLD WAR: Despite mounting international tension—disappointing MacMillan-Khrushchev talks, Berlin deadline, cable break incident involving Russian ship, etc.—there's no "emergency" situation affecting broadcasting directly. The Office of Civil & Defense Mobilization reports no change or stepup in its preparations for alerting the public, and FCC's Conelrad system continues at readiness.

Commission's member in charge of defense activities, Comr. Lee, has been briefing entire Washington staff this week on its duties, but it's understood that the sessions have been planned for some time and weren't suddenly prompted by this week's headlines.

The Conelrad system was established originally to deprive the enemy of radio signals on which it might "home" its planes or missiles and to provide a reliable system of broadcasting defense information. With the development of intercontinental ballistic missiles, the first reason has much less significance—because ICBM's don't need homing signals. Informational aspect is considered vital as ever.

Basic Conelrad technique is this: All TV & FM stations go off the air during an alert. Most AM stations go off, too, while certain AMs broadcast on 640 & 1240 kc to deliver instructions & information to the public. The latter take turns broadcasting, so that the point of signal origination shifts—and planes can't "home in" on it.

New common-carrier microwave system for closed-circuit color TV coverage of spot events, to be used initially by Ciba Pharmaceutical Products with Eidophor equipment (Vol. 15:1), is proposed by Teletalent's Microwave Transmission Service Inc. Asking the FCC for assignment of a 39-mc block in the 5925-6425 mc band, the firm said existing Bell System transmission lines aren't available for such Ciba projects as: (1) A surgical clinic linking the San Francisco city & county hospital with the Civic Auditorium there. (2) A space medicine demonstration at the Alameda Naval Air Station, transmitted to the San Francisco Auditorium. (3) A dental program at NYU's Bellevue School of Dentistry, transmitted to the N. Y. Coliseum.

Long-distance TV-radio relay system, which bounces signals off man-made reflectors in the sky, has been patented by pres. Henri Busignies of ITT Labs. The reflective materials would be discharged from an artillery shell, dropped by aircraft or missile, or hung from a balloon. Among materials suggested for use are metallic chaff, ionized gas and nitric oxide—all of which have reflective properties. Busignies says practical application is probably still some time off.

A change in Zone III TV allocations boundary is being sought in a petition filed with the FCC by grantee KHMA, Houma, La. (Ch. 11). It said it would be severely handicapped because the Govt. is building a VORTAC air navigation facility near the proposed TV site. KHMA asked FCC to move point (D), in Sec. 3.609 of the Commission's rules, to latitude of 30 degrees, 14 minutes, 00 seconds; longitude of 87 degrees, 58 minutes, 30 seconds.

An 8-country European air tour for TV-radio executives, program & technical personnel, advertising agency representatives & students of broadcast communications is being arranged by Thos. F. Duffy travel organization, Onondaga Hotel, Syracuse, N.Y. The announcement says there will be meetings for the group with TV & broadcast associations, and visits to stations in Europe. Dates: May 28-June 21. Cost: \$1178.

Television Digest

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Personals: Arthur M. Dorfner, ex-ABC-TV budget control supervisor, named business mgr., WABC-TV. He's also mayor of Roselle Park, N.J. . . . John Fergie, chief engineer, promoted to station mgr., WWLP-TV, Springfield, Mass. Ralph Jay named acting chief engineer . . . Leonard Bridge promoted to business mgr. & asst. secy.-treas., WOOD-TV, Grand Rapids, Mich. . . . Martin Stone, TV producer (*Howdy Doody*, *Author Meets the Critics*, etc.), pres. of VIP Radio (Vol. 14:50), named also TV-radio v.p. of Plymouth Rock Publications, which, in turn, is 50% owned by John Hay Whitney, Ambassador to Great Britain . . . Richard Fairbanks, ex-adv. director of the *Wichita Beacon*, named national sales mgr., KTVH-TV, Hutchinson-Wichita . . . John W. Thompson Jr., pres. of *Washington Star's* WMAL-TV & WMAL and assoc. editor of the newspaper, appointed a public interest director of the Federal Home Loan Bank, Greensboro, N.C. . . . Thomas E. Carroll, from *Time* Inc., named business mgr., WFBM-TV, Indianapolis . . . Warren A. Kraetzer, NYU TV-radio director, named v.p. of National Educational TV & Radio Center, Ann Arbor, which moves to N. Y. City this spring . . . James L. Snyder, ex-radio KDKA news director, named head of Westinghouse Bestg. Washington news bureau, succeeding Rod MacLeish who becomes chief of new WBC European news bureau. John Kulamer promoted to succeed Snyder . . . Kenneth Harwood of U of So. Cal. (radio KUSC, Los Angeles) elected Region VI director of National Assn. of Educational Broadcasters in run-off balloting (Vol. 15:5) . . . Charles B. Rhyne, Washington attorney, ex-pres. of American Bar Assn., named chairman of the Fellows of the American Bar Foundation . . . Barbara Wilkens, ex-publicity mgr., promoted to sales promotion director, WNTA-TV & WNTA, N. Y.-Newark . . . John B. Lanigan, ex-Compton v.p., named v.p., Videotape Productions, N. Y. . . . Cy Kaplan, ex-NTA, named gen. sales mgr., Bernard L. Schubert Inc. . . . Galen Lillethorup named promotion mgr. of KMTV, Omaha, succeeding Amos Eastridge, now merchandising mgr. William Hughes named national sales & service rep. . . . Fred Heywood, ex-CBS spot radio sales promotion mgr., named information services director, KMOX-TV, St. Louis . . . George Hemmerle, account exec., appointed mgr. of rep. Hollingbery San Francisco branch, replacing George E. Lindman, resigned. Roy Edwards, mgr. of Los Angeles branch, named West Coast director.

Dr. Mason W. Gross, well known to U. S. TV viewers as the arbiter of correct answers on the old Herb Shriner show *Two for the Money* (CBS-TV), was named pres. of Rutgers U. Feb. 27.

Syracuse U's TV-Radio Center, offering the only graduate program in TV leading to M.A. and Ph.D. degrees, has aligned for its 1959 guest professor series: Julius Barnathan, ABC director of research. Martin Codel, associate publisher, TELEVISION DIGEST. Robert L. Foreman, BBDO exec. v.p. & author. George A. Heinemann, NBC-TV director of programming. Henry Loomis, director, USIA's Voice of America. William B. McGrath, v.p.-managing director, WHDH & WHDH-TV, Boston. Frank E. Pellegrin, v.p., H-R Television Inc. Gilbert Seldes, TV-radio critic. Howard K. Smith, Washington correspondent, CBS News. John F. White, pres., Educational TV & Radio Center, Ann Arbor.

Broadcast equipment exhibitors at NAB's 37th annual convention March 15-18 in Conrad Hilton Hotel, Chicago, will total 34—a record number. The roster: Adler Electronics, Alford, Ampex, Caterpillar Tractor, Century Lighting, Collins Radio, Conrac, Continental Electronics, Dresser-Ideco, Gates Radio, GE, General Electronic Labs, General Precision Lab, General Radio, Harwald, Hughey & Phillips, Industrial Transmitters & Antennas, Kahn Research Labs, Kliegl Bros., Phelps Dodge, RCA, Raytheon, Schafer Custom Engineering, Sarkes Tarzian, Telechrome, TelePrompTer, Telescript-CSP, Tower Construction, Utility Tower, Visual Electronics, Minneapolis-Honeywell, Programatic Bestg. Service, Radio Engineering Labs' Standard Electronics Div., Foto-Video Labs.

Dr. Leslie Fishel Jr., 37-year-old director of Oberlin College Alumni Assn., has been named director of the Wisconsin State Historical Society, Madison, succeeding Dr. Clifford H. Lord, who resigned last Sept. to become dean of the School of General Studies, Columbia U. Dr. Fishel is expected to carry forward plans for expanding the Society's mass communications archives (TV-radio), to which H. V. Kaltenborn, U of Wis. alumnus, and others are contributing their TV-radio papers. On advisory board is Frank M. Russell, ex-NBC Washington v.p., now NBC consultant.

Underlining the growing international interest in tape was the tour by 3 BBC officials of NBC-TV's extensive N. Y. tape facilities this week. The British group included Gerald Beadle, director of BBC's TV service, Barrie Thorne, their North American rep & Steve Toby, chief engineer in BBC's N. Y. office. They met with Robert L. Stone, v.p.-facilities operations for NBC; Norman Racusin, director of business affairs, and other network execs. & engineering personnel.

Obituary

George M. Burbach, 75, who retired last year as gen. mgr. of *St. Louis Dispatch's* KSD-TV & KSD, and director of the Pulitzer Publishing Co., died Feb. 21 while recuperating from a long illness at Palm Beach, Fla. One of TV's early protagonists and a strong believer in newspaper-radio cooperation, he was supported by Joseph Pulitzer Jr. against his other newspaper colleagues' opposition when he wanted to expand radio operations and establish St. Louis' first TV in 1947—and he relinquished the advertising managership of the newspaper to devote himself fulltime to the stations. Surviving are his widow & daughter-in-law, widow of their only son, the late George M. Jr., onetime NBC & N. Y. adv. agency executive who started his career as an editorial assistant on *Broadcasting*.

I. R. (Ike) Lounsberry, 61, who retired in 1954 as pres. of radio WGR, Buffalo, and who was for many years chairman of CBS affiliates advisory board, died Feb. 23 in Palm Beach, Fla.

Advertising

Spots at Peak: Advertising expenditures for national & regional TV spots set new records in 1958, according to TvB. The combined TvB-Rorabaugh report shows 1958 spot billings totaled \$511,704,000 vs. \$448,734,000 in 1957—a healthy increase of 14%—the first year to pass the half-billion mark. Spot expenditures for the last quarter of 1958 were \$149,105,000 vs. \$119,835,000 for same 1957 quarter.

Daytime TV spot expenditures increased nearly twice as much as nighttime. A majority of the spot money (\$371,934,000) went for announcements & participations. Programs accounted for \$82,966,000; IDs for \$56,804,000. Top 10 spot TV advertisers with expenditures and rank:

Rank	1958	1957	1957 Rank
1. Procter & Gamble ...	\$33,833,100	\$25,916,840	(1)
2. Lever Brothers	16,578,900	7,642,980	(7)
3. Adell Chemical	12,324,900	4,109,800	(16)
4. General Foods	11,008,000	8,447,900	(5)
5. Colgate-Palmolive . . .	10,998,500	7,739,080	(6)
6. Continental Baking . .	9,223,900	10,190,060	(3)
7. Warner-Lambert	8,833,100	5,690,870	(11)
8. Brown & Williamson .	8,019,600	12,988,920	(2)
9. Miles Laboratories . .	7,895,900	6,392,640	(9)
10. American Home Prod.	7,275,600	3,589,680	(20)

Rate increases: WXYZ-TV, Detroit (Ch. 7) March 1 raises base hour from \$2200 to \$2400, 20 sec. \$550 to \$600 . . . KTBS-TV, Shreveport (Ch. 3) April 1, hour from \$500 to \$550, min. \$125 to \$150 . . . WTVW, Evansville, Ind. (Ch. 7) March 1, hour \$350 to \$450, 20 sec. \$70 to \$90 . . . KFDM-TV, Beaumont, Tex. (Ch. 6), April 1, hour \$350 to \$400, 20 sec. \$80 to \$90 . . . KGLO-TV, Mason City, Ia. (Ch. 3) Feb. 1, base hour from \$400 to \$450, min. \$80 to \$90 . . . KPLC-TV, Lake Charles, La. (Ch. 7) March 1 adds class AA hour (7-9:30 p.m. daily) at \$300, min. at \$60, class A hour remains \$250. Spot Increases: KSTP-TV, St. Paul (Ch. 5), March 1 raises base min. from \$360 to \$420 . . . WMT-TV, Cedar Rapids (Ch. 2), March 1, min. \$125 to \$135 . . . KGUL-TV, Houston (Ch. 5) has raised min. \$260 to \$275.

New Reps: KMSO-TV, Missoula, Mont. to Bolling (from Gill-Perna) . . . WTTG, Washington, D.C., to Peters, Griffin, Woodward (from Weed) . . . WTVG, Chattanooga, to Young (from Meeker) . . . KIEM-TV, Eureka, Cal. & KBES-TV, Medford, Ore. to Hollingbery (from Blair Television Assoc.).

Admen died younger in 1958 than in 1957—a 2.7-year decline from 63 years—*Advertising Age* concludes from a survey of obituaries in its columns. The 1958 average-age-at-death—60.3 years—was still better than the 57.9-year span reported in 1956. The Institute of Life Insurance reports the life expectancy for U.S. white males in 1956 (latest year for which figures are available) was 67.3 years.

Network flagship outlets in N.Y. are having a banner sales season. All three video outlets tell us they had increases in national-local spot billings during Jan., against the same period a year ago. Increases: WCBS-TV, 36.8%. WRCA-TV, 24%. WABC-TV, 19%. Station sales executives report the gains “extended generally” through station breaks, participations and program sales.

False claims in TV-radio commercials & newspaper advertising for “Oragen” weight-reducing preparation are alleged in an FTC complaint against Consumer Drug, Portland, Ore. FTC says no specific predetermined results can be achieved by Oragen.

Rating Interest: Half (51.1%) of network TV's night shows are single-sponsored, says Nielsen; 27.9% are alternately sponsored; 21% are participating or co-sponsored. . . . Another recent Nielsen indicates that 21.5% more women than men currently watch the average nighttime half-hour show, (nearly 24% more for hour-long programs). Even with Westerns, about 13% more women are watching . . . Survey by Nielsen gives a high mark to the 79 one-time-only “specials” aired last season on all nets. They got an average share of the audience of 40%—over 10,000,000 homes. . . . Public service messages get a high rating, too. Advertising Council's annual report shows a new high of 16.467 billion impressions were made in its campaigns on network TV, a 20% gain over 1957.

Mrs. Franklin D. Roosevelt will go right on making TV commercials despite criticism from the press & a few viewers, asserts her agent, Thomas L. Stix. Only 3 letters to Mrs. FDR criticized her action (film commercials combining appeal for the underfed of the world with sell for Good Luck Margarine), of which 2 were considered from “crackpots” (Stix's, not Mrs. R's characterization). About 5 wrote favoring the commercials. Fees for the stint go to charity, with Stix quoting the former first lady as saying, “Anybody who would reject such a sum would be putting her vanity awfully high when there's so much to be done with the money.” Marie Torre quoted one TV executive as saying that the Mrs. FDR commercials were “the biggest thing to hit TV since Bert & Harry Piel.”

Exposure to TV commercials has paved the way for audience acceptance of advertising in the movies, declared Theatre-screen Advertising Bureau in announcing that 95% (4541) of all drive-in theaters now accept theater-screen advertising. They report average weekly drive-in attendance reached 19,835,400 in late 1958, and—despite the popular misimpression—80% of the audience are married.

People: William R. Wilgus promoted to v.p. in charge of J. Walter Thompson Los Angeles office, succeeding Cornwell Jackson, resigned . . . Seven promoted to senior v.p., at Ted Bates: Thomas J. Carnese, Edward A. Grey, William A. O. Gross, William E. Hatch, Walter W. McKee, Dan Rodgers, Allen M. Whitlock . . . Harry D. Way promoted to exec. v.p., Erwin Wasey, Ruthrauff & Ryan, succeeding Frederick J. Wachter, now v.p. of Knox Reeves Adv., Minneapolis . . . Martin Devine promoted to v.p., Compton Adv. . . . Edwin W. Bodensiek promoted to merchandising director, Fuller & Smith & Ross, succeeding Tom Buck, now adv. director, McCall's magazine . . . Richard T. O'Reilly, N. W. Ayer v.p., named head of Detroit office, succeeding John W. Garberson, resigned . . . J. Blair van Urk, ex-exec. v.p. of Calkins & Holden, named business advisor to Rockland Corp., Wilmington, Del. . . . Erwin D. Ed Swann, ex-L. H. Hartman, named v.p., Warwick & Legler . . . Edward A. Cashin, BBDO exec. v.p., named chairman, adv. & public relations div., NYC Cancer Crusade . . . Herbert K. Butz & Richard S. Holtzman named v.p., Clinton E. Frank Adv., Chicago . . . Robert E. Britton, MacManus, John & Adams v.p., named also exec. director of new marketing-media-research dept. . . . Kenneth Mason, ex-Earle Ludgin, named creative director, Kenyon & Eckhardt Los Angeles office . . . F. Douglas Hayden, ex-Burke Dowling Adams v.p., forms own agency (6 S. Fullerton Ave., Montclair, N.J.).

Obituary

Charles H. Newton, 43, BBDO exec. in charge of TV advertising for GE, died Feb. 22 in Armonk, N.Y.

In Other Media: (Items of importance and/or interest to TV people) U.S. daily newspaper circulation total will be down ½% for 1958 vs. 1957, reports *Editor & Publisher*. The figure, 57,400,000, is based on a preliminary tabulation for *E&P's International Year Book* . . . A group of advertisers has commissioned Miles A. Wallach Research, N.Y., to do a comparison study of broadcast & print media . . . *Life* will cut its newsstand price for March & April in key eastern areas from N.Y. & Conn. to Virginia. Price, to attract new readers, will descend from usual quarter to 19¢. *Life* ran similar experiments in South & West last year . . . *SatEvePost's* March 21 issue will carry the first wine ad in the magazine's history . . . Magazines were up 5.3% for Feb. '59 (over Feb. '58) and up 2% for the cumulative calendar year, says latest *Printers' Ink* tabulation . . . Skippy Peanut Butter (Best Foods), which has been sponsoring *You Asked For It* for 9 successive years, will use magazine advertising for the first time when it starts a 4-color series in the March *Reader's Digest*. Its TV advertising will continue . . . Time Inc. enters the media battle with an 18-shot house-ad campaign plugging that number of advantages which "make advertising in magazines a uniquely powerful force for mass selling:" specific appeal, information, ideas, anticipation, change, change of pace, beauty, loyalty, concentration, perception, confidence, solidity, authority, retail tie-ins, response, privacy, selection, and audience.

A plea for peace between print & broadcast media was made Feb. 23 by the medium most appropriately qualified to issue it: *TV Guide*—which lives in both camps. Its publisher, James T. Quirk, speaking to the Kansas City Advertising & Sales Executives Club, said in part:

"Unless we call a halt to this foolish bickering among media, we may wind up killing the advertiser and the public's confidence in advertising itself. And all of us in media have been working for years to develop and gain respect for the magnificent job advertising does." Quirk pointed out that many newspapers now feature advertising columns; news & business magazines devote wide coverage to advertising news, and even radio stations broadcast advertising news programs. "We may think our inter-media battles are going unnoticed," he concluded, "but the people who decide on advertising budgets—and the public—are very cognizant of what is happening. If they lose confidence in advertising—through impressions we in media have created in our fight for the ad dollar—all of us in advertising will be faced with a serious problem. . . . America's advertising pie is big & getting bigger. There is more than enough revenue in its huge potential to meet the needs of all media."

ABC, print media's official circulation auditor, told *Editor & Publisher* last week through its chairman Walter P. Lantz, that its directors & staff would give thorough consideration to any official voicing of the suggestion made at the Assn. of National Advertisers on Feb. 10 that ABC be made the "one official instrument" to measure TV audiences. The idea had been broached during the radio & TV committee's consideration of the problem of ratings.

Ad business billed by the 33 biggest agencies (\$25-, 000,000-or-more each; up one from 1957's 32) totaled \$2.7 billion in 1958, says Feb. 23 *Advertising Age*. The \$100-, 000,000 gain over 1957 was largely the result of merger & international billing—which made better progress than domestic billings. The magazine's exhaustive study listed 51 agencies doing \$10-\$25,000,000; 49 doing \$5-\$10,000,000, 123 doing \$1-\$5,000,000 & 232 doing under a million.

Film & Tape

NEW 'POST-48' FORMULA? Pressure is mounting for a workable formula to put more of Hollywood's post-1948 feature productions into video circulation. The film backlog—produced before the '48 cutoff-point on residuals which was agreed to by film talent & craft unions—is dwindling rapidly. Most station film buyers agree that present libraries will be largely exhausted by early 1962. Only the Samuel Goldwyn backlog of less than 50 pre-1948 features is not committed to TV, and as one N.Y. buyer observed to us, "we could run through those in 3 months."

A classic example of the importance of this need for fresh film features came last year in Minneapolis, where WTCN-TV scored a 65.4% audience share & a 28.1 ARB—with the Dec. 6 kickoff of *For Whom the Bell Tolls* from MCA's pre-1948 Paramount package. On the same day in 1957, with a routine film, the station had scored a 20.4% share & a 6.6 ARB. Agency timebuyers, aware of this "spurt" effect, shop accordingly.

J. Arthur Rank has some 600-700 pictures dating to the early 1930's that have not played TV. But foreign films have not—until the recent emergence of co-production deals for foreign pictures with U.S. stars and the nubile appearance of Brigitte Bardot—had much mass appeal in U.S.

Financial groups free of ties to theatrical exhibitors—such as the Sol Lesser-Joe Shane creation, Principal Securities—may help to spring a few post-1948 pictures into the TV market by buying up the residual interests to films made by independent producers. But film industry sources don't expect anything in the way of film avalanches.

What then? Where will the features come from?

We put the question to Harold Goldman, new pres. of NTA International & head of NTA's worldwide feature film sales—and got a provocative forecast.

"You won't get an across-the-board selection of post-1948's from major studios in the near future. But we expect to see a formula developed soon to bring in such features in a series of annual waves, with the first packages consisting of films in the 1948-50 period.

"This formula will mean a yearly total of some 200-300 pictures, at the rate of about 60 per major studio per year. This pace will continue, but will always lag 7 or 8 years behind the current date, principally to keep peace with exhibitors.

"When the post-1948 films from the majors start reaching the TV market, they'll be sold in a new way. There'll be no more outright buys of films by stations for a contract time period. Instead, they'll be sold on a percentage formula that may boost the potential distributor revenue per picture, now averaging about \$80,000 for top features, by as much as 50%.

"In turn, this will mean that stations will pay more for features, and will charge advertisers more for spots in them. And, they'll be aired in better time periods, possibly dislodging some of the weaker network shows."

Walt Disney Productions now will lease 5 educational TV films to schools, or to corporations for showing before educational, civic and employe groups. Available are: *Our Friend the Atom*, *Man in Space*, *Man in Flight*, *Mars and Beyond*, *Man and the Moon*. Cost to schools for life of print, not to exceed 10 years, is \$300-\$350; to industry, \$50 more.

Telefilm Roundup: ABC-TV is making its first major shift away from Westerns in a new group of filmed packages now being offered to agencies for fall starts on the network. They include: *Adventures in Paradise*, a 60-min. show to be produced for ABC by 20th Century-Fox from James Michener stories and due to start in Sept. in a Mon. 8:30 p.m. spot, *Lincoln Jones*, a 30-min. series produced by Bing Crosby, 2 new Warner Bros. suspense series—the hour-long *Fat Man* and the 30-min. *Torrid Zone*—as well as the WB *Alaskans* hour adventure series, *Dial M for Murder*, and the hour *Captain of Detectives*. Also Screen Gems' *Cry Fraud* and *Cissie . . .* NBC-TV, too, is out on the agency circuit with several new film shows. These include *Bonanza*, an hour western to be filmed on location in Virginia City, *The Lawless Years*, a 30-min. Jack Chertok series dealing with the speakeasy era, and a half-hour film version (with a new cast) of the veteran *Fibber McGee & Molly* series . . . Cypress Productions is currently shooting *The Dennis O'Keefe Show* in Hollywood for United Artists TV distribution. UA hopes for a network-level sale of the half-hour comedy.

The current spring offerings of feature packages and hour-long films are moving quickly, distributors report. MCA-TV claims a total of 31 stations for its Paramount feature package, with WBNS-TV, Columbus, O. as the latest . . . Two British-made feature packages from ABC Films, *Festival 35* and *Special Six*, are reported sold to 16 markets in the past 2 weeks . . . NTA's package of 90 hour-long films, originally shot by 20th-Fox and Warners for TV network use, has scored 11 sales in the past fortnight, for a total of 34 markets, principally for use as local & national spot carriers . . . Banner Films has sold its new package of 18 *Tarzan* features to more than a dozen stations, including N.Y. flagship WCBS-TV.

8 Years of Late Show: The 8th anniversary of New York's *Late Show* on Feb. 28 (on flagship WCBS-TV) provides some statistics: 1550 different movies screened (representing estimated investment by WCBS-TV of over \$8,000,000). Average nightly audience (11:15 p.m.-to-conclusion) estimated at 1,000,000 viewers. Now carries a total of 80 spot participations per week for over 40 advertisers at a basic one-time rate of \$1700. A total of "about 3½ years worth" of features still untapped—about 1000, including 250 first runs—with more to come before the film well runs dry. The first movie in the series in 1951 was *Adventures of Casanova*, starring Arturo deCordova and Lucille Bremer. Anniversary show is a rerun of *Waterloo Bridge* with Vivien Leigh. Station won't say, but informed N.Y. feature-film buyers credit WCBS-TV with an 8-year *Late Show* spot gross of over \$35,000,000.

European videotaping for U.S. advertisers who want "live" TV commercials with old-world settings will soon be a reality. A Paris-based firm, Intercontinental Television, S.A., headed by David A. Lown, who has just resigned as director of NBC's newly formed video tape commercial offshoot, has been set up to handle such jobs with compatible U.S. equipment. ITV will utilize a special mobile unit, with self-contained Ampex recorder, a basic 10-man American crew, & 17 Europeans. Lown expects ITV to be rolling videotape in Europe by late spring.

ABC Films has organized a licensing dept. to handle character merchandising franchises for its syndicated film properties—*26 Men*, *The People's Choice*, *Three Musketeers*, etc.—under the director of Ronald E. Willman.

VIDEO TAPE'S MERGER BOOM: The fast-growing business of videotaped commercials continues to head into a round of corporate marriages in which the big firms in the field get bigger as competition for the sponsor's video tape dollar grows keener among smaller independents.

Latest move involves Screen Gems, TV subsidiary of Columbia Pictures, and the Elliot, Unger & Elliot commercial production firm, a thriving independent now grossing in the \$3,000,000 bracket. Both parties concluded an agreement Feb. 27 whereby EUE becomes an operating division of Screen Gems. EUE, one of the few commercial producers equipped with video tape facilities, will now become, in effect, the TV commercial end of the huge Columbia Pictures-Screen Gems operation, and will be able to handle commercial production on a two-coast, N.Y.-Hollywood basis.

The SG-EUE deal comes hard on the heels of a similar alliance between Warner Brothers and Filmways (Vol. 15:6) and the still-pending link between N.Y.'s Transfilm and Ohio's Buckeye Corp., which has been expanding into the telefilm production field.

In the East, EUE will continue to operate with its 2 tape and 2 film studios. On the West Coast, a branch is being opened on the Columbia Pictures lot. SG executives told us that the expanded facilities may boost the EUE annual gross "by as much as 50%." And the EUE N.Y. studios can provide a production base in the event Screen Gems moves into tape program syndication (Vol. 15:5).

Sparking the consolidation moves are the successes of such new firms as Videotape Productions of N.Y., in which Minnesota Mining and Ampex have equal minority interests. Videotape Productions is now booked solid for weeks and is geared to a 1959 volume "that may go as high as \$3,000,000." Currently, it is talking about opening other tape centers in San Francisco, St. Louis, Miami, Chicago, Los Angeles and Toronto.

Interesting sidelight to the Screen Gems-EUE marriage: Prior to the discussions that culminated in the present deal, Screen Gems was conducting a financial romance with MPO Productions, the commercial firm generally regarded as being the industry's largest (in the \$6,000,000 bracket). The deal almost went through, until MPO decided at the last minute to go it alone. MPO has no tape facilities yet, but is presently mapping a \$1,500,000 "MPO Tape Center" in N.Y. with 3 completely equipped live studios, according to MPO's production chief, Marv Rothenberg, who adds that "We might listen to a purchase deal if the right one comes along."

CBS-TV is stepping up tape-commercial activities, naming John W. Hundley, mgr. of client relations, operations dept., to head up the "increased responsibilities" of the network's tape offshoot, Video Tape Sales. The move, says CBS, is "recognition of the growing importance of video tape in producing TV commercials." So far, CBS hasn't taken the major step (Vol. 15:7) by which NBC-TV created a full-scale, semi-autonomous tape operation. It is, however, currently shooting tape commercials for several network advertisers, plus a few outside jobs, and its program dept. last week shot a ½-hour tape pilot of a long-time CBS property, *Suspense*—originally scheduled to be developed as a film series. CBS hopes to offer the pilot tape to advertisers for summer or fall.

ENGINEERS EXPLORE SUPER-SENSITIVE TV: Major technical improvements in TV receiver design don't come very frequently these days. But research & engineering departments of most big TV manufacturers are now looking with extreme interest at a little transistor-sized gadget which might produce startling improvement in sensitivity of TV sets—particularly uhf—greatly increasing reception range.

The gadget is the parametric amplifier, an amazing solid-state diode device already in use in radio-astronomy & radar units operating near the uhf TV range. Ever since its development, electronic engineers have been flipping over its possibilities—in microwave, computers, radar, etc.

The reason: It virtually eliminates "noise." And noise also happens to be crux of problem of poor sensitivity of uhf sets. In very best uhf receivers, incoming signal has to overcome about 10 db of internally generated noise. Noise level in some uhf sets is as much as 15-20 db. Best vhf sets have noise level of 4-5 db on low band, but others go up as high as 7-14. Some parametric amplifiers now in production for military use have noise level as low as 1 db.

One of leaders in parametric amplifier research is Microwave Associates, partly owned by AB-PT. Engineer Arthur Uhler Jr. says he has built parametric oscillator into uhf set and received excellent picture from WCDC (Ch. 19), Adams, Mass., 100 miles from Microwave Assoc. plant in Burlington, Mass.

Uhler is extremely bullish on application of "paramp" to TV. In actual consumer mass production, he says, it could be made with noise figure of perhaps 2-3 db. "It doesn't demand high precision, and can be made inexpensively." He believes entire circuit could be made at cost comparable to present TV front-end—"and I believe it could be put into production next year."

But Microwave Assoc. apparently has no TV sets—as with any military-developed improvement, parametric devices.

Set manufacturers concede they're watching the paramp closely—but none was quite so bullish as Uhler. "Maybe he knows something we don't know," was a common reaction.

"Everybody's looking at it—everybody's ready to pounce if it can be made at a decent price," was how one top engineer put it to us. In another call, an RCA Labs spokesman conceded the device "offers possibilities" for TV, but hastily added: "We've been working with it mainly from the microwave & computer standpoint and haven't done a great deal of work on TV angles."

Cost will be determining factor in its use in TV sets—as with any military-developed improvement. One very knowing research chief agreed the paramp presented "an attractive possibility" for TV, "but our understanding of the phenomenon itself, even for military applications—not to mention the consumer economics of it—isn't clear yet."

Tiny parametric diode "ought to be producible for something like the cost of uhf tuner diodes," he agreed. But it must be driven by stable high-frequency power source, which could add to cost.

Basic difference between paramp & conventional TV mixer circuit: In today's sets, conversion of incoming TV signal frequency to intermediate frequency (IF) is accomplished by variation of resistance of mixer diode. But the changes in resistance, in addition to accomplishing the "mixing" (reducing incoming RF signal to IF), create noise. This noise shows up on screen as snow.

Parametric amplifier accomplishes mixing by changes in capacitance rather than resistance—the resistance remaining as nearly constant as possible, thereby creating little internal noise. Result: more picture, little or no snow.

"There might be pretty rapid development on the consumer side," one engineer told us, "but the answers will come in military work first." Then he added, as a philosophical afterthought: "Of course, it's going to take more than a few db of noise reduction to save uhf." (Next day, his statement was underscored by another blow to uhf—in Milwaukee; see p. 1.)

STATE OF THE TV MARKET: Sylvania research director Frank W. Mansfield, whose semi-annual statistics have become TV industry guideposts, once again has given us his estimates of sets-in-use, production, scrappage, sales & inventories on which to base some conclusions about state of current TV market. They update the production-distribution tables, prepared in cooperation with EIA's Marketing Data Dept., which appear in our spring-summer *Television Factbook* due off press in about 4 weeks.

Mansfield estimates scrappage—sets junked—was 1,835,000 sets in 1958—down from 2,805,000 in 1957, but more than the 1,440,000 scrapped in 1956. Sets scrapped in 1958 included 441,000 models of 15-in.-or-less size; 895,000 16-18 in. models; 489,000 19-21-in. sets; 10,000 over 22-in. Scrappage last year was 36% of TV set production.

Breakdown of 1958 set sales according to picture-tube size: Under 15-in., 249,000; 16-18-in., 1,341,000; 19-21-in., 3,316,000; 22-in. & over, 229,000.

Color set production was given as 145,000 sets; sales as 160,000 sets. He figures 435,000 color sets have been sold since 1954, all still "in-use."

Inventory in dealers' hands Jan. 1 was estimated at 816,000 sets compared with 853,000 at beginning of 1957 and 1,107,000 at start of 1956.

Taking all "sets-in-use" today, here's his breakdown in percentages: 15-in. or less, 8.1%; 16-18-in., 26.5%; 19-21-in., 59.5%; 22-in. & over, 5%; color, 9%.

To show the pattern of factory production in recent years, we've excerpted following table of percentages indicating fluctuations in sizes & types from 1953 through 1958:

Size & Type	1953	1954	1955	1956	1957	1958
Under 15-in.	—	.6%	3.7%	18.5%	6.7%	3.6%
16-18-in.	26.5	14.8	10.0	12.8	23.9	26.5
19-21-in.	69.1	80.3	75.4	58.6	61.3	63.2
22-in. & over	4.4	4.1	10.1	8.6	5.7	3.8
Total Black-&White	100.0	99.8	99.2	98.5	97.6	97.1
Color	—	.2	.8	1.5	2.4	2.9

TV-RADIO PRODUCTION: TV set production was 115,909 in week ended Feb. 20 vs. 117,982 preceding week & 86,903 in same 1958 week, EIA reports. Year's 7th week brought production to 800,416 vs. 711,793 last year. Radio production was 273,854 (106,066 auto) vs. 278,318 (107,936 auto) preceding week & 192,460 (70,792 auto) last year. For 7 weeks, production totaled 1,967,099 (741,959 auto) vs. 1,540,577 (551,012 auto).

Battle of the Circuits: The respective merits of printed circuits vs. hand wiring in TV sets, a question which has joined RCA & Zenith in a wordy advertising-publicity dispute, were reported by business-writer Alfred R. Zipser in the Feb. 20 *N.Y. Times*. At issue, he says, is a decision on which method cuts costs & lowers TV repair bills.

Donald H. Kunsman, pres. of RCA Service Co., prefers printed circuits because, on the basis of nationwide studies, they develop less trouble than hand-wired sets. "A TV repair man would have to replace one printed circuit in about every 5000 calls," he said, "or about one in 2½ years of service."

J. E. Brown, Zenith engineering v.p., pro hand wiring, said "We use circuits wired by hand & individually inspected, rather than lower-cost printed circuits because they result in better performance for our customers & fewer service headaches. Printed circuits are a production short cut. Their weaknesses are difficult to detect & often do not become apparent until after the set has been in operation for some time. Repairs of printed circuits are therefore more slow and costly.

Zipser found most major TV set makers aligned with RCA in favor of printed circuits. He said Zenith's only active ally on this point is Muntz TV.

Electronics Personals: Dr. Mervin J. Kelly, retiring chairman of Bell Labs, joins IBM as consultant on research & engineering . . . J. B. Coleman, ex-mgr. of ballistic-missile early-warning system, promoted to administrator, high power transmitters, RCA defense electronic products div. . . Estill I. Green, exec. v.p. of Bell Labs, elected a director . . . Hugh R. Boyd, Dr. Luther Davis Jr., Dr. Walter F. Leverton and Dr. Hermann Statz named asst. mgrs. of Raytheon research div. . . Maurice H. Kebby promoted to chief engineer, Lenkurt Electric . . . Walter J. Albersheim, ex-Bell Labs, named chief engineer, Spencer-Kennedy Labs, Boston.

A TV camera tube that can "memorize" an image for as long as an hour after a split-second exposure has been developed at Westinghouse tube div., Elmira, N.Y. Known as the "Permachon," it's designed for use in a standard TV camera. The image is stored on a special photoconductor material on the tube's faceplate. After exposure, an electron beam scans the faceplate and transfers the image to the picture tube where it may be studied at leisure. Immediate applications seen by Westinghouse are for air traffic control by radar scope to permit continuous tracking of aircraft, photo-finish images for race-tracks, and X-ray fluoroscopic pictures for medical study.

LAWRENCE COLOR TUBE 'READY'? Although it's a closely guarded secret within the Paramount Pictures & Du Mont organizations, there are indications both companies now feel that the Lawrence single-gun color picture tube—under development by Du Mont for Paramount—is virtually perfected and ready for mass production.

Development of associated receiver circuitry for the tube is also said to be in advanced stages. Du Mont, 28% owned by Paramount, has been conducting the tube-perfecting project under contract.

If the tube is ready, Paramount's next move is a real puzzler: What to do with it? The best guess is that it hopes to license tube manufacturers to make the Lawrence tube—although it conceivably could sell its interest in the tube outright or even go into the tube business itself (considered unlikely).

Interest in color TV is not exactly at fever pitch today—and there's no question that the tube will have to be both spectacularly good and spectacularly cheap (though not necessarily in that order) to make any impression on the now color-blind tube & set manufacturers.

Trade Personals: O. B. Hanson retires as v.p. of RCA engineering services after 36 years with RCA, NBC and predecessor companies . . . Kenneth A. Hoagland resigns as color TV research director, Du Mont Labs, where he's been directing commercial development of the Lawrence chromatic single-gun color tube under contract with Paramount Pictures. He was with the company 18 years. Edward W. Allen resigns as public relations director . . . Malvern B. Still, mgr. of RCA's Canonsburg, Pa., plant, named mgr. of Bloomington, Ind., plant, succeeding Alvin B. Pollock, now gen. plant mgr., TV-Radio-Victrola production unit . . . Frederick C. Zorn resigns as sales director of Emerson's Du Mont TV & radio div. . . Daniel J. Lee Jr. named treas. & resident mgr., Philco Corp., S. A., Fribourg, Switzerland . . . Hugh Larson named to new post of v.p. & sales mgr., Trav-Ler Radio, continuing as midwest regional sales mgr. . . Walter C. Werner promoted to eastern representative, Motorola's military electronics div. Brad Kroha promoted to national merchandising mgr., communications & electronics div. . . George P. Fryling II promoted to v.p.-manufacturing, Erie Resistor Corp. George F. Kempf promoted to v.p. & gen. mgr., Erie Resistor of Canada, Trenton, Ont. . . Charles R. Orem Jr., named asst. treas., Sylvania Electric Products . . . Melvin L. Doelz promoted to v.p., western div., Collins Radio . . . Joseph L. Cipriani promoted to sales & service mgr., Granco . . . William E. Johnson, ex-Whirlpool, named dealer sales mgr., Heath Co. div. of Daystrom . . . James W. Willis ex-Navy, appointed govt. representative, Raytheon semiconductor div., Washington . . . Cliff Landis heads new Howard W. Sams office in N. Y. (Corning Glass Bldg., 56th & 5th Ave.). He's succeeded as director of distributor contacts in the Indianapolis headquarters by Ted Shonfield . . . E. W. Kingsbery Jr., named gen. sales mgr., Clarostat Mfg. Co. . . Edward C. Kane, ex-Jos. M. Zamoiski Co., named gen. mgr., Allied Appliance Distributors, Baltimore (Emerson) . . . Lloyd V. Berkner, pres. of Associated Universities Inc., and international pres. of the International Scientific Radio Union, will be principal speaker at the annual IRE banquet, March 25, at the Waldorf-Astoria Hotel, N. Y. His subject: "The IRE Enters Space."

Financial

RCA's 4th-Quarter Spurt: Although its profits were down for 1958, a 6% increase in 4th-quarter sales brought RCA's total 1958 sales to \$1,176,094,000—within \$200,000 of the all-time record sales of 1957. Fourth-quarter earnings also were higher than the 1957 period, bringing the 1958 net profit to \$30,942,000, vs. \$38,548,974 the preceding year. RCA's all-time high net profit was \$47,525,000 in 1955.

The world's biggest entity in electronic entertainment & associated fields revealed that manufacturing sales accounted for 71.3% of its earnings in 1958 (as opposed to 72.7% in 1957), while broadcasting (NBC) went up to 26.2% from 24.9%. These were the 1958 revenue sources (compared with 1957): Manufacturing services & sales to commercial customers, \$533,405,000 (45.4%) vs. \$588,628,000 (50%) in 1957. Sales to Govt., \$304,852,000 (25.9%) vs. \$266,992,000 (22.7%) in 1957. Broadcasting, \$308,541,000 (26.2%) vs. \$292,212,000 (24.9%). Communications, \$26,417,000 (2.3%) vs. \$26,036,000 (2.2%). Training (RCA Institutes Inc.), \$2,879,000 (.2%) vs. \$2,409,000 (.2%).

NBC's gross income was \$22,126,000 higher than 1957—nearly 4 times the \$6,000,000 increase from 1956 to 1957. The report says NBC-TV's time sales increased by 11.3% in 1958, "largest dollar-volume gain of all 3 networks." NBC radio enjoyed a 17% increase in network billings.

RCA's govt. sales increased 14% over 1957, and as 1958 closed, RCA had a backlog of about \$300,000,000 in govt. orders, an increase of \$50,000,000 during the year. Total assets at year's end were \$734,285,723, up from \$720,772,768 at the end of 1957. The report of RCA & domestic subsidiaries for the year ended Dec. 31:

	1958	1957
Products & services sold . . .	\$1,176,094,398	\$1,176,277,371
Net before federal tax	60,441,749	77,048,794
Federal income taxes	29,500,000	38,500,000
Net profit	11,144,000	10,229,000
Earned per share	2.01	2.55
Shares outstanding	13,842,107	13,842,662
For 3 months ended Dec. 31:		
Products & services sold . . .	341,341,000	322,610,000
Net profit	11,144,000	10,229,000
Earned per share	75¢	68¢

International Resistance Co., despite a first-half loss of \$71,248 & non-recurring costs of \$71,126, showed a slight increase in profits for the full year of 1958. Pres. Charles Weyl attributes this to prompt action taken by the company to curtail unprofitable product lines after the late-1957 business decline. IRC's report for the year ended Dec. 31:

	1958	1957
Sales	\$13,743,865	\$15,374,721
Net profit	504,268	469,870
Earned per share	37¢	35¢

Thompson Ramo Wooldridge Inc. reports decline in sales & net income for 1958. The report for the year ended Dec. 31 (1957 figures revised to reflect merger of Thompson Products & Ramo-Wooldridge Corp.):

	1958	1957
Net sales	\$340,621,767	\$412,608,506
Net income	18,815,232	25,441,723
Earned per share	2.86	3.90
Shares outstanding	3,024,983	3,022,937

Electronic Associates Inc., reports for the year ended Dec. 31:

	1958	1957
Net sales	\$10,216,000	\$12,298,000
Net profit	315,000	1,002,000

Servomechanisms-Lab for Electronics merger has been approved by directors of both companies.

Zenith Profits, Sales Soar: A walloping 48% increase in profits and a 22% jump in sales marked Zenith's spectacular preliminary earnings report for 1958—and pres. Hugh Robertson assured stockholders that the company is headed for a record first quarter, too—more than 25% ahead of 1958's previous high. The \$12,116,165 net earnings were nearly double the \$6,178,717 of 2 years ago.

Robertson told stockholders that Zenith's 1958 TV shipments set a record—15% higher than previous record year of 1957—although industry-wide shipments were down 20%. He reiterated his belief that his company is now No. 1 in production & sales of monochrome TV sets. More than 40% of Zenith's increase was accounted for by increased shipments of sets with "Space Command" remote control. He said shipments in Jan. 1959 established a new record.

Zenith's stock reacted sharply to the news. On Feb. 24, the day the preliminary report was issued, it jumped 9 points; next day it rose 14 more, next day 4 more, closing at 219. It ended the week at 213—a 4-day net rise of 21. The preceding week it had stuck in the 190-193½ range.

The preliminary financial statement for the year ended

Dec. 31:	1958	1957
Consolidated sales	\$195,041,624	\$160,018,978
Net profit	12,116,165	8,165,577
Earned per share	12.30	*8.29
Shares outstanding	984,928	492,464

*Based on shares outstanding Dec. 31, 1958.

Gross remunerations of 5 TV-radio sales executives as listed in 1958 proxies are noted in Feb. 20 *Sales Management* article titled "How 112 Top Sales Chiefs Are Paid." They are: Magnavox TV-radio div. v.p. Leonard F. Cramer (since resigned), \$50,000. P. R. Mallory exec. v.p. Ray F. Sparrow, \$61,929. Philco exec. v.p. John M. Otter (now head of own distributing company), \$50,000. RCA exec. v.p. Charles M. Odorizzi, \$100,000. Zenith sales v.p. Leonard C. Truesdell, \$106,503. All received retirement benefits; all but Cramer were on profit-sharing; and all but Cramer & Truesdell were down for stock options.

Proposed Raytheon-Machlett Labs merger has been approved by directors of both companies, subject to stockholder approval Apr. 23. Under the terms of the agreement, Raytheon will exchange \$19,106,500 of its stock for Machlett's 595,940 outstanding shares. Raytheon stock to be exchanged includes \$5,000,000 of 5½% cumulative preferred at \$50 par value, convertible at \$66. Machlett, which makes electron & X-ray tubes, had 1958 sales of about \$10,000,000. Raytheon had approximately \$375,000,000.

Gabriel Co., manufacturer of automotive & electronic equipment including TV & radio antennas, reports lower sales & earnings for the year ended Dec. 31.

	1958	1957
Net sales	\$22,825,684	\$24,665,000
Net income	545,066	783,004
Earned per share	80¢	1.15
Shares outstanding	661,038	658,038

Common Stock Dividends

Corporation	Amt.	Payable	Stk. of record
Amer. Bosch Arma	\$0.30	Apr. 15	Mar. 20
Arvin Ind.12½	Mar. 31	Mar. 9
Arvin Ind.	25% stk.	Apr. 28	Apr. 8
Bendix Aviation60	Mar. 31	Mar. 10
British Ind.12½	Mar. 31	Mar. 17
British Ind.	2% stk.	Mar. 31	Mar. 17
Gabriel15	Mar. 16	Mar. 4
Hoffman Electronics25	Mar. 31	Mar. 13
Meredith Publishing45	Mar. 12	Feb. 27
Philco	(No action Feb. 26)		
Wells-Gardner20	Mar. 16	Mar. 5

New Records for CBS: Continuing its almost unbroken climb in sales & earnings, CBS Inc. reported records in both departments, with a \$26,000,000 increase in sales & a \$2,000,000 increase in net income for 1958. In the bare announcement, there was no breakdown of revenues & profits between the various subsidiaries & divisions—but, of course, far more than CBS's highly profitable TV network operation is involved.

Among the branches in diversified CBS are the big Columbia Records & Columbia phono operations, CBS-Hytron tube & semiconductor business (now also manufacturing stereo phono cartridges), plus such special investments as its 40% interest in *My Fair Lady*. Preliminary consolidated statement of CBS Inc. for year ended Jan. 3, 1959 (53 weeks) as compared with 52 weeks a year ago:

	1958	1957
Sales	\$411,800,000	\$385,409,000
Net profit	24,400,000	22,193,000
Earned per share	3.10	2.81
Shares outstanding	7,881,493	7,881,286

Storer Broadcasting Corp. had a profit of \$1,676,754 (57¢ a share) in 1958, compared with \$6,396,164 (\$2.58) in 1957. The decline was largely due to "abandonment loss" of \$4,709,063 on now-dark WVUE, Wilmington-Philadelphia (Vol. 14:47). For the 4th quarter of 1958, Storer had net earnings of \$1,411,972 (57¢), completely reversing the 3rd quarter's net operating loss of \$1,464,837, and ahead of 4th-quarter-1957's net of \$1,146,671 (46¢). The 4th-quarter figure doesn't include the results of operation of WITI-TV, Milwaukee, acquired by Storer last December—and which will become the CBS affiliate March 31st.

"Westinghouse TV stations in several cities felt the impact of competition from new stations in their markets. However, such decreases in earnings as were experienced were substantially offset by improved performance from radio stations."—from Westinghouse 1958 annual report.

Loew's Inc. expects its earnings to increase to about 50¢ a share in the quarter ending March 12, from 34¢ in the same period last year, pres. Joseph R. Vogel told a special stockholders meeting this week in N. Y. The meeting was called to abolish cumulative voting of Loew's stock—which it did, after a floor battle led by small stockholders. Vogel also announced that distribution of the new stock of Loew's Inc. & Loew's Theatres Inc. will begin March 12—½ share of each for each share of Loew's held. Loew's Theatres Inc. will own the U.S. & Canadian theaters and radio WMGM, N. Y. Loew's Inc. will retain MGM movie studios, overseas theaters, music publishing & phono records.

Million-dollar suit against Loew's Inc. has been filed by producer David O. Selznick, seeking 50% of the TV earnings of a group of MGM features.

Republic Pictures Corp. reports earnings of \$1,482,338 for the year ended Oct. 25, 1958, vs. a loss of \$1,362,420 a year earlier, despite sales decline. The report:

	1958	1957
Sales, film rentals, etc.	\$33,468,483	\$37,899,826
Net income (loss in 1957) ...	1,482,338	(1,362,420)
Earned per share	73¢	—
Shares outstanding	2,004,190	2,004,190

Allied Artists earned \$120,000 in 25 weeks ended Dec 28, 1958, vs. \$172,000 in the corresponding 1957 period.

Filmways Inc. reports net earnings of \$79,695 for 3 months ended Nov. 30, 1958.

Litton Industries Inc. has purchased Times Facsimile Corp. from N. Y. Times for an undisclosed amount of cash

WEEKLY **Television Digest**

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The authoritative newsletter for executives of TV and associated radio and electronics arts & industries

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FCC WEIGHS JUSTICE'S ANTI-OPTION TIME VIEWS. Is expected to reiterate its opinion that practice must be retained to sustain network program quality (pp. 1 & 5).

MUTUAL NETWORK SOLD AGAIN, to N.Y. group headed by importer-record mfr. Malcolm Smith and including ex-MBS v.p. Adolf Hult. New owners take over, announce continuance of present format (pp. 2 & 7).

FCC

FULBRIGHT: "LET FCC HANDLE BOOSTER PROBLEM." First anti-booster voice is raised in Congress, as FCC mulls to-be-or-not-to-be (p. 2).

HELP ON EQUAL TIME DILEMMA is held out to broadcasters in Congress, following FCC's ruling that newscasts constitute political pitches (p. 6).

Film & Tape

RCA ENTERS TV TAPE RECORDER BATTLE. Will show first production model at NAB show, opening its sales drive. Ampex to have large exhibit space, 3 units in operation (pp. 4 & 12).

Manufacturing & Distribution

DECADE OF GROWTH FOR TV predicted by Sylvania's research director Mansfield. He forecasts 78,250,000 set sales; 80,890,000 sets-in-use by 1968 (p. 14).

Stations

NSRC GETS 17 STEREO-SYSTEM PROPOSALS as panel holds first meeting. RCA finalizes on new AM system after "sneak preview" test. Westinghouse shows similar method (pp. 4 & 9).

NEW & UPCOMING STATIONS include start of the 39th educational—KUAT, Tucson. St. Louis' KPLR-TV is due for early April debut as an independent (p. 8).

COURT BLOCKS SALE OF WJAR-TV, PROVIDENCE, to Zeckendorf & Mullins. Preliminary injunction holds that trustees had "conflict of interest," failed to seek better offer (p. 9).

Congress

OCDM SPECTRUM PLAN HEADS TOWARD SHELF in Congress. Bills setting up White House commission for study are filed, but aren't expected to get anywhere (p. 3).

ANTI-PAY-TV LOBBY is organized by movie exhibitors. Will back Harris resolution with \$100,000 kitty for legal, engineering & publicity expenses. (p. 5).

Advertising

WHO'S SO EXPENSIVE NOW? New NBC study shows TV cost increases have matched circulation increases while print media costs have risen far beyond circulation gains (p. 3).

ADVERTISING & ETV: J. Walter Thompson pres. Norman Strouse thinks ad industry should explore developing ETV. Heads of other big agencies decline comment (p. 17).

FCC WEIGHS JUSTICE'S ANTI-OPTION TIME VIEWS: The whole question of option time is now finally & completely before the FCC, with Justice Dept.'s submission of its formal opinion this week—that option time is a violation of anti-trust laws. Commission also released its "findings" on the subject.

There was no surprise in either document. Justice Dept. hasn't kept its views secret (Vol. 15:2), and FCC's 4-3 vote holding that option time is "reasonably necessary" to network operation has been known for some time (Vol. 15:3).

What next? FCC will study Justice's opinion, for weeks if not months, then produce a final opinion on fate of option time. Commission has many alternatives, but it's a good guess that the 4-man majority (Doerfer, Lee, Craven, Cross) will insist that option time is in the public interest. If it does, it's then up to Justice Dept. and/or private litigants to bring action against networks in the courts.

FCC's major alternatives are these: (1) Hold that option time is in the public interest—period. (2) Agree with Justice Dept. and abolish option time. (3) Modify its option time rules to the point that Justice will agree they're no longer illegal. (4) Agree that option time is illegal, but insist that it's necessary—and ask Congress to grant "immunity" for the practice.

FCC's findings conclude that some elements of TV industry—some stations, advertisers, reps, program producers—may suffer competitive disadvantage under option time, being unable to get prime station time. However, Commission believes that loss of option time might eviscerate networks—and this would not be in the public interest.

Justice Dept.'s anti-trust chief Victor R. Hansen analyzed FCC's findings in light of string of court decisions as long as your arm and concluded that law requires outlawing of option time—regardless of what effect it has on networks.

FCC's document discloses, for first time, the reasoning of dissenters Hyde, Bartley & Ford. Basically, they believe networks can get along quite well without option time. Hyde goes further & says that networks invite more & more govt. regulation if they insist on the "protection" of option time. For details see p. 5.

MUTUAL NETWORK SOLD AGAIN: The woe-begone Mutual Broadcasting System was unloaded at week's end by Hal Roach Jr., its unhappy inheritor in the Guterma scandal. Its 3rd purchaser in 2 years was identified as a well-heeled group of N.Y. businessmen headed by Malcolm Smith, pres. of importer Harrison Home Products Corp. (565 5th Ave.).

Operating head of network probably will be Adolf N. Hult, onetime MBS sales v.p. who was with Mutual for more than 20 years starting in 1934. He's understood to be member of group which late Fri. March 8 bought option for MBS for undisclosed sum. He started in radio in 1930 at Chicago's WGN.

New management team, said to have connections with a phono-record firm, took over network reins immediately to "quiet the rumors going around the network." Purchasers pledged to continue the 453-station network's present format of news, special events & sports.

Sale of network was unofficially cleared by federal court and SEC, former Hal Roach management says in answer to reports that official transfer might be blocked by legal action. There are moves on many fronts to appoint receiver and stop sale of assets of F.L. Jacobs Co., former happy-trading-ground of financial wizard Alexander L. Guterma. Mutual's seller was Scranton Corp., controlled by Jacobs Co., of which Roach is now listed as virtually sole owner. For details, see p. 7.

FULBRIGHT: 'LET FCC HANDLE BOOSTER PROBLEM': Congress' first dissenting voice in the clamor for legitimization of vhf boosters is that of Sen. Fulbright (D-Ark.), as anticipated (Vol. 15:6). His position, delivered in long speech on Senate floor March 6, was this: Keep hands off FCC. The Commission had studied this thing thoroughly for years and had rendered a sensible decision.

As Chairman of Foreign Relations Committee, Fulbright is a senator of no puny stature. However, he's much outnumbered by pro-booster forces, including Sens. Magnuson (D-Wash.), Carroll (D-Colo.) & Allott (R-Colo.), Mundt & Case (R-S.D.), Curtis (R-Neb.), O'Mahoney & McGee (D-Wyo.), Mansfield & Murray (D-Mont.), Langer (R-N.D.), Chavez (D-N.M.)—plus a whole posse of members of the House (Vol. 15:4 et seq)—who have introduced 25 pro-booster bills & resolutions.

Fulbright used a smart theme in his speech, in these days when "FCC" and "influence" commonly appear in headlined charges. He stated:

"This Congress cannot expect the Commission to make the independent decisions for which it was created, and to command the respect of the public and of the Congress, if the Congress itself is guilty of undue interference in matters requiring the expert judgment of an expert agency.

"I find that the Commission's order is based upon its expert opinion, and that of its staff, that the illegal boosters and reflectors constitute a potential and practical source of interference to communications services assigned for the protection of life & property, and that such boosters are a potential & practical cause of destructive interference to TV reception on home TV receivers.

"In addition, the record shows that the Commission has developed and promoted the uhf translator service as a substitute for the boosters, and the Commission's studies have convinced it that the translators provide 'an excellent means' for obtaining rural area TV service . . . Let us leave the Commission alone and let it administer the Communications Act without undue interference."

FCC is still reconsidering its anti-booster ruling, meanwhile, and is expected to come to another decision within week or 2. As part of its investigation, it has had its Laurel, Md., labs examining 2 boosters

of the type reportedly being used in many communities. Both are called "vhf translators"—i.e., they receive on one vhf channel, rebroadcast on another. One is a 1/3-watt unit made by Mid-America Relay System Inc., 601 Main St., Rapid City, S. D. Other is a 1-watt device produced by Benco TV Assoc. Ltd., 27 Taber Rd., Rexdale, Ont., Can. Interestingly, latter firm has made a lot of equipment for community antenna systems—the mortal enemies of vhf boosters.

There's little doubt FCC will approve boosters, in opinion of Colo. Gov. Steve McNichols, whom we reached in Denver this week. "I don't believe the Commission really understood the situation until Chairman Doerfer visited here," he said. "The FCC is now testing low-priced equipment in its laboratories and I believe they'll find that they'll do the job. If FCC's work isn't done by June 30, I'm sure it will extend the time for booster operators.

"Booster operators will comply with new standards—to a man. If their operations would create interference, they just won't operate, and that would be that. Uhf translator signals just don't work in many areas. People in some places have invested a lot of money in them and found they didn't produce the signal in those canyons. I'm not against translators and CATV systems—if they work.

"People don't realize the problem out here. There are some 600,000-1,000,000 viewers affected. They just aren't going to give up TV. They need it most of all. They weren't trying to thwart the FCC."

OCDM SPECTRUM PLAN HEADS TOWARD SHELF: Eisenhower Administration went through expected motions this week to ask Congress to set up a White House commission on telecommunication management whose main job would be to untangle spectrum problems (Vol. 15:6-7,9). But it's unlikely that much more will be heard of it.

Identical drafts of administration bills for 4-point study by 5-man commission were sent to Senate & House by Leo A. Hoegh, director of the Office of Civil & Defense Mobilization. They followed up identical letters from President to Vice President Nixon & Speaker Rayburn (D-Tex.), urging Congress to carry out plans recommended after a quickie review of field by President's Special Advisory Committee on Telecommunications.

Likelihood of the bills becoming law is almost nil, however. There are hurdles in Senate—and a roadblock in House. Chairman Harris (D-Ark.) of House Commerce Committee, to which the Administration proposals were referred—routinely but ironically—wants no part of them. He is getting his own spectrum study under way, won't surrender jurisdiction to White House. In fact, last words on the commission idea may be spoken not in Congress but March 16 at Chicago convention of NAB, which helped stop legislation for a similar commission last year, fearing it would be dominated by the military. OCDM director Hoegh and Rep. Bray (R-Ind.), co-sponsor of last session's Potter resolution, are scheduled NAB speakers.

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For the record, however, Administration's commission would study: (1) Govt. "management of U.S. telecommunication resources." (2) "What changes, if any, should be made in the existing organizations or statutes." (3) Existing allocations to Govt. & other users. (4) Reallocations. As for FCC, it doesn't seem to care who makes a spectrum study—as long as one is made with competence. As one member put it to us this week: "It wouldn't hurt if both groups made a study. We'd get 2 points of view. One thing is sure: This split management of the spectrum isn't working out. It never did."

WHO'S SO EXPENSIVE NOW? TV people who are weary of hearing how dreadfully expensive their medium is for advertisers compared with other media, will welcome, if only for the novelty, NBC marketing study No. 173, which demonstrates a sadly unheralded trend: in the past 3 years, the cost of "delivered circulation" in network TV has shown remarkable stability—while the major print media have become progressively more expensive.

Only TV has succeeded in producing substantial circulation increases (34%), says the study, to match the cost increases (36%) which have been necessary. Newspaper cost rose 15% vs. a 2% circulation gain. And magazines rose 35% in cost vs. an 18% circulation gain. (These figures are all based on 1955-58 ANA & Nielsen reports. Compared units: 1000-line newspaper ads, b&w magazine single pages, and program & time charges for network ½-hour evening TV shows.)

RCA ENTERS TV TAPE RECORDER BATTLE: TV tape recording will be as hot a topic as ever at this year's NAB convention March 15-18—perhaps even hotter, with 2 companies now actively out to get telecasters to sign on the dotted line for recording equipment.

At this 4th convention A.T. (after tape)—in the same Hilton Hotel where Ampex's demonstrations electrified the TV industry in 1956 (Vol. 12:16)—the delegate who doesn't see his own picture recorded in color on a piece of oxide-coated acetate will be the delegate who didn't visit the equipment exhibits.

This year RCA is ready—and loaded—to offer real competition in TV tape recorder field. In its huge exhibit, feature attraction will be first production model of its color recorder, full of extras. These "most wanted features" include variable speed control, cueing system, cue track, master erase head, cue signal erase head, extra-capacity tape reel big enough to hold 96 minutes of programming, built-in video & audio monitors, CRO, etc. Price of complete monochrome package is \$49,500, color \$63,000.

Ampex is girding for competition this year with the 2nd largest exhibit space in show (2470 sq. ft. to RCA's 3150 & GE's 2465). It will have 3 Videotape recorders in action, with color camera & stage and, like RCA, the customary girl models (to show reproduction of flesh tones). Ampex will stick to its "basic recorder" approach: Buy your recorder now for \$45,000, add accessories later. Color accessory costs \$19,500.

Ampex will unveil new batch of accessories—cue & erase kit, tape timer, accessory rack, etc.—and can be counted on to remind telecasters that it has already delivered 300 recorders.

(For details on TV tape recorders and other equipment to be displayed at NAB convention, see p. 12. For a tape-commercial producer's comments on what tape can and what it can't do, see p. 13.)

NSRC GETS 17 STEREO-SYSTEM PROPOSALS: Stereo-broadcast systems seemed to be coming out of the woodwork March 4 when systems specifications panel of National Stereo Radio Committee held its first meeting in N.Y. Total of 17 systems was proposed for TV, AM or FM—almost as many as there were companies represented. And there will probably be more.

RCA put on sneak-preview test of this new single-channel AM stereo system (Vol. 15:9) 2 days before NSRC panel met. Day before meeting, Westinghouse demonstrated its own similar system.

RCA engineers were delighted with first on-air test—put on with no fanfare—and it's understood company has finalized on this new system as its AM stereo entry, dropping the system demonstrated last fall in Princeton (Vol. 14:43) and presumably several others in various developmental stages. New RCA technique got first test on WRCA, N.Y., 3:20-4:45 a.m. March 2. It will be tested further for 90 days.

Westinghouse & RCA systems both use combination of FM & AM on single AM channel to achieve compatible stereo. Full monophonic broadcast signal is amplitude-modulated, and "stereo information" is frequency-modulated on same channel. Westinghouse held non-broadcast demonstration of its system March 3 and is applying to FCC for on-air tests on Pittsburgh's KDKA. (For details of both systems, see p. 9.)

There were few surprises at first meeting of NSRC's Panel 1, chaired by Hazeltine's Charles J. Hirsch and attended by 25 industry engineers. Little technical information was given about the proposed systems. Some companies merely wrote to panel stating they had systems they wanted considered & tested.

Proposed at meeting were 8 FM systems, 4 for AM, 2 for TV, plus Bell Labs' 2-channel time-delay technique (Vol. 15:9) and 2 systems unidentified as to use or band. Latter were proposed in writing by CBS and Standard Coil. Other new and unpublicized systems were proposed by Zenith (similar to Philco's FM system) and by Electroplex Corp. (which would use vacant TV channels in conjunction with FM band). All proposed systems are listed on p. 9.

Systems panel got right down to business, gave each member 5 minutes to state his views or espouse his system. The inevitable question—what is stereo?—came up, too, as expected. Subcommittee under Norman Parker of Motorola was named to define terms & compile references. Another, under Dorman Israel of Emerson (Ben Tyson, Sylvania, vice chairman), will classify characteristics of all proposed systems. They'll report to next meeting early in April.

Panel meeting was highly satisfactory to most members—even grizzled old-timers of NTSC—who felt a strong get-down-to-business spirit in the air and were optimistic that some speed could be made.

Note: British EMI's Percival system—one of those thrown into hat in a letter to panel—is understood to be scheduled for first U.S. demonstration at March 15-18 Chicago NAB convention.

Congress

ANTI-PAY-TV LOBBY: Television makes strange bed-fellows. Movie exhibitors, who blame home screens for their falling box office receipts held a strategy conference in Washington this week, and decided to fill a \$100,000 war chest to fight the enemy—pay TV.

The exhibitors' Joint Committee on Toll TV, meeting with the Theatre Owners of America, voted to ask all theater operators to kick in to the \$100,000 fund for "a completely united front" in support of a legal, engineering & public relations campaign against toll TV in all its forms.

As a starter in the drive, headed by JCTT chairman Phil Harling, many of the 60 exhibitors at the session paired off for reconnoitering on Capitol Hill to lobby for the anti-pay-TV proposals (Vol. 15:9) by House Commerce Committee Chairman Harris (D-Ark.). His bill (H. J. Res. 130) probably will go to hearings in April following the Easter recess of Congress. The movie-house delegations claimed to have made contact with $\frac{1}{3}$ of the House and $\frac{2}{3}$ of the Senate, finding anti-pay-TV sentiment running strong.

Conspicuously absent from the JCTT sessions was former co-chairman Trueman Rembusch, Indiana Allied States circuit chief who is on the outs with the rest of the committee. Rembusch wants the pay-TV opposition directed only at broadcast systems, not to wired systems which also are covered by the Harris resolution. But he has incited no revolt by other theatre owners, say JCTT sources.

The TOA, which once tried to raise a \$10,000,000 anti-TV trust fund to buy up post-1948 movies to keep them off the air (Vol. 14:21), left collection of the new \$100,000 pro-free-TV kitty pretty much to the JCTT. The trust fund idea meanwhile has been taken over by the new American Congress of Exhibitors.

Back on the Hill, another bill (HR-5254) "to prohibit the charging of a fee to view telecasts in private homes" was introduced by Rep. Morrison (D-La.).

High Cost of Probes: Chairman Magnuson (D-Wash.) of the Senate Commerce Committee presented an advance \$515,000 bill this week for TV-radio & other investigations this year—and ran into a floor hassle over the soaring cost of Congressional probes. He got his full appropriations, including \$290,000 for a special transportation study, but not before Sen. Ellender (D-La.) protested that Senate investigations in 1959 are costing more than \$4,000,000 vs. \$140,000 for all probes in 1940. "I am just wondering about the necessity for it all," said Ellender. Magnuson gave no timetable for his inquiries, but said they'd run all the way from pay TV, boosters and vhf-uhf to international radio frequencies. Meanwhile, Sen. Carroll (D-Colo.), whose special Judiciary subcommittee on administrative practices & procedures already had been given \$115,000 to study the FCC & other agencies (Vol. 15:7), picked his chief counsel. Colo. District Court Judge Joseph P. McDonald will head Carroll's staff for as-yet unscheduled hearings. McDonald was in headlines in 1955 when he presided at the trial of John Gilbert Graham for killing his mother & 43 others by planting a bomb in an airliner.

KSLM-TV (Ch. 3) Salem, Ore., was denied more time to build as FCC finalized an initial decision recommending the denial (Vol. 14:13).

The FCC

More about

OPTION TIME PROS & CONS: The Justice Dept.'s opinion as to the legality of option time (see p. 1) takes apart FCC's findings on the subject, item by item, and says that there's just no alternative to declaring the practice illegal. Justice's concluding paragraphs of its 14-page opinion just about wrap it up:

"Viewed either as an 'exclusive dealing' or 'tying' device, the Commission's own findings require the conclusion that option time runs afoul of the Sherman Act. Beside the point, therefore, is affiliates' limited right to reject network programs, as well as the view of a narrow Commission majority that option time 'is reasonably necessary for successful network operations and is in the public interest.' For, as in the *Paramount* [case] so here, the right to reject a limited share of tied copyrights cannot avoid illegality . . . Similarly rejected must be the 'earnest argument that' removal of option-time provisions 'will be very disadvantageous to [networks] and will greatly impair [their] ability to operate profitably'; for 'the policy of the anti-trust laws is not qualified or conditioned by the convenience of those whose conduct is regulated. Nor can a vested interest in a practice which contravenes the policy of the anti-trust laws receive judicial sanction':

"Such considerations apply with particular force here. For, as the Supreme Court long ago observed, and once again reiterated only within the week, the Communications Act recognized that the field of broadcasting is one of free competition. The sections dealing with broadcasting demonstrate that Congress has not, in its regulatory scheme, abandoned the principle of free competition as it has done in other areas."

FCC's findings were contained in a 40-page document ending with 18 "ultimate findings." Among the more important effects of option time found are these: (1) It requires affiliates to carry some programs they otherwise might not. (2) It has no "significant" effect on inter-network competition. (3) It limits access to prime station time on the part of program producers, reps, non-network advertisers. (4) It has helped non-network organizations because it has built attractive spot adjacencies. (5) Principal problem is station scarcity. (6) It's necessary to guarantee national advertisers a national audience. (7) It enables networks to place firm orders and to eliminate uncertainties in programming & sales. (8) It's necessary to avoid gradual erosion of station time clearances. (9) "The loss of advertiser business that would result . . . would be a double injury to the networks, since they would have to continue to program the time periods; with the slim margin of network profits, the loss of a few time periods could place network business in the red." (10) It's necessary to "maintain network programming, including news & public affairs programs, at present levels." (11) "It would be difficult to preserve the simultaneity of live programming which is the essence of the network's TV service, or to schedule programs in the relationship to each other that networks and their advertisers desire for maximum audience appeal."

Dissenter Hyde opined that networks could get necessary clearances without option time. Furthermore, he said: "if the Commission is to sanction the protection of networking because it considers the protection provided by

option time to be reasonably necessary . . . it will inevitably find itself more and more deeply involved in regulating the terms & conditions under which stations make their program choices. Regulation may well be required to provide adequate access for local & national advertisers, and local & national programs, during prime viewing hours. It is not unreasonable to conclude that a system of Commission rationing of station time among competing applicants may follow as a logical consequence."

Said dissenter Bartley: "In my judgment, networks would continue in existence in the absence of option time. This is not to say that I detect any particular public harm which has resulted from the restricted amount of time which the present rules allow a station to option to a network. Option time arrangements are clearly a business convenience as a sales tool for the networks, and serve as a shield against some defection from across-the-board clearances. On the other hand, however, the evidence in the record of the proceeding shows rather clearly that commercial network programs, both live and film, which had a high degree of quality and popularity, received substantial across-the-board clearance in station time."

Dissenter Ford put it this way: "I do not believe that the present option-time arrangement is the only device in the business relationship between stations and networks which is possible in order to preserve the benefits of the network system. A necessary feature of network operation is the obtaining of adequate station clearance for its programs. The business device of option time is one of the present means whereby that is achieved. There are undoubtedly other arrangements which would provide reasonable assurances that network programs would obtain satisfactory clearance and at the same time avoid the restraints of option time. This conclusion is supported by the fact that the networks now successfully program a number of hours outside of option time. The majority appears to recognize the correctness of this position in part when they conclude that option time is reasonably necessary but 'this does not necessarily mean that all of the features of the present option-time arrangements are necessary.'"

HELP ON EQUAL TIME: Broadcasters got some unexpected Congressional aid this week in their political equal-time troubles—which had been brought to a head by FCC's ruling that a candidate is entitled to match newscast appearances by an office-holding opponent (Vol. 15:8-9).

"Greatly distressed" by the 4-3 FCC interpretation of Sec. 315 of the Federal Communications Act in the Chicago Mayoralty campaign, Rep. Cunningham (R-Neb.) announced in the House that he would introduce legislation relaxing the rule. He invited others "to join me in sponsoring this or similar legislation."

At week's end there was no big rush on Capitol Hill to line up with Cunningham on the issue, which never before had aroused much interest. But Rep. Pucinski (D-Ill.) told us he was so indignant over the FCC's Chicago edict that he "undoubtedly will introduce legislation to repeal Sec. 315—or at least put some sense in it."

"The bill I am preparing," said Cunningham, "will relax the equal-time provision as it pertains to news coverage only. And it will spell out that the relaxation does not apply to coverage of individual candidates giving political talks, even when such political talks are part of the news coverage."

TV & radio newscasters aren't "naive," Cunningham assured the House. "They will watch & catch the candidate who is looking for a chance to turn such coverage into personal gain." And, he warned—as did NAB, CBS & ABC—that "strict enforcement of the equal-time rule as it pertains to news coverage will cause less effective coverage of both public service activities and govt. news." NBC hadn't yet spoken on the issue, but was readying a blast.

In his first formal statement on the Chicago case, NAB pres. Harold E. Fellows said this week that the FCC's ruling was a "grave impingement upon legitimate news reporting." The American Civil Liberties Union came to the broadcasters' defense, too.

On the Hill, Pucinski told us he was worried that the FCC's ruling—if carried out to its limits—"could mean a TV blackout for the whole country during a national political campaign." But the freshman member of the Chicago delegation said that right now he is particularly incensed by the possibility that the Sec. 315 interpretation would prevent telecasting of the traditional St. Patrick Day parade there March 17. Mayor Daley, Democratic nominee to succeed himself, will head the marchers.

The St. Patrick's Day issue was raised with the FCC by Stephen M. Bailey, gen. chairman of the parade. He wired the Commission that its equal-time decision "has been locally interpreted to preclude" televising of the event. He asked that the 4 Chicago TV stations be reassured that it will be "a legitimate news event," unaffected by Sec. 315. The FCC responded quickly that it saw no reason why the Act or FCC interpretations "should preclude" any broadcasts of the parade. It's "a matter within the control of the stations of your community, not the FCC."

Meanwhile, the man who started the Chicago rumpus—perennial candidate Lar (America First) Daly, who ran against Daley in the Democratic primary election and is now expected to become a write-in candidate—said he was ready to challenge FCC petitions by Chicago stations & the networks for reconsideration of the Sec. 315 ruling.

Having won his point that Sec. 315 gave him the right to TV appearances equal to those made by Mayor Daley in newscasts, Daly asked the FCC to hold tight until it heard from him on the question of reconsideration. The FCC took no further action, but one Commissioner who voted on Daly's side in the 4-3 ruling told us:

"The law gives us absolutely no discretion. It gives us no authority to police the material—to determine whether a candidate's appearance is news or a political pitch. Actually, the broadcasters always complain that the situation will be impossible during a campaign—but it usually works out quite well, with only a few rhubarbs.

"If we started trying to draw a distinction between news clips and outright political appeals, you'd see some of the longest, most political news clips you ever saw. It's up to Congress to change the situation if it wants to. But remember that Congress usually makes it tougher on broadcasters when it does change the law. For example, stations used to be able to charge a special higher 'political rate,' but Congress stopped that."

Said a Commissioner who voted against Daly rule: "This thing could be worked out to where I would be on the other side of the fence. You can't make a hard & fast rule on it. But in this particular case I thought the claims by Daly for equal time weren't warranted."

And in Chicago, Daly himself added this thought: "Right now [the stations'] best protection from the injustices of Sec. 315 is to lay off political coverage entirely. Put none of the politicians on the air. Otherwise, it is the established law, and the law is to be obeyed."

Networks

More about

MUTUAL NETWORK SALE: Transfer of an option to buy the ailing Mutual Broadcasting System climaxed 3 weeks of frantic negotiations by the Hal Roach group which had controlled the network since Feb. 13. The quick sale was an obvious attempt to prevent a stampede of sponsor & affiliate defections keyed to headline revelations about Alexander L. Guterma's shaky empire (Vol. 15:7-9).

At press time there was little information about the new ownership group—except Mutual's own word that it was well backed financially. The network itself announced only that the principal purchaser was Malcolm Smith, joined by his associates in the importing and phono-record business (see p. 2).

The agreement was reached at about 8:30 p.m. Fri. March 6 after a session which began at 11 a.m. Mutual's principal negotiator was v.p. Robert F. Hurleigh who had acquired an option from board chairman Hal Roach Jr.

Hurleigh said he had "subjugated" his own desire to buy Mutual in order to bring in a group with "large capital resources." Assisting Hurleigh in negotiations throughout the week were the other members of a 6-man executive committee, representing management, affiliates & talent. They were MBS exec. v.p. Blair A. Walliser, controller James Gladstone, commentator Fulton Lewis Jr., and Vic Diehm, owner of MBS affiliates WAZL, Hazleton, & WHOL, Allentown, Pa. At the time of the agreement, Lewis & Diehm weren't present, having given their proxies to Hurleigh.

The 4th radio network has been operating at a deficit for years and through 4 different ownerships. Its current liabilities are said to be more than \$600,000.

Originally an affiliate-owned network, MBS control was acquired in 1952 by Tom O'Neil's General Teleradio (now RKO Teleradio) when he bought WOR-TV & WOR from Macy's. Network was unprofitable, and Teleradio sold it in 1957 to a group backed by oilman Armand Hammer for a price reportedly between \$500,000 & \$800,000. After several management shakeups, MBS was sold last fall to Scranton Corp., which had previously bought Hal Roach Studios. At the time, the selling price was reported as \$2,000,000 in cash & stock—but now this would appear to have been an exaggeration.

When the Guterma scandals broke out, Hal Roach took over Guterma's interests and positions in Jacobs Co. & MBS and set out to unload the network. Just last week he almost cinched sale to Hollywood cosmetics firm Max Factor & Co., but final agreement couldn't be reached. Before the break-off, Factor chairman Davis Factor had indicated that his company intended to pay little or no cash after assuming network's "very heavy" obligations.

N. Y. Stock Exchange March 5 released an "insiders" report by Roach, listing his holdings of Jacobs stock as 130,000 shares. He said he owned 30,000 shares before he took over the holdings of Alexander Guterma Feb. 13. He told reporters he had a personal investment of more than \$1,000,000 in the Jacobs firm.

N. Y. federal Judge Sugarman this week moved up to Mon. March 9 the March 18 hearing on SEC's application for the appointment of a receiver for the Jacobs Co. SEC charged that Roach "stands in the shoes" of Guterma and "has not demonstrated the business acumen or judgment" to deal with the company's affairs.

Programming

Fearless Steve Allen: In an unusually intellectual performer-autobiography, currently running in *Look*, Steve Allen shows a surprising disregard of the public-relations shibboleth for the popular star that "Thou shalt not get too deep." Some of his comments signal either personal courage and/or a real desire to shock readers. Excerpts:

"I now subscribe to . . . *The National Review*, an extremely conservative publication, and *The Worker*, a Communist paper . . . My own studies have inclined me very little to reverence for man's total antiquity . . . From my own experience I eventually came to the conclusion that much prayer is wasted breath . . . It has always been a difficult thing to determine the true value of prayer anyway. [Allen indicated he favors prayer for thanksgiving not for heavenly assistance.] . . . Nature renders man able to mate & procreate at 13 or 14. Society, on the other hand, forces a wait of several years. So young people go through a decade of mingled desire, guilt, confusion and despair, with no happy solution . . . Most of the people whom I asked for food [when he was broke & hungry] turned me down. The only people who never said 'no' to me were the Mexicans of the Southwest . . . We [Christians] are far more accustomed to killing than to being killed . . . Am I worried about *Maverick's* rating? Good God, no; I am worried about mankind's rating."

Add Public Service TV: Activity sharpened this week in the field of educational & public service shows. Westinghouse Bcstg. Co. has booked Sen. Humphrey (D-Minn.) for *Youth Wants to Know*, and Sens. Morse (D-Ore.) & Goldwater (R-Ariz.) for *American Forum of the Air* kickoff shows this spring on TV & radio. Shows will be taped in Washington, aired on Westinghouse outlets in prime time, & syndicated to other outlets . . . CBS-TV has scheduled a special series of hour-long shows titled *The Dollar Debates*, dealing with such topics as inflation & taxes, and will air them on 3 successive Sundays starting Mar. 8 . . . The NBC-TV educational TV project series, *Tactic*, dealing with the fight to control cancer, has been made available via kines to NBC affiliates, with at least 71 expected to carry the 6-week series . . . The teacher awards committee of ABC-TV's *Bold Journey* series met in N.Y. to pick 380 teachers from among 2,500 finalists to receive 80 educational travel grants & 300 subscriptions to *National Geographic*.

The Legion of Decency has no TV jurisdiction of any sort, and avoids TV matters, explains Rev. Patrick J. Sullivan, S.J., asst. exec. secy., National Legion of Decency, saying he was misquoted in reports of his Feb. 22 speech in Philadelphia (Vol. 15:9). There won't be any organized effort by Roman Catholic bishops, he adds, to combat the "violence, horror & suggestiveness" in TV and films of which he had spoken. Rev. Sullivan said his original speech had touched on the subject "to pose the question before an adult audience of whether entertainment dealing with violence, such as TV Westerns, among other things, would deaden cultural sensibilities and inhibit creative talent."

Shooting the audition of a live show overseas is the latest wrinkle in video tape. Liberace, who's finishing his daytime show on ABC-TV, intends, while making a series of appearances in Britain this June, to tape in London the pilot of a new show. The tape will be flown back and viewed by ABC-TV executives as a possibility for the fall program lineup.

NBC's Prestige Ads: NBC-TV's large-space print campaign, themed "If I'd only known it was on, I'd have watched it," has the double purpose of building respect for TV as well as audience size. According to Ken Bilby, NBC public relations v.p. in charge of the project, a special mailing of 20,000 copies of one of the latest ads to opinion leaders & public figures has pulled "several hundred" unsolicited replies. "All," Bilby told us, "are favorable." Wrote the president of one of the top ad agencies: "The best idea I've seen yet in TV."

"The idea," Bilby told us, "is to point out to thinking people in govt., education, finance, business & the arts that there's lots of TV well worth watching even if they happen to hate Westerns. This is one time we're hoping other networks will follow our advertising lead." Britain's Granada TV is using an adaptation of the ad in high-IQ publications, and some TV stations and a few TV set distributors have told NBC they'd like to copy locally.

Currently, the NBC ads (developed & placed by Grey) are appearing in N.Y., Washington & West Coast newspapers and in TV trade publications.

■

Appraisal of American journalism on TV announced here (Vol. 15:8), has been moved up to March 29, when CBS's *Great Challenge* leads off with panel discussion of "Is American Journalism Meeting Its Responsibilities?" Broadcast as well as print media will be under examination. Following Sunday discussion will check into whether the American public is getting the information it needs. Broadcast people on the panels, both of which will be moderated by Eric Sevareid: Robert D. Swezey (exec. v.p. & gen. mgr., WDSU-TV & WDSU, New Orleans); Eugene C. Pulliam, (WIRE, Indianapolis & WOAV, Vincennes); Sig Mickelson (v.p., CBS Inc.). Some of the other panelists: Jim Hagerty, President Eisenhower's press secretary; James Reston of *N.Y. Times*; Arthur Schlesinger.

Pulitzer prizes for TV original plays, news broadcasts & documentaries were suggested by NBC chairman Robert W. Sarnoff this week in a letter to Dean Edward W. Barrett of Columbia U's graduate school of journalism. "TV's ability to attract the finest creative talent would be increased if it were possible for a TV drama to win America's most universally respected mark of creative excellence," Sarnoff wrote. When contacted, Dean Barrett would tell us only that he'd submit the recommendation to the prize advisory board's next meeting, April 23. However, it's known that similar recommendations have been made to the board before, and that no action has been taken.

Madison Ave. theory ré the April 1 appointment of David Levy, formerly v.p. & assoc. dir. of Young & Rubicam's TV-radio dept., to top program v.p. of NBC-TV, seems to be: NBC-TV's nighttime shows, which have lost out in many cases to ABC-TV and CBS-TV this year, are in for a shakeup, as is NBC's own staff of creative personnel. Robert Lewine, v.p. in charge of TV network programs, who reported directly to pres. Kintner, will now report to Levy, who reports to Walter Scott, exec. v.p.

KRON-TV, San Francisco, has requested permission to televise the next execution in the San Quentin gas chamber—prompted by State Sen. Fred S. Farr who, having just witnessed an execution, stated that televising executions would put an end to the death penalty. Wired station mgr. Harold P. See: "If capital punishment is to deter capital crime, it should be made a maximum deterrent. Let all the people see it." Replied Calif. Governor "Pat" Brown: "No!"

Stations

NEW & UPCOMING STATIONS: The growing list of educational TV stations becomes longer with the start of KUAT (Ch. 6, educational) Tucson, Ariz., due to begin March 8. It's the nation's 39th educational outlet and brings the total of U.S. on-air stations to 549 (84 uhf). (Through typographical error last week, the total was given as 547—should have been 548.)

KUAT has a 500-watt RCA transmitter in Herring Hall, on the campus of grantee U of Ariz. It is using a 250-ft. Utility tower. The studios in Herring Hall were established more than 2 years ago for closed-circuit work. Ben. C. Markland is program director and mgr. of the university's TV-radio bureau. Frank Barreca is production director; Harry Atwood, film mgr.; and Wesley T. Johnson, engineer.

* * * *

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

KPLR-TV (Ch. 11) St. Louis, its call letters changed from KCPP, now has an early April programming target to start as an independent, according to exec. v.p. & gen. mgr. James L. Caddigan. RCA 25-kw transmitter is on hand in Lemay, Mo. where transmitter house is nearly ready. Newly-engineered antenna from Siemens-Halske Co., Germany, will be installed on a 1214-ft. tower to be shared with CBS's KMOX-TV (Ch. 4). Principal owner & pres. is Harold Koplak of Chase and Chase-Park Plaza Hotels. Nicholas M. Pagliara, administrative asst. to the gen. mgr. is film director. James E. Goldsmith is sales director; Mary E. Furey, publicity & promotion director; and Kenneth E. Hildenbrand, engineering director. Rates are not reported. Rep not chosen.

WCAM-TV (Ch. 3) Mayaguez, P.R., planned as a non-commercial operation by owner P. R. Dept. of Education, has a March 1960 target, reports R. Delgado Marquez, mgr. of WIPR-TV, San Juan (Ch. 6, educational), which is also operated by the Dept. of Education. Construction was scheduled to start Feb. 23, but transmitting equipment hasn't been ordered yet. It will use a 202-ft. tower.

CJCB-TV-1 (Ch. 6) Inverness, N.S., planned as a satellite, is expected to be on the air next fall, reports J. Marvin Nathanson, pres.-gen. mgr. of parent CJCB-TV (Ch. 4) Sidney, N.S. Its equipment hasn't been ordered yet, but a 141-ft. tower will be used. CJCB-TV hour is \$275. Reps are Weed and All-Canada.

■

Allocations changes sought: WICS (Ch. 20) Springfield, Ill., requests switch of Ch. 7 for Ch. 5 in Mitchell, S.D. and assignment of Ch. 5 to Sioux Falls, S.D. . . . Joint Council on Educational TV wants Ch. 10 assigned to Appleton, Wis. for educational purposes . . . Genesee Valley TV Co., Rochester, N.Y. petitioned for assignment of Ch. 13 to that city . . . ABC wants FCC to reconsider and allocate an additional vhf to Shreveport, La.

Buffalo's Ch. 17, once used by NBC commercially for WBUF, was granted by FCC this week to Western N.Y. Educational TV Assn., which is getting equipment as gift from NBC (Vol. 14:46). Also granted: Ch. 77 translator in Columbia Falls, Mont., to Tea Kettle TV Assn.

A protest against the grant of WTMA-TV (Ch. 4) Charleston, S. C., filed by WUSN-TV (Ch. 2), was denied by the FCC this week in a final decision affirming a June 10, 1958 initial decision which held that WTMA-TV principals were financially qualified (Vol. 14:24).

More about

NEW STEREO SYSTEMS: RCA & Westinghouse came up with similar AM stereo systems on consecutive days this week (see p. 4), and they both feel strongly that it's *the* system for single-channel AM stereo.

The advantages: compatibility, good stereo effect, inexpensive for both broadcaster & listener.

They both use a "sum-&-difference" technique: The sum of left & right channels is amplitude modulated and transmitted as any AM broadcast. Listeners without stereo gear receive a full monophonic broadcast (left & right channels combined) through one loud-speaker. The electronic "difference" between left & right channels is frequency modulated on the same channel. The stereophonic receiver in the home uses this FM signal to direct the proper portions of the AM signal to the left & right amplifier-speakers.

Westinghouse demonstrated how its system could be used for stereo without any special equipment in the home—merely 2 AM radios. One radio is detuned about 2 kc below the station channel, the other 2 kc above. This system worked well in the non-broadcast demonstration, but Westinghouse officials concede that a special stereo receiver (costing about 1½ times as much as an equivalent mono radio) would provide better stereo, and that they won't know how practical the 2-radio method is until their system is tested on the air. The Westinghouse system produces stereo at the audio frequencies from 300 to 3000 cycles.

RCA claims its system provides true stereo across the entire audible range which can be passed by an AM station. Its engineers say that a receiver for the system would require perhaps a couple of tubes more than a conventional AM set (in addition to the 2nd-channel amplifier-speaker combination required for any stereo reproduction). Station transmitter equipment, they figure, would cost "a few hundred dollars" and would consist of a small FM modulator (which could be carried in one hand) plus correction networks. For the WRCA tests, RCA is using the first 2 stages of a stock FM transmitter.

NSRC's first systems specifications panel meeting was harmonious—only note of controversy coming when Crosby Labs pres. Murray Crosby sought to define "true stereo" as a technique in which both channels reproduce the full range of audible frequencies up to 15 kc.

These systems were formally thrown into the pot:

Two undescribed systems—by CBS and Standard Coil.

TV systems—by Motorola and Philco, both previously described (Vol. 15:7).

AM systems—RCA; Westinghouse; Philco, whose system is somewhat similar to the first 2, but uses phase modulation instead of FM for stereo information (Vol. 14:49); Kahn Research Labs, a system using the AM sidebands for stereo information and requiring 2 AM radios in the home, similar to RCA's earlier AM stereo system.

FM systems—Crosby Labs; Philco; Zenith, similar but not identical to Philco's; Multiplex Development Corp. (William Halstead); EMI Ltd. (Percival system); Electroplex Corp., which wants to use vacant TV channels in addition to FM band; Volpe system.

Two-channel system—Bell Labs (Vol. 15: 9).

Panel 1 is headed by Charles Hirsch, Hazeltine, with William Wintringham, Bell Labs, as vice chairman; Richard Faber, Hazeltine, secy.

In another NSRC development, H. L. Towlson, GE, was named vice chairman of Panel 3 (broadcast transmitters) under Ralph Harmon, Westinghouse Bestg. Co.

Court Blocks WJAR-TV Sale: R.I. Superior Court granted a preliminary injunction on March 5 to block the sale of Providence department store Outlet Co. and its WJAR-TV & WJAR to 90165 Corp. The latter is equally owned by N.Y. real estate magnate William Zeckendorf & Denver telecaster John C. Mullins (Vol. 14:49-50, 15:4,8). The injunction was a victory for J. S. (Dody) Sinclair, gen. mgr. of the Providence stations, & grandson of Outlet co-founder Col. Joseph Samuels. During the course of the court hearing, he had indicated possession of financial backing to buy control of the store at a higher price.

In granting the injunction, the court held that the Industrial National Bank of Providence, which holds the Outlet stock in trust for the Samuels' heirs (including Sinclair), had "brought about such a conflict of interest between itself individually and a trustee [that] Sinclair and his children . . . will suffer some detriment." The court also maintained that "the trustees did not perform their duty during the 20-day [option] period after the execution of the contract" with original buyer Roger L. Stevens, N.Y. realtor, "resulting in a probable failure to obtain a higher price for the Outlet stock."

An appeal is expected from 90165 Corp., which already has received tenders of 95% of Outlet stock at \$120 a share (about \$6,400,000). The deadline on 90165's purchase offer is July 21. If the FCC doesn't approve the sale by then, the offer to purchase the stock is terminated.

Boston Ch. 5 Resumption: Justice Dept. anti-trust chief Victor R. Hansen takes the stand March 9, as FCC resumes its hearing on charges of "influence" in the Boston Ch. 5 case won by the *Herald-Traveler* (Vol. 15:9). Purpose of Hansen's appearance is to present his version of his discussions with former FCC chairman McConnaughey. The latter says Hansen gave him an opinion that there would be no monopolistic aspect to the grant of a TV facility to the newspaper. It's understood that Hansen will offer conflicting testimony.

Another high govt. official to appear will be former Commerce Secy. Sinclair Weeks, who had been contacted in the case. His appearance was requested by counsel for one of the Ch. 5 losers—Allen B. Du Mont Labs. Also due is former FCC general counsel Warren Baker, who will describe FCC-Justice Dept. liaison procedures during the time he was with the Commission. Maurice Simon, a Boston attorney, is being subpoenaed by Du Mont.

The *Herald-Traveler* is happy with its WHDH-TV, according to its reports to stockholders last week. Its 1958 TV-radio revenues were \$5,269,145, up \$2,688,961 from 1957. Despite lower newspaper & radio station earnings, the corporation's net profit increased to \$1,173,755 (\$2.99 a share) from \$813,335 (\$2.16)—because of TV.

In the Miami Ch. 10 "influence" case, FCC has denied the petition of North Dade Video Inc., which requested that the Commission make a final grant of Ch. 10 to one of the 4 parties at the same time it renders a decision on whether any party should be disqualified for attempted influence. The FCC said such a procedure would delay things. The Commission also turned down the petition of Elzey Roberts, who sought to file a new application and get it considered along with the other 4. It said the application was "premature." The application of the Miami Church of Religious Science was returned by the FCC, as being unacceptable at this stage of the proceedings.

Fifty Mexican feature films will be offered soon to U.S. TV by Azteca Films, Mexican movie producer.

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ductions v.p., appointed exec. v.p. of affiliate Robert Lawrence Productions . . . Franklin H. Craf named exec. v.p., A. C. Nielsen Co.

We've arrived! Rule IV of the Senate finally has been amended to recognize TV's existence. For years the "Senate Radio & Television Gallery" has been so designated in the *Congressional Directory*. But the Senate rules which set it up for TV-radio correspondents have continued to refer to it only as the "Radio Gallery," although TV newsmen have been accredited since 1948. So, at the urging of a group of TV correspondents, Chairman Hennings (D-Mo.) of the Rules & Administration Committee put through a resolution making the full name official.

The best barometer of TV value is "whether you're selling your product, not the rating of the show," adman George Abrams, most recently v.p. & adv. dir. of Revlon, told TvB this week. They had queried Abrams on why he renewed for Revlon the recently launched *Garry Moore Show*, which then ranked 52nd among 124 sponsored network shows. Abrams explained that Revlon conducted 2 product-use surveys, discovered in the first that 36.5% of women viewing the Moore show at the start of the series used Revlon lipstick. In a later checkup, the figure had jumped to 61.9%, a gain of some 70%. "If we went by rating," Abrams said, "we'd have cancelled the program."

Industrial advertising has a definite place in TV, C.W. Moodie, adv. & promotion mgr., Armstrong Cork Co., told admen Mar. 5 at ANA's Pittsburgh workshop meeting. Discussing the problem of getting more imagination and creativity into industrial ads, Moodie pointed to the opening commercials on *Armstrong Circle Theatre* as "some of our most effective advertising to industry." Moodie told how one food company executive, placing "modest" orders for glass jars from Armstrong, started watching Armstrong's TV show, and soon trebled his orders.

"Some of Manie's Friends," a tribute to the late NBC-RCA executive Emanuel Sacks, (NBC March 3, 7:30-9 p.m.), got the highest Trendex (34.7) of any special program this season, reaching 58,676,000 viewers. Further tribute to Sacks announced this week was a \$250,000 gift by N.Y. businessman & philanthropist Irving Geist to construct a new wing for leukemia research at Mt. Sinai Hospital, N.Y.

TV-radio research grants of \$500 each have been awarded by the National Assn. of Educational Broadcasters to: Dr. Keith Engar, U of Utah (KUED), for a study of TV's teaching effectiveness. Dean Warren L. Hickman, Ithaca College, for a report on its TV courses in economics & business. Raymond T. Bedwell Jr., Ohio State U, for cataloguing materials related to radio broadcasting up to 1934.

Personals: David Levy, ex-Young & Rubicam TV-radio v.p., named NBC v.p., reporting to exec. v.p. Walter Scott and operating in programming . . . Henry Hede, ABC-TV administrative sales mgr., elected v.p., ABC . . . Peter Affe, WRCA-TV & WRCA operations director, named NBC-TV network mgr., facilities planning & utilization . . . Joseph A. Paretti, auto dealer, named pres. of New Orleans Television Corp., operating WVUE (Ch. 13) there, following merger of Coastal TV Co. and Supreme Bestg. Co. (former operator of WJMR-TV). Chester Owens of Supreme Bestg. is v.p. Chalin O. Perez of Coastal TV is secy.-treas. Frank B. Ellis of Coastal & George Mayoral of Supreme are other directors . . . Robert W. Sarnoff, NBC chairman, and Mrs. Sarnoff are parents of a daughter, Claudia Jill, born in N.Y. Feb. 28 . . . Ewald Kockritz, v.p. & national program director of Storer's WGBS, Miami, appointed to same post for all Storer TV stations. Grady Edney, program mgr., WIBG, Philadelphia, promoted to national program director for all Storer radio stations . . . Walter L. Reitz Jr., ex-Justice Dept. alien property div., joins FCC office of opinions & review . . . Bernard Strassburg promoted to asst. chief, FCC common carrier bureau . . . Paul M. Segal & his associate Robert A. Marmet, Washington TV-radio attorneys, form partnership of Segal & Marmet . . . Donald W. Coyle, ABC-TV v.p.-gen. sales mgr., will address the Indianapolis Adv. Club. Mar. 19 . . . John Secondari, ABC's Washington news chief, elected pres. of new D. C. chapter, National Academy of TV Arts & Sciences. David Brinkley, NBC, is v.p. . . . Gene P. Loffler, ex-KICA, Clovis, N. M., named exec. v.p., KQTV, Fort Dodge, Iowa . . . Floyd E. (Bud) Beaston, ex-Storer Midwest sales mgr., named gen. sales mgr., WSPD-TV, Toledo . . . Russel W. Hillis, ex-Knoxville Chamber of Commerce, named national sales mgr. of WATE-TV & WATE, Knoxville . . . Thomas W. Chauncey, pres. & gen. mgr. of Gene Autry-controlled KOOL-TV & KOOL, Phoenix, was married to the former Mrs. Dorothy Wrigley Rich in Albuquerque Feb. 27 . . . Jack Sandler, WQAM (Miami) gen. mgr., appointed v.p., Storz Stations . . . John P. Byrne, gen. sales mgr., MGM, and Raymond Klune, gen. mgr. MGM Studios, elected Loew's v.p.'s . . . Herbert L. Berger, ex-Dancer-Fitzgerald-Sample, named business mgr., Screen Gems . . . Arthur R. Lerner, a director of Guild Films, elected also administrative v.p. . . . Richard C. Arbuckle promoted to v.p., rep. Robert E. Eastman . . . Walter Plant & Mel Schlink named v.p., NTA Famous Films div. . . . William E. Hutton appointed international sales director, Filmways . . . Jerry Schnitzer, Lawrence-Schnitzer Pro-

Attention, NAB Conventioneers

If you want your TELEVISION DIGEST to follow you to your hotel in Chicago during the NAB Convention (March 15-18), we'll be glad to air-mail the March 14 issue to you at no extra cost. Please notify our circulation office at Box 700, Radnor, Pa., by Thursday, March 12, giving your Chicago hotel address. We'll also send the March 21 issue to any address you designate if you're not going to be back to your office by then.

Advertising

TV AND LEISURE TIME: More people watched TV on a typical day in 1958 than in 1957, and those who watched spent more time in front of their TV sets. So reports Sindlinger & Co. in a special year-end study contained in an NBC research bulletin circulated to top TV management this week.

Based on interviews conducted daily among some 1,000 persons 12 and older in a national probability sampling, Sindlinger's findings for the 2 years showed that nearly 7 out of every 10 people watched TV each day in 1958:

Activity	% Participating on Typical Day	
	1958	1957
Watched TV	69	66
Listened to radio	58	56
Read newspapers	82	81
Read magazines	33	29

The fact that gains were made by all competing media, NBC feels, is due to the general increase in leisure time. TV, however, walked off with more than the lion's share when it came to how much time was spent with what. Again, 1958 figures out-ranked those of 1957, with the average person spending more time with TV each day than *with all the other media combined.*

Activity	Minutes Spent by Average Person on Typical Day	
	1958	1957
Watching TV	120	117
Listening to radio	72	70
Reading newspapers	28	28
Reading magazines	14	11

TV viewing hit its peak during the last quarter of 1958, according to Sindlinger, with 72% of the over-12 population of the U.S. watching TV on a typical day, and spending an average of 131 minutes a day viewing. The latter figure, NBC points out, was nearly 10 times as long as was spent reading magazines. States NBC, summing it up: TV & radio dominate leisure time of American public.

People: T. Newton Weatherby promoted to v.p., Sullivan, Stauffer, Colwell & Bayles. He's succeeded as treas. by Herbert King, ex-controller. Nelson O. Argueso, ex-Doherty, Clifford, Steers & Shenfield, named controller . . . Michael W. Gradle elected v.p., Needham, Louis & Brorby . . . Otto Prochazka, ex-Benton & Bowles, named v.p., Compton Adv. . . . Gail M. Raphael, ex-Lennen & Newell, named v.p., Doherty, Clifford, Shenfield & Steers . . . Michael Frothingham, Ted Bates general counsel, named also secy. & v.p. . . . Charles J. Allen, ex-McCann-Erickson, named v.p., John W. Shaw Adv., Chicago . . . Thomas J. McDermott, Benton & Bowles TV-radio v.p., is chairman of NYC 1959 Red Cross TV-radio campaign bureau . . . Richard S. Jackson named v.p. and TV-radio director, J. M. Mathes . . . John L. Margo, ex-Erwin Wasey, Ruthrauff & Ryan, opens own agency in Cincinnati, following close of EWRR office there . . . Guy S. Warren Jr. resigns as exec. v.p., D. P. Brother & Co., Detroit . . . Joseph H. Vaamonde promoted to mgr., Young & Rubicam's Mexico City office . . . Ralph W. Bugli promoted to v.p., Doremus & Co. . . . Linwood G. Lessig promoted to v.p., Al Paul Lefton, Philadelphia . . . Raymond Browne promoted to v.p., Victor A. Bennett Co., N.Y.

Joe Wolhandler, formerly v.p. in charge of N.Y. office of Rogers & Cowan, public relations, has organized Joe Wolhandler Assoc. (406 E. 50 St.) to handle public relations & promotion in the entertainment field.

Last to Go: TV is the medium every member of the family would give up last, reports the *Indiana Publisher* in presenting the findings of a survey of middle-class families—conducted under the auspices of the Indiana U Dept. of Journalism & the Bureau of Media Service. Newspapers came out second, says *Editor & Publisher* in presenting the gist of the story from the official organ of the Hoosier State Press Assn. When not required to pin their choice on only one medium, 61% of the families said they used all 4: TV, radio, newspapers & magazines. (Newspapers & TV only, 15%. Newspapers & radio only, 7%. Newspapers only, 9%. Radio & TV only, 2%. Radio only, 1%.) Following is the breakdown on how the various members of the family responded to the question: "What medium would you keep if you could keep only one?"

Selection	College Hi-school Younger				
	Father	Mother	Age	Age	Children
TV	40%	49%	38%	56%	91%
Newspapers	38%	32%	28%	8%	5%
Radio	12%	11%	23%	30%	2%
Magazines .	10%	8%	11%	6%	2%

Threats To Ad Agencies? The Advertising Federation of America warned its members this week that: (1) Sens. McClellan (D-Ark.) & Mundt (R-S.D.) are co-sponsoring legislation to make agencies & their copywriters criminally responsible for fraudulent advertising. (2) The Federal Trade Commission is starting a test case to make agencies & clients jointly responsible for false advertising claims.

We checked on Capitol Hill and with the FTC. No such bills have been introduced and the FTC doesn't initiate court tests.

What has happened is that: (1) Sens. McClellan & Mundt are sponsors of a bill (S-550) to prohibit interstate operation of advance-fee real estate rackets in which operators obtain money through advertised promises that they'll help home owners sell properties. (2) The Grant, Schwenk & Baker Inc. agency, Chicago, is cited along with the Skill-Weave Co., Chicago, in an FTC complaint that they made exaggerated claims in print-media promotion for a correspondence course in reweaving.

If the FTC sustains the complaint—on which hearings were conducted by an FTC examiner this week—the respondents could carry it to the Court of Appeals for a judicial determination of the agency's liabilities. Under existing law, agencies have been cited by the FTC in other cases, but its decisions haven't been challenged.

Note: At the same time, moves toward tighter govt. regulation of advertising claims—involving media & agencies as well as advertisers—can develop in Congress or at the FTC. It's likely, for instance, that more will be heard about the sweeping recommendations made last year by the House Govt. Operations Committee for advertising reforms (Vol. 14:33).

The history & uses of TV as an ad medium, and its emotional impact on viewers, are the subjects of 2 filmed TvB presentations which have been given to Columbia & N.Y.U. for use in advertising & marketing courses. Titles: *The Vision of Television & E-motion.*

Obituary

Nat Wolff, 59, Young & Rubicam TV-radio v.p., who returned to that agency in Feb. after 3 years as NBC program development director, died March 3 in N.Y. Surviving are widow, step-daughter.

John Dearborn Lucas, 66, v.p. of Charles W. Hoyt Co., died March 3 in N.Y. Surviving are widow, son, daughter.

JWT's TV Tryouts: Systematic pre-testing of TV commercials is being done by J. Walter Thompson for clients anxious to check effectiveness of their TV sell before it's on the air. It's being handled on a fee basis, and so far is being used to check film spots. However, JWT tells us that kines of live & taped commercials may be field-tested later on during the current season.

The testing program is under the supervision of JWT's Dr. Donald R. Longman, a v.p. and one of the agency's research executives, although the actual field work is being done by outside researchers under contract. Among the principal users are Lever Bros. and Scott Paper Co. with client emphasis primarily on try-outs of TV commercials for new and even secret products.

Unlike the Horace Schwerin commercial tests, which are conducted in a N.Y. theater, the JWT tests are held in homes with the aid of a portable film projector that resembles a TV set. Test areas include N.Y., Detroit, Chicago, Atlanta, San Francisco & Los Angeles. Some 200 persons are used in each test panel, with the selection carefully controlled on a socio-economic basis. Results are compared so that commercials creating the strongest impact & desire-to-buy can be picked for future TV air use.

JWT, a pioneer in media and consumer research, considers the program out of the test-tube stage and will operate it as a regular part of the agency's research activities in the future.

In Other Media: Americans are steadily paying more for their newspapers. From 507 dailies selling at more than a nickel in 1957, the total rose to 696 in 1958 (41% of the 1717 dailies reporting to ANPA) . . . "When we cut out horror & sex," a comic-book publisher told *Wall St. Journal*, "we sealed our doom." The self-imposed clean-up code, he felt, was the major reason annual sales are down from 1 billion annually to the present 600,000,000. The more than 500 titles of early in this decade have decreased to 117. "Kids don't want sweetness & light," said another publisher, "they want the monsters & murders & sex stuff they're getting on TV & in the movies." . . . Book business, on the other hand, is reversing the standard picture of non-book-reading Americans. Hard-covers are up nearly 50% in last 10 years to an annual sale of nearly 600,000,000 . . . *A Parent's Guide to Children's Reading*, National Book Committee study, says "TV heroes have been sending children to the libraries on the double." In 9 top cities, librarians unanimously agreed that TV stimulates book reading by children . . . TV networks aren't the only media which get anti-trust valentines from the govt. FTC has accused top magazine publishers, American News Co. & subsidiary Union News Co., of anti-trust violations. Reason: Union's extra charges to publishers for newsstand positions . . . Both Portland (Ore.) dailies have dropped their puzzle contests after discovering that "a nation-wide ring of puzzle solution tipsters is victimizing metropolitan newspapers by supplying puzzle solutions to 'fixed' winners." The FBI was brought into the case . . . The "commercials" in print media comprise 59% of the whole show. At least that's the conclusion to be drawn from the *Gallagher Report's* 6th Annual Publishers Forecast which, among others, carries average figures for 58 consumer magazines. The average editorial content is 41%.

New reps: KVIQ-TV, Eureka, Cal. to McGavren-Quinn (from Hollingbery) . . . KOTI, Klamath Falls, Ore. to Hollingbery (from Blair Television Assoc.) . . . WJAC-TV, Johnstown, Pa., to Harrington, Righter & Parsons (from Katz).

Film & Tape

More About

TV TAPE AT NAB SHOW: When RCA opens its TV tape recorder sales drive at the NAB convention with the demonstration of its production-model recorder (see p. 4), it will stress the "completeness" of the unit, which is built into 5 vertical equipment cabinets (6th can be added for color). Among the features:

An electronic system permits precise adjustment of quadrature relationships between the 4 playback heads and can compensate for errors in head alignment of the machine on which the tape was originally recorded. RCA says its recorders can play back tapes recorded on any other standard TV tape recorder.

A master erase head permits re-recording of any portion of a program—erasing as it records.

A cue-channel provides a non-broadcast channel of audio—for instructions, signals, etc. It has its own erase head. A built-in picture monitor and oscilloscope may be switched to all necessary signal sources.

Ampex's new optional equipment—offered separately to present VTR users and as accessories on future sales:

A kit providing master erase facilities and a cue track; a precision tape-timer, which measures playing time in hours, minutes & seconds; a monitor switching panel for changing between incoming program and recorder output and for selecting audio & video inputs; an audio monitor; an overhead equipment rack to hold monitoring equipment.

* * *

New telecasting equipment to be introduced by RCA at the convention:

(1) A TV automation system, (originally designed for WBRE-TV, Wilkes-Barre) which makes station-break switching entirely automatic. A switch sequence is arranged in advance by pushing buttons on a control panel. A memory unit (consisting of binary relays & stepping switches) stores information, automatically starts & stops film & slide projectors, operates video & audio switching, changes film room multiplexing mirrors.

(2) A suitcase-size, self-contained master monitor for field or studio use. Weighing 49 lb., it operates from any 110-volt outlet.

(3) A new special-effects system, controlled by push-buttons, which makes possible the use of 80 or more patterns for transition from one picture to another.

(4) A new vidicon camera (TK-205) designed for educational, medical & industrial use, featuring moderate initial cost & simplicity of operation.

(5) A weather radar system for stations (Vol. 14:15).

RCA will have its traditional color TV studio set up in the Conrad Hilton Hotel exhibit hall, using its improved high-definition TK-41 color camera.

Pre-NAB sales meeting has been scheduled by MCA-TV's film syndication div. in Chicago, starting March 13, at the Drake Hotel. On the agenda are discussions about new syndicated series currently being launched & fall shows upcoming. David V. Sutton, v.p. in charge, and v.p.'s Lou Friedland and Wynn Nathan will preside with some 18 MCA sales staffers attending. Delegates to the MCA sales meeting will stay on in Chicago for the NAB convention, despite NAB's snubbing of TV film executives.

TAPE QUIZ FOR ADMEN: The 5 questions most frequently asked about video tape by agencies new to the growing field of tape commercials—according to George K. Gould, pres. of NTA's Telestudios—are:

- (1) Can you edit video tape?
- (2) Are tapes really interchangeable between machines.
- (3) How do tape costs compare with film costs?
- (4) What kind of special effects can you get with tape?
- (5) Must we take a new approach in writing videotaped commercials?

Gould, who expects that Telestudios will reach a level of over \$3,000,000 annually in videotaped commercials within 28 months, gives N.Y. admen these answers:

(1) "Yes. We can edit electronically in the control room during production at no appreciable cost. And, we can splice accurately after it's completed—but that's expensive."

(2) "Yes & no. All tapes shot in black & white on Ampex equipment can be played back on other Ampex machines. Ampex tapes are not compatible with RCA tape equipment or with certain foreign TV systems at the moment." [RCA says its new production model (see pp. 4 & 12) is fully compatible.]

(3) "They vary. Depending on the complexity of the commercial, they can run anywhere from no saving at all to 40% less."

(4) "We can't do animation, stop motion, slow motion or reverses as yet. These require film inserts rolled into tape. But we can do wipes, dissolves, zooms & ripples."

(5) "You don't have to, but you should. Tape commercials are more flexible than live, and less flexible than film in terms of pictorial tricks. You should learn the limitations, and create specifically for the medium."

Incidentally, here are answers to 3 other queries sometimes posed by Telestudios visitors with long memories: (1) Yes, the reconditioned 35-mm film chain now being installed there to roll film inserts into tape commercials is the identical deluxe GPL installation used in the unsuccessful pay-TV test in Bartlesville, Okla. (2) Yes, a current client for videotape commercials for use in the *Ed Sullivan Show* is none other than the world's largest film manufacturer, Eastman-Kodak, and (3) Yes, you're right, the 42nd St. & Broadway space occupied by Telestudios once housed N.Y.'s largest dime-a-dance nitery during the depths of the depression—the Danceteria.

Telestudios' commercials business is booming, Gould tells us. Total studio space is being enlarged from 13,000 to 26,000 square feet, effective this week. Two large studios are in operation, with one providing a N. Y. production base for parent NTA's lineup of some half-dozen syndicated tape shows. There's a third studio for inserts.

Telestudios has 3 Ampex VTRs, with 3 more on order. There are no present plans to "colorize" the equipment. In the works are plans for a 3-truck mobile unit containing 2 VTRs and self-contained power supply to meet what Gould terms "a growing demand by agencies for location tape facilities."

Also planned is a separate "duplicating installation" to make up to 10 copies of tapes at once on a 24-hour basis at costs "well below those charged today by networks."

Gould estimates Telestudios' revenue is divided about evenly between commercials which formerly were produced live during network telecasts, and commercials formerly shot by film independents.

FILM'S BARGAIN BASEMENT: Syndicated distributors are stepping up the level of activities in low-priced telefilm reruns, an area which frequently represents the difference between profit & loss to producers who bank heavily on residuals of old series to finance future production.

Arrow Productions, the rerun subsidiary of Independent TV Corp. which handles former TPA properties, in just 3 months has racked up sales from its 11-series, 549-episode library of ½-hour productions to a total of 84 stations in 72 markets, according to administrative mgr. Alvin E. Unger. This represents a 19% sales hike over program sales of the series, ranging from oldies like *Ramar of the Jungle* to relative newbies like *Tugboat Annie*, in the preceding year when TPA was handling sales. Most of the station slottings have been in the daytime, says Unger, where they're used as spot carriers.

National Telefilms Assoc.'s rerun offshoot, Famous Films, is also involved in expansion moves, having added two new series to its library, *African Patrol* and *Official Detective*, to give it an extensive library of 11 half-hour series, 4 quarter-hour shows, 3 series of shorter lengths, plus cartoons and short subjects.

California National Productions claims "a new all time sales record for Feb." in its thrift-priced subsidiary, Victory Program Sales. Victory, which is less than a year old, has established 2 more regional sales territories, and has hired Frank O'Driscoll, formerly with Telestar Films, and Robert Schultz, formerly with Shamus Culhane Productions, to head new Midwestern and Eastern offices. Properties handled by Victory consist of old CNP and NBC series.

Still considered by most station film buyers as the largest of the thrift houses is Ziv's Economee TV, which has been in existence for nearly 5 years handling such Ziv oldies as *I Led Three Lives*, *Boston Blackie*, etc. Recently added to the Economee library are a pair of Ziv shows only a couple of seasons old: *West Point* and *Men of Annapolis*. Informed guessers in the film field estimate Economee's annual gross to be in the \$3,500,000 bracket, depending on the current size of the product library.

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More on "Post-48": A new crisis is facing film distributors trying to put more post-1948 feature films into TV circulation (Vol. 15:9). Members of the Screen Writers Guild voted Feb. 26 to strike independent film makers who sell post-1948s in the video market without cutting in the writers for a share of the residuals. Current contracts between the SWG and producers expire May 15. If a post-1948 agreement isn't developed before then, as well as a cut-in for writers of films that may go to pay TV, says the SWG, there'll be strike action.

Thus, the writers have joined with the directors' and performers' unions in seeking a slice of the TV feature pie by way of a cut-in formula. What formulas have been developed so far are purely interim. United Artists, one of the few TV distributors selling recent Hollywood films, regularly pays a UA-determined slice of its TV grosses into escrow accounts against the day when union settlements will be made, thus getting a provisional union green light without really solving the problem. Republic Pictures, 2 seasons ago, simply defied the unions, sold off its post-1948s, and closed down all theatrical production—thus nullifying a strike by avoiding the issue. Hollywood's other majors are still sitting on the fence.

THE DECADE AHEAD--AN ERA OF GROWTH FOR TV: TV industry will sell 78,250,000 sets in next decade—millions more than the 64,000,000 that have been made & sold since introduction of TV in 1946—according to a 10-year projection by Sylvania research director Frank W. Mansfield. He's regarded by most as industry's statistical oracle, and his predictions—including sales, sets-in-use, replacements, new TV homes, multiple-set homes—are interesting, thought-provoking sequel to state-of-the-industry tabulation we brought you last week (Vol. 15:9).

In contrast to the steadily declining sales curve since 1955, Mansfield predicts 6,220,000 sets will be sold this year and that retail sales will increase year-by-year until 1964 when saturation & longer set-life will cause annual sales to level off at about 8,500,000 sets through 1968.

Factory value of decade's 78,250,000 sets would be about \$10.5 billion figured at today's \$135 average per set. They represent potential retail sales of about \$16.5 billion at today's \$210 average.

Mansfield divides 10-year market in 3 parts: Sales to new TV homes—15,810,000. Sales to replace obsolete and worn-out sets—47,510,000. Sales to multiple-set homes—13,930,000. In addition, he estimates there will be 1,000,000 sets sold to commercial establishments.

TV saturation, which stood at 86% of U.S. households at 1958's end (50,150,000 sets), will increase to 98.6% by end of 1968, he estimates, when there will be 78,390,000 sets in homes, & an additional 2,500,000 in business establishments, for a total of 80,890,000 sets-in-use.

Average life of a TV set will increase to 11 years during the next decade, Mansfield calculates in one of his most significant prognostications. Previously, set-life has been variously estimated from 5 to 8 years. However, Mansfield admits, replacement—or scrappage—figures are hard to come by because "TV does not yet have a sufficient history to permit calculation of [the] scrapping curve."

Through 1955, the scrappage rate indicated a set-life of about 7 years, Mansfield said. Since that time it has been lengthening. "Therefore, our projections assume that set-life will gradually lengthen to an average 11-year life by 1963," he concluded.

Approximately 5.4% of sets-in-use will be replaced in 1959, he estimates. This rate will increase gradually to a peak of 8.4% in 1964, dropping to 7.1% in 1968. Replacement sales are expected to increase from 2,720,000 this year to about 5,600,000 in 1965, when they will level off for balance of decade.

Sales to new TV homes will be about 2,150,000 sets this year, Mansfield predicts, dropping steadily to 1,270,000 in 1968. He points out that, after first blush of TV sales in 1950-52, "a secondary peak for new TV homes was reached in 1956 when the public bought over 4½ million sets for this purpose."

"There is little or no possibility that a figure this high can ever again be attained," he says. "There are not that many homes without a set. We can assume, therefore, with considerable confidence, that in the future, both the number of sets & percentage of sets sold must consist, to a very great extent, of those purchased for the purpose of creating a multiple-set home or for the replacement of a set that has become obsolete, worn out, or which requires repairs that make purchase of a replacement more economical."

Multiple-set-home market began in 1950, Mansfield points out, when about ½% of all TV homes bought a 2nd set. By the end of 1958, this figure reached 10% & is expected to reach 31% by 1968. He estimates 1,250,000 sets will be sold this year to multiple-set homes and number will increase year-by-year to about 1,540,000 in 1968.

New peak year in set sales will be 1962, Mansfield figures, when sales of 7,720,000 sets will pass the 7,467,000 record set in 1955. For rest of decade, sales are estimated in excess of 8,000,000 annually.

TV-RADIO PRODUCTION: TV set production was 96,248 in week ended Feb. 27 vs. 115,909 preceding week & 89,466 in same 1958 week, EIA reports. Year's 8th week brought production to 896,664 vs. 804,396 last year. Radio production was 282,163 (112,336 auto) vs. 273,854 (106,066 auto) preceding week & 176,851 (54,473 auto) last year. For 8 weeks, production totaled 2,249,262 (854,295 auto) vs. 1,739,177 (618,124 auto).

TV & RADIO SHIPMENTS: Shipments of both TVs & radios to dealers declined sharply in 1958 from the year earlier. EIA reports manufacturers shipped 5,061,851 TV sets vs. 6,285,819 in 1957. In Dec., TV shipments totaled 559,047 vs. 462,605 in Nov. and 770,788 in Dec. 1957. Radio shipments for the year were 8,738,197 vs. 9,575,812 in 1957. TV-radio shipments for 1958:

State	TV	Radio	State	TV	Radio
Alabama	69,118	112,807	N. H.	15,591	29,467
Alaska	2,918	6,156	New Jersey	187,404	344,980
Arizona	34,748	53,468	New Mexico	20,763	22,782
Arkansas	40,601	48,311	New York	561,874	1,211,613
California	508,978	659,165	N. C.	102,368	151,042
Colorado	44,372	71,832	North Dakota	15,177	27,960
Connecticut	82,021	110,493	Ohio	274,726	509,944
Delaware	13,800	19,717	Oklahoma	63,456	88,568
D. C.	56,302	97,754	Oregon	51,128	107,566
Florida	181,203	227,367	Penna.	362,088	662,373
Georgia	97,198	168,627	Rhode Island	30,548	50,411
Idaho	16,111	29,610	S. C.	40,964	64,311
Illinois	298,051	634,918	South Dakota	15,508	21,390
Indiana	125,510	162,349	Tennessee	81,502	133,052
Iowa	63,410	106,485	Texas	247,526	402,376
Kansas	58,882	96,854	Utah	24,190	40,981
Kentucky	76,953	117,377	Vermont	9,255	18,349
Louisiana	81,731	117,888	Virginia	87,452	149,475
Maine	25,551	49,466	Washington	80,641	142,091
Maryland	74,376	174,376	W. Va.	47,637	56,946
Mass.	169,515	311,919	Wisconsin	89,291	164,741
Michigan	180,124	318,268	Wyoming	12,505	11,970
Minnesota	81,499	149,934			
Mississippi	39,489	59,104			
Missouri	127,056	252,855			
Montana	22,026	27,257			
Nebraska	44,362	56,562			
Nevada	8,297	17,244			
			U.S. TOTAL	5,046,296	8,720,556
			Hawaii	15,555	17,641
			GRAND		
			TOTAL	5,061,851	8,738,197

Electrovision Corp. is the new name of Scott Radio Labs—well-remembered as the big Chicago manufacturer which made big radios. The company, no longer in radio manufacturing, has moved its headquarters to Los Angeles and announced a program of expansion into TV-movies-electronics through purchase of smaller companies. Newly elected pres. Edwin F. Zabel announced plans for “diversification into the electronics field as well as possible purchase of TV stations, producing of telefilms and the building of movie houses.” The company has purchased 11 theaters in the Fanchon & Marco chain in Southern Calif., and will add to them the circuit of 36 houses owned by Electrovision secy.-treas. Robert L. Lippert Sr.

Fall entry into packaged hi-fi is scheduled by Rek-O-Kut as a result of acquisition of loudspeaker manufacturing facilities of Racon Electric Co., N.Y. Pres. George Silber points out company now makes full line of hi-fi components (except amplifiers) and the plans to manufacture these are “in the making.” New loudspeaker line will be marketed by Audax div. of Rek-O-Kut.

“Moderately-priced” ETV closed-circuit system, also designed for use by industry & commerce “in fields where price has been a deterring factor,” will be marketed by Sylvania, senior v.p. Marion E. Pettegrew of its home electronics div. reported this week. Price will be determined after pilot production of 15-lb. camera, transmitting on Ch. 2-6 to home-type receivers, starts in March.

Name change: Penn-Texas Corp. (parent of Hallcrafters) will change its name to Fairbanks, Whitney Corp., subject to stockholder approval at the May annual meeting.

Magnavox appoints the Marschalk & Pratt div. of McCann Erickson for all consumer product advertising. Pres. Frank Freimann estimates annual billings will be about \$1,500,000.

RCA Communications plans a new \$45,000,000 34-story office building at Broad & Beaver Sts., N.Y.

Radio Condenser Co., Camden, (TV-radio tuners) acquires Production Research Corp., Thornwood, N.J.

Trade Personals: Dr. George H. Brown promoted to RCA v.p.-engineering, succeeding O. B. Hanson, retired (Vol. 15:9). A 25-year RCA veteran, he's been chief engineer, industrial electronic products dept., since 1957. Jack S. Beldon, ex-GE marketing mgr. for TV, named to new post of v.p. & gen. mgr. for home instruments, reporting to exec. v.p. P. J. Casella. Raymond W. Saxon continues as v.p.-radio & Victrola products; James M. Toney, as v.p., RCA Victor TV div. . . . Wilbur A. Osterling promoted to gen. attorney, RCA Service Co. . . . Don G. Mitchell, newly elected pres. of General Telephone & Electronics Corp. in Sylvania-General Telephone merger, named also to the board of directors. Also elected to the board were former General Telephone pres. William Jed Wardall & American Management Assn. pres. Lawrence A. Appley . . . William J. Morlock, gen. mgr., GE technical products dept., is confined in Syracuse Memorial Hospital with a bone ailment . . . H. Leslie Hoffman, pres. of Hoffman Electronics, will address the N.Y. Society of Security Analysts March 10 . . . E. C. (Andy) Anderson, RCA v.p.-public relations, who was stricken ill several months ago, is recuperating at the Beachcomber, Naples, Fla. . . . Rear Adm. Frederick J. Bell (USN ret.) named Sylvania senior v.p. . . . Henry Kasperowicz promoted to color research director, Du Mont Labs, succeeding Kenneth A. Hoagland, resigned. Daniel Echo promoted to industrial tube sales mgr., succeeding Roy A. Olerud, now sales administrator, ITT . . . Gen. Edwin W. Rawlings (USAF ret.), formerly commander Air Materiel Command, Wright Field, named financial v.p., General Mills . . . H. Rowan Gaither Jr., formerly pres. of Ford Foundation, elected a director of Hewlett-Packard . . . George Loomis promoted to mgr., Raytheon receiving tube div. William T. Welsh named sales mgr., equipment & systems div. . . . Joel M. Rowley, ex-General Time Corp., named adv. mgr., V-M Corp., Benton Harbor, Mich., succeeding Gene Miller, resigned . . . Thomas E. Blackwell promoted to sales representative, Sylvania electronic tube div., with headquarters in Charlotte, N. C. . . . Richard A. Lipsey promoted to asst. distribution mgr., Motorola . . . Richard J. Seltzer promoted to exec. v.p., Gabriel's Talco Engineering div. . . . D. L. Dailey, ex-Battelle Memorial Institute, named market research mgr., Texas Instruments . . . John J. Corcoran, ex-Tung-Sol, appointed western regional sales mgr., International Resistance Co., Los Angeles . . . Neil Uptegrove, ex-Du Mont Labs, named adv. & sales promotion mgr., Tung-Sol.

Electronics Personals: Dr. Allen M. Peterson named mgr., Stanford Research Institute's new communications & propagation lab. Dr. F. J. Kamphoefner named mgr., control systems lab., succeeding Dr. R. Manning Hermes, now with SRI's research project at Camp Ord, Cal. . . . W. Gifford Myers named sales v.p., Lockheed Aircraft . . . Henry M. Taylor appointed military marketing mgr., Stromberg-Carlson electronics div. . . . John J. Carpenter, mgr. of Bulova Watch electronics & camera divs., named also v.p. Bulova research & development labs . . . James L. O'Connor elected v.p., Chesapeake Industries subsidiary Pathe Labs.

Distributor Notes: Motorola appoints Western Supply Co., Salt Lake City, for all consumer products . . . Olympic appoints Vining Sales Co., Greenville, Mich., for TV-radio-phonos . . . Sylvania appoints Floyd & Co., Cincinnati, for all consumer products, replacing factory branch there . . . Steelman Phonograph & Radio appoints Cook Nichols Co., Pasadena, Cal. . . . Regency Radio appoints Dave Wagman Inc., N.Y., replacing Sanford Electronics.

Color TV set owners are twice as likely to be watching a color broadcast as their neighbors are to be watching it in black-&-white. That's the finding of a survey of 1392 Cincinnati homes conducted by Burke Marketing Research for the Crosley Bestg. Co., and reported in the Feb. 23 *Television Age*. Conversely, the same color-set families are about 40% less likely to watch b&w programs as they would be if they didn't own a color set. The average sets in use in color-set homes was 67.4%, compared with 56.7% for b&w. The survey also found that 85% of color-set owners gave either excellent or good ratings to color programs, the quality of color & their set performance. Seven out of 8 said if they had to do it over again, they'd buy a color set. The *Steve Allen Show* rated 50.6 in color-set homes vs. 21.5 in b&w; *The Price is Right*, 56.6 color, 29 b&w; Milton Berle, 57.4 color, 30.4 b&w; Dinah Shore, 71.5 color, 34.6 b&w.

Wide-screen TV system, using a 7-by-3 aspect ratio (Vol. 14:41), is now in the production stage, reports Grimson Color Inc., 381 Fourth Ave., N.Y., which will demonstrate the equipment at the IRE annual convention in N.Y. in March. The first commercial installation of the "Scanoscope" system, leased at \$300 monthly, has been made by Grimson's N.Y. distributor Lloyd Singer & Co. at the Atlantic Superama Discount Store, Shrewsbury, N.J.—to discourage & detect shoplifting. Grimson describes its system as follows: "Scanoscope squeezes the image optically to a 7x6 ratio for processing through conventional TV circuitry. At the monitor, the picture is electronically unsqueezed to provide a 7x3 aspect ratio picture with 75% more information than with the standard 4x3 aspect ratio TV systems."

RCA sued Philco & its subsidiary Lansdale Tube Co. for \$1,158,064 alleged unpaid royalties last week, in a sequel to Philco's pending \$150,000,000 triple-damage anti-trust suit against RCA & others, charging unlawful control of the TV-radio-electronics industry through a patent pool. Philco's suit against RCA, GE, AT&T, Western Electric and Bell Labs was filed Jan. 14, 1957, and is pending in the Philadelphia Federal District Court.

In its counterclaim, RCA seeks \$744,475 from Philco & \$413,589 from Lansdale, alleging that neither company paid royalties on certain RCA patents they used prior to Jan. 1, 1955. In an earlier counterclaim, filed June 12, 1957, RCA asked for unstated damages for alleged infringement of at least 57 RCA patents between 1940 & 1954.

Service experience on printed circuits is the subject of a questionnaire by the National Alliance of TV & Electronic Service Assns. to its members. Among the questions: (1) Estimate the number of service problems which were the result of failure of the printed circuit. (2) Do you feel that the amount of service needed for individual TV sets & appliances has increased or decreased because of the introduction of printed circuits? (3) Is tracing a circuit more difficult or time-consuming on a printed circuit receiver than on a hand-wired set? (4) In your experience have you found some things you like about printed circuits?

An anti-trust action against Admiral by Reines Distributor, Albany, was filed in N.Y. Federal District Court last week, alleging discriminatory pricing in favor of Vim TV & Appliance Stores, Davega, and unnamed discount houses. The suit seeks treble damages totaling \$1,300,000. Reines claims to have lost \$2,000,000 in sales since Jan. 1, 1957 because of Admiral's price policy. A complaint charging Admiral with price discrimination is now pending before the FTC.

Financial

Television-Electronics Fund reports net assets of \$244,105,822 & 17,349,382 shares outstanding in the first fiscal quarter ended Jan. 31 vs. \$146,105,143 & 14,284,589 shares for the same period a year earlier. These are the 1st-quarter changes in its portfolio:

New stocks added: 20,000 shares of Acoustica Assoc., market value \$500,000. 9,000 Borg-Warner, \$357,750. 44,500 Central Hudson Gas & Elec. \$878,875. 40,000 Gabriel, \$605,000. 16,000 International Nickel of Canada, \$1,468,000. 34,300 S. Cal. Edison, \$2,033,725. 22,600 Warner Bros. Pictures, \$627,150.

Holdings were increased in Admiral, Allis-Chalmers, Boeing, Champion Spark Plug, Du Mont Labs, GM, Hewlett-Packard, Neptune Meter, Paramount Pictures, Statham Instruments, United Utilities.

Part of holdings were sold in Corning Glass, Electronic Assoc., Technicolor.

Holdings were eliminated in Machlett Labs.

Unchanged from previous list (Vol. 14:50) during quarter were holdings in ACF Industries, Addressograph-Multigraph, Aerojet-General, Air Reduction, Allegheny Ludlum, Amer. Bosch Arma, AB-PT, American Chain & Cable, American Electronics, American Machinery & Foundry, AT&T, Ampex, Amphenol, Babcock & Wilcox, Barry Controls "B", Beckman Instruments, Bell & Gossett, Bendix Aviation, Bullard, Bulova Watch, Burroughs, Carborundum, Carrier, Cinn. Milling Mach., Clark Controller, Cleveite, CBS "A", Columbia Pictures, Conrac, Cons. Electrodynamics, Cons. Electronics, Cornell-Dublier, Curtiss-Wright, Cutler-Hammer, Dictaphone, Douglas Aircraft, Dresser, du Pont, Eastern Industries, Eastman Kodak, Eaton, Eitel-McCullough, Emerson Elec., Ex-Cell-O, Fansteel, Food Machinery & Chemical, Foxboro, Friden, Garrett, General Bronze, General Dynamics, GE, General Mills, General Precision, General Railway Signal, General Telephone, General Tire & Rubber, Giannini, Globe-Union, Goodyear, Harris-Intertype, Hazeltine, Hoffman, Indiana Steel Prod., Industrial Electronics, IBM, IIT, Leeds & Northrup, Liquidometer, Lockheed, Magnavox, P. R. Mallory, Martin, Maxson, Mergenthaler, Minneapolis-Honeywell, Minnesota Mining & Mfg., Motorola, National Acme, National Cash Register, North American Aviation, Northrop, Oak Mfg., Otis Elevator, Penn Controls, Perkin-Elmer, Philco, Pullman, RCA, Reliance Elec. & Engr., Robertshaw-Fulton, Royal McBee, Servomechanisms, Smith-Corona, Sperry Rand, Square D, Stewart Warner, Storer, Sylvania, Taylor Instrument, Teleautograph, Telecomputing, Television Assoc., Texas Instruments, Thompson Ramo Wooldridge, Tung-Sol, 20th Century-Fox, Union Carbide, United Aircraft, United-Carr Fastener, Varian Assoc., Vitro, Walt Disney, Westinghouse Air Brake, Westinghouse, Zenith.

* * * *

Electronics Investment Corp., mutual fund headed by Charles E. Salik, reports total net assets of \$22,671,390 (\$6.66 a share), as of Jan. 30, up in 3 months from \$18,286,853 (\$5.58). Salik adds that net assets rose to more than \$24,600,000 as of Feb. 25 (\$6.89), and that sales of new shares are now exceeding \$1,000,000 per month. As of Jan. 30, the fund held \$19,150,842 in common stocks, \$571,275 preferred, \$2,080,300 bonds, \$249,786 govt. securities. Portfolio changes in Oct. 31-Jan. 30 quarter:

Purchases since previous quarterly list (Vol. 14:50): 5100 shares of AB-PT (making total of 20,100). 500 AT&T (total 2000). 1300 Bendix (total 6300). 3900 Borg-Warner (total 7700). 5000 CBS (total 15,300). 450 Haloid Xerox (total 450). 10,000 Hewlett-Packard (total 13,500). 1100 Minneapolis-Honeywell (total 1100). 5000 Packard-Bell (total 12,100). 2000 RCA (total 12,000). 6000 Sperry-Rand (total 16,000). 2029 Stewart-Warner (total 9000). 1000 United Aircraft (total 4000). \$150,000 U.S. Treasury bills due March 26, 1959 (total value \$149,036). \$150,000 Lab for Electronics 5½% convertible debentures due 1973 (total \$204,350).

Sales: 1000 Cook Electric (holds 5000). 460 Fischer & Porter (holds 1580). 100 General Transistor (holds 7900). 3900 Giannini. 300 High Voltage Engineering (holds 3400). 1300 Leeds & Northrup. 15,700 Siegler Corp. (holds 1800). \$500,000 U.S. Treasury bills.

Bendix Aviation Corp. has agreed to buy Jones Electronics Co., Bristol, Conn. manufacturer of coaxial transmission test equipment, for an undisclosed amount of stock.

Common Stock Dividends

Corporation	Amt.	Payable	Stk. of record
Cleveite Corp.	\$0.25	Mar. 27	Mar. 16
Corning Glass25	Mar. 31	Mar. 16
Decca Records25	Mar. 30	Mar. 12
Desilu Productions15	Mar. 27	Mar. 13
General Controls15	Mar. 31	Mar. 16
General Electric50	Apr. 22	Mar. 13
RCA25	Apr. 27	Mar. 16
Telechrome	2% stk.	Jun. 25	Jun. 2

Emerson Radio reports a sharp increase in consolidated net profit for the first fiscal quarter ended Jan. 31:

	1959	1958
Net profit	\$627,468	\$297,699
Earned per share	31¢	15¢
Shares outstanding	2,034,600	2,034,600

Pacific Mercury reports a 60% increase in net earnings on 11% higher sales in 3 months ended Dec. 31, 1958. For the 6-month period, earnings were off, though sales were higher than the corresponding 1957 period. For 6 months ended Dec. 31:

	1958	1957
Sales	\$10,847,496	\$10,690,419
Net earnings	232,110	286,260
For 3 months ended Dec. 31:		
Sales	5,846,161	5,281,877
Net earnings	177,810	110,599

Tung-Sol's 1958 sales & profits declined, due to lower TV-radio & auto production, as previously reported by v.p.-treas. H. Merle Darling (Vol. 15:7). The company's annual report gives this summary for the year ended Dec. 31:

	1958	1957
Net sales	\$59,809,166	\$64,106,913
Net earnings	2,643,842	3,129,916
Earned per common share ...	2.67	3.31
Shares outstanding	896,067	893,502

Granco Products Inc., radio manufacturer which specializes in FM sets, reports a 20% increase in sales in the last-½-58 as compared with the same 1957 period, although profits were virtually unchanged. Pres. Henry Fogel said 2nd-quarter sales set an all-time high for the company. months ended Dec. 31:

	1958	1957
Net sales	\$1,481,459	\$1,233,429
Net profit	39,565	39,868
Earned per share	12½¢	12½¢

Clevite Corp. reported decreased sales & earnings for 1958, but the company stated that a new depreciation method "subtracted 31¢ a share from earnings." Clevite's electronics business (transistors, diodes, crystals, instruments, recording components) was reported strong & growing in 1958, accounting for more than 40% of the profits. For the year ended Dec. 31:

	1958	1957
Net sales	63,354,991	\$71,368,224
Net income	3,109,246	3,988,539
Earned per share	1.60	2.08

Oak Mfg. Co. reports decreased sales & earnings for 1958, although 4th-¼-58 earnings (40¢ a share) exceeded those of the same 1957 period (38¢). The company reported that Jan. 1959 sales were 20% ahead of Jan. 1958. For the year ended Dec. 31:

	1958	1957
Net sales	\$15,537,850	\$20,875,613
Net income	624,426	1,084,131
Earned per share	95¢	1.65

For 3 months ended Dec. 31:		
Net income	264,690	252,166
Earned per share	40¢	38¢

RCA's 1958 net profit, although reported correctly in the text of the story in last week's issue (Vol. 15:9), appeared incorrectly in the table which followed the story, because of a printers' error. RCA's financial report for the year ended Dec. 31:

	1958	1957
Products & services sold ...	\$1,176,094,398	\$1,176,277,371
Net before federal tax	60,441,749	77,048,794
Federal income taxes	29,500,000	38,500,000
Net profit	30,941,749	38,548,794
Earned per share	2.01	2.55
Shares outstanding	13,842,107	13,842,662

For 3 months ended Dec. 31:		
Products & services sold ...	341,341,000	322,610,000
Net profit	11,144,000	10,229,000
Earned per share	75¢	68¢

ORRadio Industries Inc., magnetic tape manufacturer 25% owned by Ampex, was in the black for the fiscal year ended Feb. 28, according to pres. Herbert Orr. He said 4th-¼ earnings offset the \$25,000 loss reported for 1st-9-months, and sales were \$2,900,000-\$3,000,000, compared with the preceding year's \$2,300,000. For fiscal 1959-60, he predicted sales of \$6,500,000-\$7,000,000, net earnings around \$400,000.

Ampex Corp. plans to offer stockholders the right to subscribe to one additional share of stock for each 10 held. The offering price has not yet been determined. The rights are expected to be issued around April 1. There currently are 1,853,662 shares outstanding.

RKO Teleradio Pictures is now operating in the black and is expected to contribute about \$5,000,000 to General Tire & Rubber earnings in fiscal 1959 (ending Feb. 29, 1960), according to v.p. Michael O'Neil. RKO, which owns 4 TV & 5 radio stations and operates the Don Lee & Yankee networks, operated at a net loss of \$237,377 in fiscal 1958, due entirely to the discontinuance of its movie business.

Reports & comments available: AB-PT, a discussion in the *Investment Letter* of Hayden, Stone & Co., 25 Broad St., N.Y. . . . Loew's, a memorandum by Hertzfeld & Stone, 30 Broad St., N.Y. . . . Motorola, a review in *Investor's Reader* by Merrill, Lynch, Pierce, Fenner & Smith, 70 Pine St., N.Y. . . . National Co., a review by H. Hentz & Co., 72 Wall St., N.Y. . . . Tung-Sol, an evaluation by Harris, Upham & Co., 120 Broadway, N.Y.

Amphenol-Borg Electronics has filed with the SEC for registration of 10,000 outstanding common shares, to be offered publicly by an underwriting group headed by Hornblower & Weeks. The price will be geared to the market price at the time of offering.

WDAF-TV & WDAF, Kansas City, acquired at the end of May 1958 by National Theatres, produced 10% more broadcast revenues June-Sept. 1958 than in the comparable 1957 period, says NT in its report for year ended Sept. 30.

Collins Radio stockholders will be asked to approve a proposal to reclassify the company's voting Class A & non-voting Class B common stock into a single class of common in which all shares have equal voting privileges. The special meeting will be held March 31 at Cedar Rapids, Ia.

Aerovox Corp. reports net income of \$216,700 (25¢ a share) for 1958 vs. \$276,272 (32¢) in 1957.

Sign of the times: Ziff-Davis' *Radio & TV News* changes its name to *Electronics World*, effective May.

Educational Television

ADVERTISING & ETV: The president of the world's biggest ad agency stated this week that "it would be desirable for the advertising interests to explore the possibility of their taking the lead" in the development of educational TV. In a canvass of the heads of 10 top ad agencies, we found 9 unwilling or unable to go on record. Only J. Walter Thompson pres. Norman H. Strouse—when asked to comment on Cunningham & Walsh pres. John P. Cunningham's plea for a joint advertising-broadcasting-educator committee to explore ways & means of extending ETV coverage to the entire nation (Vol. 15:7)—would say that such a committee should at least be considered.

As the first step, Mr. Strouse said, the group may well undertake to define educational TV. He didn't

share Cunningham's certainty that such a joint effort would be able to cope with the vastness of the problem.

Said Cunningham in his address last month to the Advertising Federation of America conference in Washington: "I hope to make a continuing nuisance of myself among advertising people until [the problem of nationwide ETV] is solved." Apparently he faces a long, uphill push—at least among top ad agencies. Among typical replies we received: "We don't care to enter into this discussion" . . . "I prefer not to comment" . . . "It will be impossible to prepare a statement."

Strouse's carefully-worded statement, however, provides interesting food for thought. His complete comment:

"I agree that it would be desirable for the advertising interests to explore the possibility of their taking the lead in developing 'educational' TV. The formation of a joint committee for this purpose, as suggested by Mr. Cunningham, is certainly well worth considering.

"At the same time I must say that this is by no means an easy problem to resolve, and may well prove to be beyond the capacity of any such group of interests.

"The very term 'educational' in relation to TV has been used with varied meanings, all the way from formal instruction in the classroom sense, to broad 'cultural' programming. The first step would be to define exactly what is to be talked about.

"If the word is used narrowly in the classroom sense, then a lot of unknowns are involved. The Ford Foundation has spent and is spending, I understand, very large sums on experiments in the use of TV for both adult and other education. I would want to know a good deal more than I do now about the results of these experiments, in terms of the capacity of both educators and the medium to deliver disciplined education.

"And, beyond this basic vital question, there are, of course, all the obvious problems of financing, organization, and facilities, for such a massive undertaking as making available to 'every inhabitant of the United States . . . the opportunity to earn a college degree via television.'"

ETV Grants Sifted: More than 200 applications for educational TV-radio-film research grants from a 4-year \$18,000,000 fund under the National Defense Education Act (Vol. 15:4) were reviewed this week by a special 14-member advisory committee in the U.S. Office of Education. Acting on its recommendations, education comr. Lawrence G. Derthick is expected to announce next week the initial list of winners of the grants, which may be made to schools, institutions or individuals for research projects. Meanwhile, Senate floor action on a \$51,000,000 bill (S-12) by Commerce Committee Chairman Magnuson (D-Wash.) for federal grants to states & territories to buy ETV equipment (Vol. 15:9) was postponed again. The measure was so close to being called up for a vote March 5 that Sen. Schoeppel (R-Kan.), ranking minority member of the committee and a co-sponsor, released copies of a speech he intended to make on the floor. In it he defended the bill from criticism by the Health, Education & Welfare Dept. that ETV can be advanced without federal aid for equipment purchases. Eisenhower Administration spokesmen in the HEW's Office of Education miss the point, Schoeppel said. He argued that ETV progress will be delayed unless it gets govt. help and that, meanwhile, many children will get "thin" education. Next target date set by Magnuson for a vote: March 9.

Foreign

Sweeping investigation of Cuban TV & radio is being inaugurated by new Minister of Communications Enrique Oldufsky, young engineering graduate of U of Miami (Vol. 15:3). He's in favor of increasing the quantity of educational programs, limiting the time devoted to commercials and eliminating programs & commercials of questionable taste. He announced that Cuba needs more radio frequencies—"but we must first conform strictly to the international radio agreement which Cuba has signed," implying strict regulation to keep radio stations within their allotted frequencies. Oldufsky said he's reorganizing the Communications Ministry and already has removed 600 people who have been receiving salaries but performing no work. One of the first moves was to take over the Cuban Telephone Co. (65% owned by ITT) pending an investigation into rates & earnings. A 1957 rate increase was canceled by the Govt. ITT's Radio Corp. of Cuba, which (with AT&T) operates the Cuba-Florida TV-telephone microwave link, was understood to be unaffected by the takeover.

Japan is enthusiastic about color TV—"more enthusiastic than any other country, including the U.S."—according to Telechrome pres. J. R. Popkin-Clurman, who is leaving for that country in 2 weeks. His company has sold about \$750,000 worth of color broadcast & test equipment to the semi-official Japan Bestg. Corp. (NHK), Mitsubishi Electric Co., Nippon Electric Co. & Matsushita Co. (Philips affiliate). He says 10 Japanese TV stations are now color-equipped and that NHK is transmitting in color about 2 hours a week. Japanese manufacturers are making color tubes & receivers under license from RCA, and Clurman believes there's a possibility the Japanese may soon export inexpensive color sets to the U.S. Telechrome may import a new Japanese industrial color-TV system which uses a simplified camera, built along the lines of those once developed in England by Marconi & EMI. Domestically, Telechrome will show for the first time at the upcoming NAB & IRE conventions a new insert & special-effects generator designed especially for color work.

Norway will have TV service by July 1, 1960, with three main stations and a network of satellites. Odd Granlund, asst. administrative director of govt.-owned Norsk Rikskringkasting (Norwegian Broadcasting System), has been appointed managing director of TV for a two-year period. Norway has had an experimental TV station since 1954. Norwegian & Swedish govts. have awarded a contract to British Marconi for a microwave system which will link the 2 countries and bring Norway into the Eurovision system by May 1960.

Commercial TV has come to Austria. Government-owned Osterreichischer Rundfunk began accepting spot announcements. Policies are somewhat similar to those of Germany and Italy, in that most commercials will be aired from 7:30 to 8 p.m. Spots will also be used between programs, but not after 9 p.m. No announcements may be televised more than 5 times. Austria now has 14 main stations and satellites, 4 of which went on air in late 1958.

Britain has three new TV stations, bringing its total on the air to 30. New ITA commercial station at Burnhope, northeast England, has begun programming after 45 days of test transmission on British Ch. 8. It radiates 100 kw in principal direction. Two new BBC stations are on the air with temporary transmitters—at Caithness (northeast Scotland) and at Thurmster in the Orkney Islands. Permanent installations are scheduled for completion next fall,

WEEKLY **Television Digest**

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SUMMARY-INDEX OF WEEK'S NEWS

Stations

NAB CONVENTION: EMPHASIS ON WASHINGTON—with such problems as allocations, editorializing, & FCC program surveillance (p. 1).

TV'S SIZE, SPRING 1959 more phenomenal than ever, with latest Nielsen figures showing 1.6 million more TV homes than last year (pp. 3 & 10).

STATION BROKERS & THE CURRENT MARKET are examined in our survey of brokerage firms. They're generally optimistic, foresee no sharp changes (pp. 3 & 9).

SPOTS BEFORE EYES OF REPS bring forth cheery prognosis in our survey of top Reps. Week also brings agency criticism about some spot-handling (pp. 4, 12 & 15).

Manufacturing & Distribution

COLOR TV ON ITS 5th BIRTHDAY. There are 435,000 sets in use, says Mansfield, predicting a gradual 10-year upward curve. RCA still optimistic (p. 17).

RCA'S TINY "NUVISTOR" TUBES, highly reliable & requiring little power, will be competitively priced & designed for TV receiver use. Production next year (p. 18).

ELECTRONICS PRODUCTION IN 1965 will increase from \$7.94 to \$11.5 billion. Military semiconductors & industrial to be biggest areas, H. Leslie Hoffman predicts (p. 19).

FCC

ALLOCATIONS SOLUTION: A LAW TO CONTROL SETS is among the ideas considered by FCC. It would prohibit interstate shipment of sets receiving only Ch. 2-13 (p. 2).

FCC ASKS COMMENTS ON FM STEREO broadcasting. Questions probe the controversy between functional music broadcasters & stereo purists (p. 3).

EQUAL TIME VS. NEWS DILEMMA stirs House support for Cunningham bill to exempt newscasts from political requirements of FCC's Lar Daly ruling (p. 5).

BOSTON CH. 5 WINDUP. The hearing on FCC "influence" charges produces no sensations despite earlier name-dropping by all hands in Herald-Traveler case (p. 6).

Networks

CLIMAX IN SALE OF MUTUAL is due at NAB convention this week. New ownership group to close deal & take over obligations, estimated at more than \$2,000,000 (p. 6).

NETWORKS' TOP ADVERTISERS by name & classification issued by TvB. Food leads the 27 categories that spent more than half-billion for time alone in 1958 (p. 7).

Other Departments

CONGRESS (p. 4). **PROGRAMMING** (p. 8). **ETV** (p. 13). **Auxiliary Services** (p. 13). **Advertising** (p. 15). **Film & Tape** (p. 16). **Financial** (p. 19).

NAB CONVENTION---EMPHASIS ON WASHINGTON: Maybe it's too much to expect, but the near-record assembly of delegates to NAB's March 15-18 annual convention at Chicago's Conrad Hilton Hotel is hoping to learn "what's going on in Washington." Not that other major aspects of broadcasting are neglected on the excellent agenda—but it's evident that convention planners felt it necessary to feature subjects in hands of FCC, Congress, Justice Dept., etc.

Always eagerly anticipated and usually falling quite flat, is the FCC panel, featuring all 7 Commissioners. Maybe it's in the nature of things, but all problems are generally "under consideration," so that Commissioners can't say very much about them. An effort is being made this time, however, to open the discussion a bit. In prior conventions, questions were directed at specific Commissioners—and their colleagues seldom added varying views. This time, questions will be thrown at whole panel—and that should fracture a little ice. It's expected that major questions will cover TV allocations, editorializing, "program balance" in renewal forms, as well as bubbling issues of equal time and option time.

Frustrating problem of TV allocations gets a prominent position—as well it should, since it's the key to station scarcity or plenty, which in turn governs economics, programming, govt. regulation, set manufacturing, & what have you. (For one idea affecting set makers and under consideration by FCC, see p. 2.)

"Military" side of the spectrum argument will be presented publicly for the first time, probably by John S. Patterson, deputy director of Office of Civil & Defense Mobilization (substituting for director Leo A. Hoegh, who received call last week to testify on the Hill), and by Lt. Gen. Arthur G. Trudeau, Army chief of research & development. Rep. Bray (R-Ind.) will present his "spectrum study" concept (see p. 4). Industry's own allocations endeavors will be top subject at engineering panel discussion of TV Allocation Study Organization (TASO), which is due shortly to submit its report to FCC.

We haven't seen the speeches, but we wouldn't be surprised to hear keynoter Robert W. Sarnoff, NBC chairman, elaborate on his attacks on those who would undermine the TV medium, to listen to NAB pres. Harold E. Fellows exhort the industry to demonstrate responsibility & dignity, to find FCC Chairman Doerfer urging Congress not to isolate Commission completely from industry and make it operate in a vacuum.

NAB officials were pleased with way things were shaping up at week's end—with attendance expected to run about 2100 vs. 1932 last year in Los Angeles and record 2448 in Chicago in 1957, and with record sale of exhibit space. Membership is at all-time high, with 334 TV, 1503 AM & 410 FM stations, and there are 309 subscribers to NAB's TV code.

There's a well-selected radio agenda—covering FM, programming, standards of practice, reps, music licensing, research, editorializing, "radio in 1970," automation—and a cleverly titled presentation by RAB: "The meeting you won't enjoy but don't dare miss if you want to stay in the radio business." All this, of course, added to the major question: "Whither network radio?"

Highlights of equipment exhibits unquestionably will be TV station automation and video tape.

Engineering sessions include such vital topics as video tape, stereo, remote control, automation, directionals, etc. Very likely, most heavily attended will be the well-manned panel discussions on TASO and video tape standards & operational problems.

ALLOCATIONS SOLUTION—LAW TO CONTROL SETS? FCC certainly isn't lacking for ideas & theories as it debates TV allocations problem, preparatory to giving Senate Commerce Committee a progress report—possible in 3-4 weeks. Consider this one, for example:

Ask Congress to pass law prohibiting shipment in Interstate Commerce of any TV set incapable of receiving all channels allocated. This isn't new. It was tossed in by member of the Senate Committee during allocations hearings several years ago, but no one would touch it.

Thought behind proposal is that set makers would be forced to produce all-channel sets (including uhf channels or new vhf channels, if latter are acquired) so that public would be able to buy nothing else. Then, over period of years, all sets-in-use would be all-channel, creating potential audience for new-channel stations. Proponents of theory argue that even if new vhf channels are acquired—which seems to be considered the ideal solution—new-channel stations would face same problem uhf does: no waiting audience.

Manufacturers were & are vigorously opposed to any such technique, regarding it as unwarranted interference with traditional economics and possibly also unconstitutional. They visualize it producing a commercial nightmare, in addition to forcing public to pay extra for sets with circuits they may never use. They can foresee, for example, a N. Y. manufacturer unencumbered by any interstate commerce law selling Ch. 2-13 sets in N. Y., happily competing with a Chicago set maker who can sell only the more expensive all-channel sets in New York.

Manufacturers believe they have a far better way to get same results in their proposal that Govt. eliminate the 10% excise tax on all-channel sets while keeping it on Ch. 2-13 receivers. This would permit them to build all-channel receivers selling for no more than Ch. 2-13 units.

We haven't detected any mass enthusiasm for the "pass a law" idea among FCC members. It does have one cute angle, however: it would pass the buck to Congress.

FCC hasn't gone very far in discussions with the military, et al., who control vhf spectrum that might be given to TV in exchange for uhf, but it's working on it. Commission believes that total of 50 vhf channels would allow establishment of 5 channels (1 of them educational) in each of first 100 markets. Commission is also thinking, if it ever gets new vhf channels, of asking Congress to give it authority to order stations to switch channels, where necessary for efficient allocation, without going through years-long "show cause" hearings.

TV'S SIZE, SPRING '59: Total of U.S. TV homes has grown 1.6 million since last spring, according to latest projection by A. C. Nielsen. TV homes now number 44,000,000 out of total of 51,350,000 U.S. homes.

Nationwide penetration of TV is thus 86% this spring, up 2% from last year. Regional breakdown shows Northeast most heavily saturated (91%); the South least at 78%. Highest state percentage: 92%—shared by Conn., Mass., R. I., N. J., and Ohio. Lowest: 58% Wyoming. All but 9 have reached $\frac{3}{4}$ of saturation. (For complete tabulation of regional & state breakdown & more details, see p. 10.)

STATION BROKERS & THE CURRENT MARKET: Since an NAB convention is a prime dickering occasion, with many station sales initiated or consummated, we thought it might be a good time to shed a little light on TV-radio's "quiet man"—the broker.

Recently, we queried all those listed on p. 332 of our Factbook, and by press time had received replies from most. We were particularly interested in their evaluation of current trends in prices, willingness to buy & sell, fees, etc. In addition, we obtained some personal background of the principals.

There's a lot of individualism in field. Some brokers concentrate on 7- and 8-figure sales. Others conduct a brisk turnover of small properties. And some play whole field.

The business is substantial—involving sales of 35-40 TV stations annually—about 7% of those operating—and about 450-500 radio sales (15% of those on air). Although there are frequent pronouncements to effect that the days of major TV sales are over and that present owners have settled down for the long pull, there's a periodic resurgence of sales when owners conclude that it's ridiculous to resist the fabulous offers—which frequently later turn out to be conservative. (For details of the firms & their evaluations of the current market, see p. 9.)

One particularly interesting trend is the development of public stock offerings by multiple owners. The latest is the Wolfson-Meyer organization (See p. 11). Another substantial group giving serious thought to the idea is Taft family's Radio Cincinnati Inc. (WKRC-TV & WKRC, Cincinnati; WTVN-TV & WTVN, Columbus; WKYT, Lexington, Ky.; WBRC-TV & WBRC, Birmingham; 30% of WBIR-TV & WBIR, Knoxville).

FCC ASKS COMMENTS ON FM STEREO: Official cognizance of stereo broadcasting came from FCC for first time this week when it expanded the multiplex inquiry it started last year—by inviting more comment directed specifically to stereo FM multiplexing.

It asked 6 questions guaranteed to provoke hot controversy—for they drive straight into heart of conflict between FM functional-music broadcasters & stereo purists. The former want FCC to approve "wideband" FM stereo system with full frequency range on both main carrier & subcarrier. The latter want 2 subcarriers—one for 2nd channel of stereo, the other for functional music—in addition to main carrier (Vol. 15:4). This would deprive stereo subcarrier of some frequency response.

Most startling question of all—on the surface—is FCC's query about "subscription radio" for FM stereo service. Actually, it's pretty much a will-o'-the-wisp issue, again seemingly designed to provoke controversy. As we pointed out nearly year ago (Vol. 14:18), some functional music broadcasters & equipment makers—with Gardiner Greene of Browning Labs as their spokesman—want to make stereo FM a "subsidiary communications service" like functional music, to be sold on subscription basis to home listeners. Greene made pitch for this approach last week at meeting of NSRC Panel 1 (Vol. 15:10).

FCC's stereo questions are also designed to get Commission off the hook with public—now writing to it in large numbers demanding "When are you going to do something about stereo?" It is also something of a directive to NSRC indicating some areas FCC would like it to explore—although the non-technical ones are beyond NSRC's ken. It will concentrate on engineering problems exclusively.

Of the 70 comments filed in earlier phase of multiplex inquiry, only 14 concerned stereo. Although Commission asks comments by June 10, it's good bet deadline will be extended at request of NSRC and others. FCC's notice is Public Notice 59-211, mimeo 70088, Docket 12517, available from Commission, or we'll get one for you if you'll write or call our Washington office. FCC's 6 questions:

(1) Should stereophonic multiplex broadcasting by FM stations be permitted on a regular basis, and, if so, should such broadcasting take the form of a broadcast service to the general public, or should it be available only on a subscription basis under subsidiary communications authorizations (SCA), or both?

(2) What quality & performance standards, if any, should be applied to a multiplex sub-channel used for stereophonic broadcasting?

(3) Should a specific subcarrier frequency or frequencies be allocated for stereophonic broadcasting?

(4) Should the quality & performance standards applicable to the main channel be further relaxed, beyond the point already permitted for SCA operations, to accommodate stereophonic broadcasting, and, if so, to what extent?

(5) What transmission standards regarding cross-talk between the main channel and stereophonic sub-channel should be adopted?

(6) Should FM broadcast stations engaging in stereophonic broadcasting be required to use a compatible system which lets listeners tuned only to main channel hear aurally balanced program?

SPOTS BEFORE EYES OF REPS; PROGNOSIS GOOD: It will be another peak year for spot sales—that's general opinion we found in canvass of top Reps this week. Increase predictions for 1959 ranged from 8% to 25%. Reps seem satisfied that this first quarter is already in bag for new record high, and look forward to healthy 2nd quarter & better than usual summer. (Complete rep comments on p. 12.)

Both sunshine & rain have fallen upon Spotland in this mixed pre-spring weather. The sunshine came with the passing of the ½-billion-dollar mark for first time as 1958's spot expenditure for time totaled up to \$511,704,000 (Vol. 15:9). And this week came a tempestuous outburst from Young & Rubicam (see p. 15) against what it claimed to be 22% violation of its commercial placements, including high prevalence of triple-spotting, chronicled by Broadcast Advertisers Reports March 6.

Sales meteorologists were also free to note other interesting elements in the windy skies: Petry plumping for increased spot prices; the continued pressure for prime spots, with availabilities limited, as seen by George Bolling; the dark cloud of labor disputes observed by Lloyd Griffin; and the interesting correlation noted by L. G. Venard between spot activity & the published interim earnings of firms listed on New York Stock Exchange.

Whatever the weather signs, TV spot salesmen could be thankful—especially when they compared their lot to what was detailed in SRA's latest release on national spot radio: down 8% for 4th-quarter; down 1.9% for whole of 1958.

Congress

Potter Resolution Revived: None too hopefully, Rep. Bray (R-Ind.)—co-author of last year's Potter resolution for a spectrum study by a federal commission (Vol. 15:10)—reintroduced the measure this week. He said he wanted his bill (H.J. Res. 292) to be considered by the House Commerce Committee along with legislation proposed by the Eisenhower Administration for a Presidentially-appointed commission on telecommunication management. But Bray added that Committee Chairman Harris (D-Ark.) is embarked on "a worthwhile endeavor" in projecting a subcommittee investigation of spectrum uses without benefit of a special commission. He said the Harris study will be "of more immediate value" than the Administration's plan, at least. Unlike an all-White House commission, Bray's commission would be made up of 2 members named by the President & one each by the Senate, House & FCC. At week's end, Bray had found no Senate sponsors for his proposal, to replace defeated Sen. Potter (R-Mich.). Their 1958 plan was defeated under criticism by industry spokesmen who feared military domination of the commission.

Separation of TV & radio operations is now in effect at all 3 network flagships in New York. NBC, long a holdout, abandoned its "integration" policy March 11. Hereafter, except for public service shows and business affairs, the TV & radio outlets will function as separate units, with Max E. Buck, sales and marketing dir. of both stations, becoming manager of WRCA-TV.

Legislative epitaphs for attempts last year by ASCAP members to drive BMI out of business by barring broadcasters from music publishing or recording (Vol. 14:30) were written this week. Senate Commerce communications subcommittee Chairman Pastore (D-R.I.), who had already buried an anti-BMI bill (S-2834) by Sen. Smathers (D-Fla.), released comments by the FCC & Justice Dept. on the 1958 hearings. Asked by Pastore if anything should be done about ASCAP charges that BMI is a music monopoly, both FCC Chairman Doerfer & asst. attorney general Victor R. Hansen replied that they had nothing to suggest.

Broadcast editorials are beginning to win attention in the appendix of the *Congressional Record*, traditional depository for speeches, newspaper articles, etc. which members of Congress think are noteworthy. Latest example: an editorial on Baltimore's freight differential, telecast over Westinghouse's WJZ-TV by gen. mgr. John McClay. It was inserted in the *Record* by Rep. Friedel (D-Md.) as an example of how WJZ-TV has "contributed to the public understanding & betterment."

"Ten Commandments" for FCC & other federal agencies, contained in a do-good "ethics" bill passed by Congress last year (Vol. 14:29) during the House legislative oversight subcommittee investigations, will be printed in a fancy edition. Despite protests on the floor by Rep. Gross (R-Ia.) that Congress ought to "do something about so-called ethics" instead of formulating unenforceable principles of good conduct, the House voted to spend \$2976 to run off 15,000 2-color copies of the code.

The FCC

Equal Time vs. News: Members of Congress began hearing from home this week on the political-equal-time vs. political-news issue raised by the FCC in its controversial ruling in the case of perennial candidate Lar Daly & Chicago TV stations (Vol. 15:8-10).

Indignation over the Commission's dictum—that Sec. 315 of the Communications Act requires stations to provide equal time for politicians whose opponents turn up in newscasts—had not yet sparked any mass protest on Capitol Hill.

But at least a score of congressmen reported receiving letters & telegrams from TV & radio stations in their home districts urging that something be done to solve broadcasters' programming dilemma.

And Rep. Cunningham (R-Neb.), sponsor of a bill (HR-5389) to amend the Communications Act so that news programs are excluded from its equal-time requirements, told us he's already getting promises of active support from other House members. A companion bill (HR-5675) was introduced by Rep. Younger (R-Cal.). However, Cunningham got no response from Commerce Committee Chairman Harris (D-Ark.) to a plea for early hearings on the measure. Nor was there any reported move in the Senate for modification of the FCC ruling.

"It has been suggested that the Commission's recent ruling is an effort on the part of the Commissioners to force Congress to clarify this section," said Cunningham. "I have no proof of such a motive, but I do believe Congress should act to clarify the situation."

Cunningham's bill would add this to Sec. 315 (a):

"Appearance by legally qualified candidates on any news program, including news reports and news commentaries, where the format & production of the program are determined by the broadcasting station, or by the network in the case of a network program, and the candidate in no way initiated the recording or the broadcast, shall not be deemed to be use of a broadcasting station within the meaning of this subsection."

Meanwhile NBC joined other networks & the NAB in urging the FCC to take another look at the implications of the ruling. In a 21-page petition to the Commission, NBC's Washington attorney Howard Monderer cited "grave effects" on coverage of coming political campaigns.

"The ruling poses a painful dilemma," NBC said. "Either a station reports the news conscientiously when it happens to involve a political candidate, thereby paying the penalty of giving free time to all opposing candidates, or it abandons coverage of important news stories that involve candidates even in an incidental way."

As an example of what the FCC's ruling could mean, Monderer pointed to one month's news coverage by NBC-TV's *Today* during the 1956 presidential campaign. In Oct. President Eisenhower appeared on 18 occasions in newsfilm briefs whose total time was "26 minutes 29 seconds in all." If all other qualified candidates for president (there were 15) had been given equal time, "7 additional hours of time would have been compulsorily earmarked."

Cunningham's bill wouldn't touch the broadcasters' problem of bowing to equal-time demands by candidates of minor parties—"because Congress refused several years ago to try to define this question, and it is a knotty one." But he said Sec. 315 also is "poor" legislation "because it does not differentiate between a major party and a very minor party whose candidates have no chance of victory."

In Chicago, the "equal time" question was tackled Sat. March 14 by Dr. Frank Stanton, pres. CBS Inc., in a speech before the pre-NAB general conference of CBS-TV affiliates. Terming it an "urgent problem" which has "serious implications not only for this medium but for the whole question of the effective working of democracy," Stanton reiterated his statement that CBS would fight the FCC decision in the Chicago case, and examined at some length the possibilities it created.

During the 1956 presidential campaign, Stanton reported, CBS gave "about 20%" of its newscast time to coverage of candidates of the two major parties. Said Stanton: "There were 24 Presidential and Vice Presidential candidates of 12 parties. To furnish them all with equivalent time would have taken some 38 hours, or approximately 20% more than all the time spent by all our TV network newscasts on all the news." The whole situation would become an "absurdity" as soon as "the crackpots learn the application of this decision," he added.

FCC's Booster Boost: Sen. Clark (D-Pa.) has joined Sen. Fulbright (D-Ark.) in coming to the defense of the FCC's ban on vhf boosters (Vol. 15:10), which is being reconsidered by the Commission under pressure from Westerners in Congress. Clark told the Senate there was nothing "precipitate & ill-considered" about the FCC's original order last Dec. 30, as alleged by pro-booster forces in Senate & House. Instead, he said, the ban was the result of "thorough investigations" which showed that illegal boosters interfered with air safety communications and regular TV reception. Clark added: "I hope that the Commission will be permitted to administer the Communications Act in the public interest in this case, and all others, free of interference, and without cognizance of political considerations."

Sale for \$6,508,808 of WPRO-TV (Ch. 12), Providence and its AM & FM adjuncts by Cherry & Webb Bestg. Co. to Capital Cities Television Corp. (Vol. 14:51) was approved by the FCC this week. Transfer of the licenses to Capital Cities (WTEN, Albany; Adams, Mass.; WDCD, radio WROW, Albany; WTVD, Durham, N.C.) was conditioned on a stipulation that Storer Bestg. Co. stockholder John B. Poole won't become a Capital Cities stockholder without 60 days' notice to Commission. Poole made an agreement Feb. 3 with Capital Cities to buy debentures which carry right for conversion into its common stock. He has a 1% interest in Storer, which already has its full complement of TV & radio stations.

Free communication service by telephone & radio around the world for delegates to the 9th assembly of the International Radio Consultative Committee April 1-30 in Los Angeles is authorized by a resolution (S.J. Res. 47) passed by the Senate this week. The permissive measure, waiving FCC rules against such accommodations by common carriers in the U.S., was proposed by the Senate Commerce Committee to promote "good public relations, comity between nations, and reciprocity." It's a customary gesture by hosts for meetings of the IRCC, an affiliate of the International Telecommunications Union. Costs of the service for delegates would be absorbed by the carriers, not the Govt.

Montana bill to classify & regulate community antenna systems as utilities, passed by its legislature, was vetoed by Gov. Hugo Aronson. He noted that FCC regulates TV, that bill was discriminatory, and that CATV doesn't have the essential attributes of a utility.

BOSTON CH. 5 WINDUP: Marked by much name-dropping but few fireworks, hearings in the Boston Ch. 5 "influence" case ended this week as unsensationally as they started (Vol. 15:8-10). Special FCC examiner Horace Stern "hopefully" called for adjournment after a one-day session tying up loose ends.

Aiming at a March 16 deadline for closing the record, the Boston proceedings failed to generate the sort of heated charges & counter-charges that boiled up in the much-more-celebrated Miami Ch. 10 case. Lawyers' briefs will be filed by April 20, oral arguments will be heard by Stern "on or about" May 1.

Then it will be up to the retired Pa. Supreme Court jurist to recommend to the Commission what should be done—if anything—about the FCC's 1957 award of Ch. 5 to WHDH-TV (*Boston Herald-Traveler*).

Main windup witness was asst. attorney general Victor R. Hansen, anti-trust chief who will be concluding his govt. service soon to return to his native Cal. He was called to clear up a "conflict of testimony" involving ex-FCC chairman George C. McConnaughey & a Justice Dept. investigation of anti-trust complaints against the *Herald-Traveler*.

McConnaughey had testified that Hansen assured him "the matter was closed" and that it "could not even be dignified by the name of a complaint." Hansen said he had "no recollection of saying that." But Hansen produced a March 28, 1957 office memo in which he had noted that he did tell McConnaughey that he "would not recommend suit now" against the *Herald-Traveler*.

The award of Ch. 5 was fought by the *Boston Globe* on grounds that *Herald-Traveler* publisher Robert B. Choate had: (1) Tried to force the *Globe* into a merger. (2) Attempted to prevent the *Globe* from borrowing money for a new printing plant. (3) Threatened to drive the *Globe* out of business with the help of WHDH-TV.

Hansen also acknowledged that he had met with Choate in the office of then-Attorney General Herbert Brownell Jr. in April, 1957 to discuss the anti-trust investigation by the FBI. Hansen said he told Choate that the investigation hadn't been concluded then. Subsequently it was decided that "there wasn't sufficient evidence to justify filing a complaint." The case was dropped in Jan. 1958.

Others on the stand at the closing session were ex-FCC gen. counsel Warren E. Baker, now in private Washington practice, and Boston lawyer Maurice Simon who bought 1400 shares of *Herald-Traveler* stock for \$100,000 shortly before WHDH-TV won its grant.

Baker denied that any Boston Ch. 5 applicant discussed the case with him, confirmed that he had been listed by the Republican National Committee as the FCC's patronage man, and described FCC-Justice Dept. liaison procedures.

Simon was questioned about his relations with George Rabb, brother of ex-cabinet secy. Max Rabb. He said he shared an office with George in Boston, but neither George nor Max knew about his *Herald-Traveler* investments, and he hadn't talked with them about the TV application.

Other political "contacts" mentioned in the case weren't called to the stand—and there was no objection when Judge Stern suggested that their appearance wasn't needed. They included ex-Commerce Secy. Sinclair Weeks, whose "testimony would not be vital in any way to any real issue in the case," ex-White House aide Sherman Adams, reps. Martin (R-Mass.) & McCormack (D-Mass.). They had been listed by v.p. Forrester A. Clark of Ch. 5 loser Mass. Bay Telecasters as politicians he had solicited for help. But as Stern put it: "he didn't, so to speak, get any-

Networks

MBS SALE CLIMAX AT NAB: At this week's NAB convention, Mutual affiliates will have a chance to meet the new group which is running their network. Members of management team headed by Malcolm E. Smith Jr., who last week picked up an option to buy the network (Vol. 15:10), still mean business—and they hope to put finishing touches on deal by March 17 in Chicago.

They won't be turning over any money to the present Scranton Corp. ownership of Mutual. They'll merely be assuming the network's obligations—which total more than \$800,000, plus about \$1,200,000 in air time owed to Scranton Corp.

Heading the new management team are Smith & his business associate Richard Davimos. Smith, 41, is an extremely successful businessman, very well regarded in both business & community affairs. His Harrison Home Products Corp. is an importer of West German novelty items, and has been a big user of radio time in selling its \$3.95 Addiator pocket adding machine on a per-inquiry basis. He also heads N.J. corporations which make phono records under a number of labels—biggest being Waldorf and Grand Award. His company is known as the largest supplier of records to rack jobbing operators (non-record store) and chain stores.

A native of Nissequogue, Long Island, where he lives with his wife and 4 children, Smith is a member of the Village Council there and is a direct descendant of "Bull" Smith, an early Indian trader after whom nearby Smithtown is named.

Adolf N. (Ade) Hult, veteran of the broadcasting field, will have a top post in the operation of the network.

There were conflicting reports this week about what appeared to be a wholesale defection from Mutual by the 42-station Intermountain Network (Utah, Ida., Mont., Wyo., Colo., Nev. & Neb.). Only one thing is sure: The regional network, headed by key station KALL, Salt Lake City, signed an affiliation agreement with ABC. Mutual claims that the net still was also an MBS affiliate—that, in fact, KALL was serving as switch point for taping of MBS shows for the West Coast. But that wasn't the way ABC heard it.

* * *

Meanwhile, back at the courtroom, an agreement was reached between the Hal Roach-headed F. L. Jacobs Co. and the SEC in the chambers of U.S. District Judge Sidney Sugarman. The SEC dropped its legal actions against the Jacobs firm (but not its charges against Alexander Guterma personally). In return, the company agreed to add 3 new directors with broad powers to its 6-man board. They are former SEC counsel William H. Timbers, N.Y. attorney Milton Gould & former N.Y.C. comptroller Lazarus Joseph. Thus the threat of receivership against Jacobs was removed.

In a sidelight activity, Hal Roach Jr. told the court he was bilked by Guterma, and filed a civil suit asking the return of 34,475 shares representing the controlling stock of Scranton Corp., parent of Mutual and of Hal Roach Studios. Roach said this was the balance of 35,000 shares he had received from Guterma (total book value \$1,295,000) in the sale of Hal Roach Studios to Scranton Corp.

Jacobs Co. attorney Henry L. King said Roach loaned the stock to Guterma who had requested it to finance the payroll of Roach Studios. Then, he charged, Guterma pledged the stock to moneylenders in such a way as to permit sale of the stock.

NETS' TOP ADVERTISERS: Food leads off TvB's study of 1958 network billing by product category, issued this week. Toiletries are 2nd, with smoking materials in 3rd place. We give you (at right) TvB's chart, rearranged in order of rank, as well as a ranked list (below) of the past year's 100 top spenders for network time. We have already printed the total billings picture—the brightest in history—in Vol. 15:7.

Network TV's 9.8% time-revenue gain for 1958 over 1957 broke down consistently between day (9.9%) and night (9.7%) sectors.

The report also includes December 1958's 15 biggest brand advertisers on networks, the top 8 of whom spent from over half a million to in excess of a million for the 31-day period. They were, by rank: Anacin, Bufferin, Viceroy, Chevrolet, Tide, Ford, Winston, and Dristan.

100 Largest TV Network Advertisers of 1958

Gross time costs only, as estimated for Television Bureau of Advertising (TvB) by Leading National Advertisers (LNA) & Broadcast Advertising Reports (BAR)

Rank	Advertisers	Amount	Rank	Advertisers	Amount
1.	Procter & Gamble	..\$50,638,647	51.	DuPont 2,671,026
2.	Colgate Palmolive	.. 22,857,497	52.	Carnation Co. 2,661,252
3.	Lever Brothers Co.	.. 21,958,373	53.	Sylvania Elec. 2,597,008
4.	General Foods 20,733,118	54.	Life Savers 2,476,177
5.	General Motors 20,593,366	55.	Johnson & Johnson 2,461,026
6.	Am. Home Prod. 20,507,683	56.	Mennen Co. 2,380,733
7.	Gillette Co. 16,132,360	57.	Reynolds Metals Co. 2,358,852
8.	Bristol Myers Co. 16,072,802	58.	Carter Products 2,340,095
9.	Reynolds, R. J. Tob. 16,002,213	59.	Sintz Mfg. Co. 2,225,091
10.	Chrysler Corp. 14,341,471	60.	Pet Milk Co. 2,211,093
11.	Ford Motor Co. 12,561,121	61.	Bishop, Hazel, Inc. 2,112,594
12.	Am. Tobacco Co. 11,252,180	62.	Borden Co. 1,860,634
13.	Liggett & Myers 10,849,983	63.	Sweets Co. of Am. 1,838,374
14.	General Mills, Inc. 10,790,118	64.	Goodyear Tire 1,779,195
15.	Kellogg Co. 10,290,885	65.	Schick, Inc. 1,737,741
16.	Pharmaceuticals 10,173,557	66.	Gerber Products 1,713,996
17.	Sterling Drug, Inc. 9,919,859	67.	Socony Mobil Oil	.. 1,709,593
18.	Lorillard, P., Co. 9,791,226	68.	Drackett Co. 1,699,539
19.	Brown & Williamson 8,250,471	69.	Factor, Max & Co.	.. 1,695,612
20.	Nat'l. Dairy Prods. 6,709,514	70.	Bulova Watch Co.	.. 1,667,057
21.	Radio Corp. of Am. 6,458,126	71.	Mars Inc. 1,666,141
22.	Revlon, Inc. 6,309,037	72.	Greyhound Corp. 1,633,818
23.	Standard Brands 6,144,983	73.	Libbey-Owens Ford 1,623,869
24.	Eastman Kodak Co. 5,937,361	74.	Firestone Tire 1,597,171
25.	General Electric Co. 5,295,996	75.	Sears Roebuck 1,552,128
26.	Johnson, S.C. & Son 5,242,277	76.	Am. Gas Ass'n. 1,549,530
27.	Pillsbury Mills, Inc. 5,205,578	77.	Alum. Co. of Am.	.. 1,531,362
28.	Philip Morris, Inc. 4,967,012	78.	Wildroot Co., Inc.	.. 1,509,171
29.	Corn Products Co. 4,927,240	79.	Chemstrand Corp.	.. 1,506,984
30.	Miles Laboratories 4,785,393	80.	Alberto Culver Co. 1,434,882
31.	Quaker Oats Co. 4,693,728	81.	Libby, McNeill 1,427,411
32.	Westinghouse Elec. 4,639,231	82.	Assoc. Prod. Inc. 1,377,336
33.	Campbell Soup Co. 4,233,743	83.	U.S. Rubber Co. 1,372,000
34.	Prudential Ins. Co. 3,826,756	84.	Seven-Up Co. 1,368,232
35.	National Biscuit 3,596,818	85.	Block Drug Co. 1,357,243
36.	Nestle Co., Inc. 3,537,424	86.	Atlantis Sales 1,322,987
37.	Armour & Co. 3,532,737	87.	Union Carbide 1,305,373
38.	Scott Paper Co. 3,418,096	88.	American Can Co.	.. 1,253,570
39.	Kaiser Industries 3,387,268	89.	Gold Seal Co. 1,195,315
40.	Ralston Purina Co. 3,376,044	90.	Amer. Tel. & Tel.	.. 1,190,176
41.	Chesebrough Ponds 3,098,078	91.	Speidel Co. 1,133,904
42.	U.S. Steel Corp. 3,086,950	92.	Sunshine Biscuits	.. 1,130,508
43.	American Chicle 2,969,625	93.	Sunbeam Corp. 1,125,580
44.	Kimberly Clark 2,966,771	94.	Polaroid Corp. 1,031,872
45.	Swift & Co. 2,953,650	95.	Breck, John H. 1,025,460
46.	Helene Curtis Ind. 2,938,475	96.	PAA World Arwys 1,002,600
47.	Warner Lambert 2,892,606	97.	Amer. Dairy Ass'n. 996,376
48.	Sperry Rand Corp. 2,802,210	98.	Falstaff Brewing 969,879
49.	Armstrong Cork 2,764,452	99.	Royal McBee Corp. 965,724
50.	Schlitz, Joseph 2,724,378	100.	U.S. Time Corp. 963,377

TV mikes and cameras are as integral a part of news dissemination as the typewriter, camera and printing press, David Adams Sr., NBC exec. v.p., wrote this week, in letters to N. Y. Gov. Nelson Rockefeller, Rep Assembly leader Joseph Carlino & Senate Dem. majority leader Walter Mahoney. He was presenting NBC support of bills before the N. Y. State Legislature to permit TV & radio coverage of sessions. Outmoded view of TV-radio newsmen as second-class journalists in N. Y., incidentally, is typified by the fact that even top TV news names must be available for jury duty, although cub reporters of even a weekly newspaper are exempt.

1958 Time Expenditures of Network TV Advertisers by Product Classification

(LNA-BAR: Estimated gross time costs only)

Rank	Classification	Expenditure
1.	Food & Food Products	..\$109,205,706
2.	Toiletries & Toilet Goods 98,921,152
3.	Smoking Materials 62,092,208
4.	Soaps, Cleansers & Polishes 61,475,688
5.	Medicines & Proprietary Remedies 58,043,625
6.	Automotive 52,500,296
7.	Household Equipment & Supplies 23,544,658
8.	Insurance 17,879,698
9.	Jewelry, Optical Goods & Cameras 12,971,333
10.	Confectionery & Soft Drinks 9,324,276
11.	Radios, Television Sets, Phonographs, Musical Instruments & Accessories 8,515,340
12.	Miscellaneous 8,153,688
13.	Industrial Materials 6,944,696
14.	Office Equipment, Stationery 6,751,311
15.	Beer, Wine & Liquor 6,288,987
16.	Apparel, Footwear & Accessories 5,408,809
17.	Household Furnishings 3,465,904
18.	Gasoline, Lubricants & Other Fuels 3,132,351
19.	Consumer Services 2,777,321
20.	Travel, Hotels & Resorts 2,590,983
21.	Building Materials, Equipment & Fixtures 2,395,117
22.	Sporting Goods & Toys 1,762,906
23.	Horticulture 1,007,774
24.	Publishing & Media 848,841
25.	Political 274,290
26.	Entertainment & Amusement 249,989
27.	Agriculture & Farming 63,454
Total		..\$566,590,401

More Sponsored Hours: Sponsored time on the 3 TV networks is at the highest March figure in history & the 2nd highest on record (first: December 1958—157 hours, 6 min.). According to NBC corporate planning div.: For the week of March 2-8, there are 153 hours, 38 minutes of sponsored time on all 3 webs, an increase of 8 hours, 2 minutes (5.5%) over the previous month's level, and 11.6% over March, 1958.

CBS-TV leads with 36.8%. NBC-TV is next, with 33.8%. ABC-TV is a strong contender with 29.4%. NBC, however, notes that the CBS March 1958 lead of 15.2% has been narrowed to 8.9%.

In a lavish N. Y. presentation March 1 for over 1000 admen (and due for repeats March 15-16 in Chicago), ABC-TV's Leonard Goldenson, Oliver Treyz, Don Coyle & Bert Briller climbed atop aluminum ladders to promise a fully competitive status with NBC-TV and CBS-TV.

Not to be outdone, CBS pointedly ran a full-page ad in the *New York Times* the same day to claim the largest average nighttime audience of any network (14% bigger than NBC, 27% larger than ABC), the largest average daytime audience, 20 of the top 40 shows in TV, and the lowest average cpm for both nighttime & daytime shows.

Matthew J. Culligan, NBC radio exec. v.p. will be the featured speaker at the Chicago Broadcast Advertising Club luncheon March 19 in the Sheraton Hotel. All broadcasters attending the NAB convention have been invited to the luncheon, which will also honor the Broadcast Pioneers.

A truly captive audience can be claimed by NBC-TV's educationally slanted *Continental Classroom* series, now dealing with college-level courses in nuclear physics. Kines of the Friday-morning, 6:30 a.m. show are viewed regularly by a group of inmates at San Quentin.

Programming

CBS Lifts the Curtain: Reminding the tub-thumpers for more "culture" on TV that television is essentially a mass medium, and that "any producer who thinks otherwise had better have his electronic head examined—he hasn't got it screwed on straight," CBS's program v.p. Hubbell Robinson trotted out the network's new program plans for its affiliates in Chicago Sat. March 14.

On the roster: *The Blue Men*, to replace Gale Storm (about 2 N.Y. cops, father & son). *Twilight Zone*, ½-hour Rod Serling series about "man's experience which is startling, unpredictable & sometimes unexplainable." Three new situation comedies: *Dennis the Menace*, *Peck's Bad Girl* (Patty McCormick, Marsha Hunt, Wendell Corey) & Cy Howard's *The Wonderful World of Little Julius* (Eddie Hodges, Gregory Ratoff, Sam Levine).

Robinson also announced a regular 40-week series of specials, to be assigned to a permanent day & time.

Seven other new ½-hours included detective *Nero Wolfe*. *Countdown*, about space, will occupy Tuesday's 7:30-8:30 p.m. hour; and for the same hour on Wednesday, CBS is readying "a property . . . that will send *Wagon Train* back to St. Joe."

Special daytime prestige shows with public-service slant are planned for this spring by 2 networks. CBS-TV will aim at distaff viewers with a new hour-long series titled *Woman!*, to be launched in May on a pre-emption basis. James Fleming will produce, reporting to Irving Gitlin, dir. of public affairs. First show will deal with the topic "Do They Marry Too Young?" Budget will be about \$60,000. NBC-TV will send a two-day special report on the Berlin crisis to morning audiences of the *Today* series April 3 & 4. Each show will run for 2 hours, and both are keyed to the 10th anniversary of NATO. Robert Bendick will be in charge. ABC-TV is currently revamping its "Operation Daybreak" shows, but has no immediate plans for one-shot specials.

ASCAP grossed \$28,441,000 in 1958, a new record and 4% above 1957 receipts, controller George Hoffman reported in Hollywood last week. Income sources were license fees, \$28,234,000; interest on U.S. Treasury notes, \$119,000; dues, \$87,000. Expenses totaled \$5,180,000. Hoffman said ASCAP will distribute \$23,261,000 to members, with additional sums yet to come in royalties from England, Canada & Sweden.

NBC-TV will telecast college football games again in 1959—5th consecutive year and 8th time in 9 years. The network will pay \$2,200,000 for the NCAA series; CBS had bid \$2,000,000. Last year, NBC paid \$1,800,000, was the only network to submit a bid. Sponsors were Bayuk Cigars, Gulf Oil, Libbey-Owens-Ford & Sunbeam Corp.

Unions in broadcasting fields should "play a more active role in combatting the attacks of the mischievous, misguided & misinformed" on TV & radio, mgr. Charles H. Tower of NAB's broadcast personnel & economics dept. said this week. "Management & labor have a common interest in the size of the pie," he told a St. Louis meeting of AFTRA officials.

To coordinate Roman Catholic Church action throughout the world in TV, movies & radio, a new permanent section of the Holy See was created this week by Pope John XXIII. Bishop Martin O'Connor of Scranton, Pa., will direct the new section.

Stations

NEW & UPCOMING STATIONS: Unique share-time Ch. 10 combination begins March 15 in Michigan when NBC-TV affiliate WILX-TV and educational WMSB start programming. A GE 50-kw transmitter & 925-ft. Ideco tower are on Rossman Rd., Onondaga, Mich., where the channel is allocated, about 20 mi. from Lansing & Jackson, 30 mi. from Battle Creek. WILX-TV studios are in Hotel Hayes, Jackson; WMSB at 600 Kalamazoo St., E. Lansing. Non-commercial operation will be from 9:30 a.m.-2 p.m. Mon.-Sat.; 6-7:30 p.m., Mon.-Fri.; Noon-4 p.m., Sun. We're counting the combination as 2 stations, changing our on-air total to 551 (84 uhf), of which 40 are educational outlets.

WILX-TV owners are Edward E. Wilson, auto & truck dealer, with 60%, and Lansing Bcstg. Co., licensee of radio WILS, Lansing, 40%. Lansing Bcstg. also owns 55% of radio WPON, Pontiac, Mich. John C. Pomeroy, pres. & 27% owner of Lansing Bcstg., is pres.-gen. mgr. of WILX-TV; Martin Giaimo, ex-station & sales mgr. of radio WJEF, Grand Rapids, gen. sales mgr.; David Froh, ex-station & program mgr. of WILS, program director; Joseph Mingioli, production supervisor; Lester B. Fishhaut, promotion mgr.; Donald L. Wright, chief engineer. Base hour is \$800. Rep is Venard, Rintoul & McConnell.

WMSB owner is Michigan State U, which took educational uhf WKAR-TV, E. Lansing (Ch. 60), off the air in June 1958. Michigan State also operates E. Lansing radio WKAR & WKAR-FM. Nearly all of following are WKAR-TV veterans: Dr. Armand L. Hunter, gen. & program mgr.; Patrick J. Callihan, production & facilities mgr.; Lee C. Frischknecht, production supervisor; James R. Culver, film director; Linn P. Towsley, chief engineer. School owns transmitter equipment. At least part of operating costs will be met by fees charged WILX-TV for time on air.

Note: KBLR-TV, Goodland, Kan. (Ch. 10) after being on test programming since Sept. 11, 1958 (Vol. 14:37), plans full operation March 15 with CBS-TV, reports Leslie E. Whittemore, Denver CPA, who has been given power of attorney by ailing owner James E. Blair, and is now pres. & gen. mgr. Eddie R. Jones is station & program mgr.; Jack Walkmeyer, sales mgr.; Paul Bateman, chief engineer. Base hour is \$195. Rep is Gill-Perna.

Storer Bcstg. Co. this week bought radio KPOP, Los Angeles (1020 kc, 5 kw daytime) for \$900,000 from the Standard Bcstg. Co., headed by John F. Burke Sr. & his son. Since Storer now owns 7 radio stations, it must dispose of one of the following before FCC will approve the purchase: WGBS, Miami; WJBK, Detroit; WSPD, Toledo; WAGA, Atlanta; WJW, Cleveland; WIBG, Philadelphia; WWVA, Wheeling. The transaction was handled by Los Angeles brokers Summers, Searle & Brewer & Assoc. KPOP began in 1925, has been operated by the Burkes since 1936, has an application for 50 kw on file.

Deal for sale of radio WCKR, Miami, was cancelled this week by mutual consent of parties after time ran out on the agreement. FCC would not approve the sale to consolidated Sun Ray Drug Co. by *Miami Herald-Miami News-Niles* Trammel group for \$800,000 (Vol. 14:21, 40, 45) because it is still investigating allegations made before Harris subcommittee that WCKR principals attempted "influence" in the Ch. 7 case. Sun Ray last week purchased WALT, Tampa (1110 kc, 10 kw D) for \$300,000 from owners Emil Arnold, Robert Wasdon and Jack Siegel.

More about

BROKERS APPRAISE STATION MARKET: No drastic change in the prices of TV & radio stations is seen by the brokers whom we questioned recently (see p. 3). Those who commented on the state of the market generally foresee prices keyed to the nation's economy and to a rising profitability of broadcasting.

Herewith is a roundup of broker's comments, plus a brief description of the firms & principals—in alphabetical order, with addresses of main offices, and with spokesman in parentheses:

Blackburn & Co. Washington Bldg., Washington (James W. Blackburn): "Our business is better today than it has ever been, and there are definite signs of even greater activity to come. Radio station prices have risen rapidly & consistently during the past 3 years, and we see no reason to expect this condition to change. The reasons for this include the consistent rise in earnings of the broadcast industry generally and the increasing awareness of investment capital of the earnings possibilities."

The firm was established on March 1, 1957, as the successor to Blackburn-Hamilton Co. which began in 1946. It reports average of one sale a week. Fees run 5%.

Blackburn was born in Illinois, educated at the U of Iowa. He spent 10 years with the Hearst newspapers, in advertising, sales & general management. He then shifted to Allen B. DuMont Labs and became manager of equipment sales. In the Navy, he attained the rank of commander and was in charge of radar production. His associates are: Jack V. Harvey & Joseph M. Sitrick (Washington); H. W. Cassill & Wm. B. Ryan (Chicago); Clifford B. Marshall & Stanley Whitaker (Atlanta); Colin M. Selph (Beverly Hills).

Haskell Bloomberg, 208 Fairmount St., Lowell, Mass.: "This country is in the throes of inflation to an extent that, I believe, must resolve itself in a bursting of bounds. There is a dearth of stations at sensible prices & a plethora of buyers, many of whom are envious of those who have bought & sold stations at handsome profits. Most of these buyers are young enough so that the crash of 1929 is but history. They know only that prices go up. They have never experienced a drop. The older broadcasters are willing enough to sell, but require all cash, because they fear the day of reckoning and want no truck with 'paper.'"

Bloomberg is an attorney (Boston U) who operated a haberdashery when he was 17, then ran a wholesale cotton goods business, manufactured tire fabric, ran a furniture store—before entering radio station management in Lexington & Lowell. He was in radio about 20 years before establishing his brokerage business in 1955 with his daughter Muriel Bloomberg as chief asst. His fee is 5% for sales up to \$1,000,000, scaled down from there on.

Paul H. Chapman Co., 1182 W. Peachtree St., Atlanta (Paul H. Chapman): "During these recent years we have found that the overall trend in station prices has been upward on a moderate scale. There have been exceptions, of course, geographical areas for instance which have been depressed from a business standpoint are likewise depressed in our market. The agricultural areas that have gone in for land bank type of income, for instance, have lost population, in turn retail sales, and in turn some value on the broadcast property located therein."

Chapman began his firm on Jan. 1, 1954, after 16 years in station management. He reports more than 100 transactions to date. His associates: J. Wm. Chapman, Jr. (brother), G. Paul Crowder & J. McCarthy Miller (Atlanta);

Henry S. Hovland (New York); W. F. Stover (Chicago); Edgar H. Twamley (Santa Barbara). The fees are 10% up to \$50,000, scaled down to 5% for sales above \$100,000.

R. C. Crisler & Co., Fifth Third Bank Bldg., Cincinnati (R. C. Crisler): "In my opinion, the prices vary quite consistently with relative prosperity of business as a whole & of the stations themselves. The pronounced success of radio over the past 3 years has brought about greatly increased values. By the same token, prices for TV stations leveled off from the latter part of 1957 to the latter part of 1958, mainly because of plain economics where neither net nor gross was increasing except in a few rare instances. We don't see why stations should not continue to enhance in value with general business prosperity, and on the other hand, they certainly would decline with depressed general business conditions. One check on radio is the constantly increasing number of stations and something similar to this could develop in TV if certain technical problems are overcome."

Crisler became a broker after dissolving his Transit Radio Inc. in 1952. A 1929 graduate of Yale, he worked successively for the Guaranty Trust Co., Western & Southern Indemnity Co., Field, Richards & Co. (investments). He served as an Air Force captain during World War II. His associates are: Paul E. Wagner (Cincinnati); Paul R. Fry (Omaha). He also has an "affiliate" relationship with Lincoln Dellar firm at 1470 E. Valley Rd., Santa Barbara.

Among major sales handled by the firm were those of WBRC-TV & WBRC, Birmingham; WHBQ-TV & WHBQ, Knoxville; radio WHK, Cleveland. The fee is 5% "except for multi-million-dollar deals where, obviously, fees are subject to negotiation."

Daniels & Assoc., 1115 Mile High Center, Denver (Bill Daniels). A specialist in community antenna system sales, Daniels states: "The trend of sales in the CATV business is optimistic because of the continued interest in both CATV business & the possibility of eventual closed-circuit pay TV. Prices of systems vary, depending upon such factors as the money potential in the community, unused depreciation, taxes, etc."

Daniels is 38, a graduate of N.M. Military Institute, served as a carrier fighter pilot in World War II & the Korean conflict. He operates several CATV systems of his own, began the brokerage firm in May, 1958. His associate is C. M. Williams, an attorney. He reports 6 CATV system sales to date and has 12 listings on tap.

Howard S. Frazier Inc., 1735 Wisconsin Ave. NW, Washington (Howard S. Frazier): "The big problem today in this sellers' market is to find desirable properties that can be bought; few are ever 'for sale.' There never seems to be any scarcity of substantial & qualified buyers for desirable properties. Thus the successful broker spends much of his time developing the confidence of prospective sellers to the point where they will frankly discuss with him their personal financial problems. Once this relationship has been established, the broker can very often prove to the satisfaction of the seller that from the standpoint of his personal finances & future estate situation he can hardly afford not to sell, even though there can be no doubt that in future years the property will command a higher price than at the present time."

Frazier was an engineer originally, starting in amateur radio in 1919 (3WI). He was an engineer for several stations in Philadelphia, served as a Washington consulting engineer 1935-1940, NAB director of engineering 1942-1946. In 1946, he established a management consulting service, which he continues—though a major portion of the firm's time is now devoted to brokerage. His associate is Horace

W. Cross, formerly a principal of uhf WFMZ-TV, Allentown, Pa. Fees: 5% on first \$1,000,000, 3% thereafter.

Wilt Gunzendorfer & Assoc., 8630 W. Olympic Blvd., Los Angeles; Gunzendorfer, who specializes in the 11 western states, reports that California & Florida "seem to be enjoying top prices." He entered radio in 1931, managing several of the Don Lee System's California stations until 1952, when he became consultant to Tom O'Neil, chairman of RKO Teleradio. Firm began in 1953. Fee: about 5%.

Philip L. Kelsner & Assoc., 277 Park Ave., N. Y. (Philip L. Kelsner): "In view of reduced number of TV properties available in large markets, such sales would appear likely to be fewer in the future. Limited availability plus anticipated increase in earnings & current high times earnings basis for all investments will probably keep prices up."

Kelsner is 59, born in Mt. Vernon, O., educated at Oberlin College & Harvard Business School. From 1924 to 1942, he worked for the Bank of N. Y. & Bank of the Manhattan Co. He served in Lend-Lease 1943-1946, owned a Pepsi-Cola bottling plant in Muncie, Ind. 1947-1951, served in the Dept. of State 1950-1951, established his financial counseling firm in 1952. Among major sales: WTCN-TV & WTCN and WMIN-TV, Minneapolis-St. Paul; CKLW-TV & CKLW, Windsor, Ont.; KBET-TV, Sacramento. Fee: 5%.

Kidder, Peabody & Co., 33 S. Clark St., Chicago (Fred A. Taylor): "Our interest in the broadcast field, as brokers of AM & TV properties, is strictly supplementary to our basic interest, which is financing. . . We believe we annually arrange more privately negotiated financing than any other investment banker in the country."

Howard E. Stark, 50 E. 58th S., N. Y. (Howard E. Stark): "The stations are going to people of great financial strength & stability, most of them already in the broadcast business. There's very little new money coming in. There's a trend to more & more offerings for public participation. Buyers are much more selective nowadays. They no longer buy just to get in. Prices will remain about the present level, though higher in a few select markets. They won't go crazy anymore. The higher you go, the more buyers you eliminate. This is big business."

Stark operates as a lone wolf in the station brokerage field. His associate Vincent J. Manno confines his work to newspaper sales. Among Stark's deals: (1) Time Inc.'s \$15,750,000 purchase of WFBM-TV & WFBM, Indianapolis; WOOD-TV & WOOD, Grand Rapids; WTCN-TV & WTCN, Minneapolis. (2) Storer's \$9,000,000 purchase of WXEL, Cleveland (now WJW-TV) & KPTV, Portland, Ore. (3) J. H. Whitney's \$10,000,000 purchase of WISH-TV & WISH, Indianapolis; WINT & WANE, Ft. Wayne. (4) Triangle Publications, Inc., purchase for \$11,900,000 of WNHC-TV & WNHC, New Haven; WFBG-TV & WFBG, Altoona, and KFRE-TV & KFRE, Fresno. Stark's fee is 5% on the first \$1,000,000, then scaled down 1% per \$1,000,000 to 1% for the 5th \$1,000,000—averaging 3% for a \$5,000,000 sale.

Stark is a Cleveland, born in 1914, educated at Western Reserve U & the American Institute of Banking. After military service he joined the Wall St. investment firm of Lehman Bros. in 1943, left to establish his own firm in 1946.

Jack L. Stoll & Assoc., 422 Hollywood Security Bldg., Los Angeles (Jack L. Stoll): "Present indications are prices will remain as they are for some time unless the economy takes a tumble." Stoll was born in Montreal in 1903, grew up in Montana, graduated from U of Montana, worked in the newspaper business for 20 years. He started his firm in 1947 as a newspaper broker, expanding into TV-radio in 1950. His associate is Bruce A. Stoll. Fee: 5%.

More about

LATEST AUDIENCE SIZE: TV executives have a new research tool this month. Copies of A. C. Nielsen's latest "practical estimates" of the total U.S. TV audience by states & counties will be distributed (without charge) Mar. 16 at the NAB convention.

The study (summarized on p. 3) puts TV 2 notches closer on the percentage scale to reaching 9 out of every 10 U.S. homes. To its figure of 44,000,000 TV homes may be added secondary sets in homes, and sets in public places. NBC Research estimates 4,800,000 secondary sets plus 1,500,000 sets in public places as of Jan. 1, 1959. A number of sets-in-use estimates from several different sources will be found in the Set Census section of our forthcoming Spring-Summer TELEVISION FACTBOOK, due late this month.

Nielsen's TV home estimates are derived by application of what the research firm calls "growth rates" against the latest *Sales Management* figures for total U.S. homes. Three similar Nielsen studies have preceded this one: 1958's No. 3: 42,400,000 (84%); 1956's No. 2: 35,495,330 (72.8%); 1951's No. 1: 17,706,930 (39.6%). Spring, 1959:

Regions & States	Total TV		%
	Homes	Homes	
NORTHEAST	12,978,300	11,851,960	91
NEW ENGLAND	2,933,500	2,682,020	91
Connecticut	699,900	642,330	92
Maine	259,300	230,540	89
Massachusetts	1,455,600	1,339,770	92
New Hampshire	166,800	150,420	90
Rhode Island	246,900	228,150	92
Vermont	105,000	90,810	86
MIDDLE ATLANTIC	10,044,800	9,169,940	91
New Jersey	1,723,600	1,587,620	92
New York	5,079,900	4,643,920	91
Pennsylvania	3,241,300	2,938,400	91
NORTH CENTRAL	15,367,200	13,690,930	89
EAST NORTH CENTRAL	10,725,300	9,764,150	91
Illinois	3,044,500	2,760,050	91
Indiana	1,401,700	1,263,900	90
Michigan	2,296,400	2,095,690	91
Ohio	2,851,800	2,635,890	92
Wisconsin	1,134,900	1,008,220	89
WEST NORTH CENTRAL	4,641,900	3,926,780	85
Iowa	843,200	753,940	89
Kansas	678,100	549,630	81
Minnesota	967,900	830,820	86
Missouri	1,342,300	1,175,110	88
Nebraska	437,700	362,120	83
North Dakota	172,500	122,410	71
South Dakota	200,200	132,750	66
SOUTH	14,684,300	11,425,320	78
SOUTH ATLANTIC	6,792,100	5,441,210	80
Delaware	128,700	117,290	91
Dist. of Columbia	241,600	219,640	91
Florida	1,344,700	1,074,160	80
Georgia	1,011,600	780,990	77
Maryland	845,900	748,920	89
North Carolina	1,107,200	850,300	77
South Carolina	583,700	438,780	75
Virginia	1,016,400	816,240	80
West Virginia	512,300	394,890	77
EAST SOUTH CENTRAL	3,149,400	2,274,480	72
Alabama	831,700	616,560	74
Kentucky	824,000	603,010	73
Mississippi	557,600	339,340	61
Tennessee	936,100	715,570	76
WEST SOUTH CENTRAL	4,742,800	3,709,630	78
Arkansas	485,800	337,020	69
Louisiana	855,500	661,600	77
Oklahoma	678,400	545,010	80
Texas	2,723,100	2,166,000	80
WEST	8,320,200	7,031,790	85
MOUNTAIN	1,904,200	1,456,380	76
Arizona	331,900	270,070	81
Colorado	511,900	412,690	81
Idaho	184,300	137,360	75
Montana	212,100	131,280	62
Nevada	88,400	66,400	75
New Mexico	234,100	163,790	72
Utah	241,500	211,830	88
Wyoming	100,000	57,960	58
PACIFIC	6,416,000	5,575,410	87
California	4,929,000	4,368,640	89
Oregon	579,800	449,580	78
Washington	907,200	757,190	83
Totals	51,350,000	44,000,000	86

Two CPs were granted by FCC this week: Ch. 12, Logan, Utah, to Cache Valley Bestg. Co., and Ch. 12, Pembina, N.D., to Community Radio Corp. One translator was authorized—Ch. 71, Milton-Freewater, Ore., to Citizen's TV Inc.

Wometco Stock Proposal: A public offering of 325,000 shares out of 900,000 to be issued is proposed by Wolfson-Meyer's new Wometco Enterprises Inc. in an application filed with the FCC to transfer control of the company from Sidney Meyer & Family to Mitchell Wolfson & Family—latter shifting from 50% to 53.89% ownership. In addition to theater chain, properties include: WTVJ (Ch. 4), Miami; 96.22% of WLOS-TV (Ch. 13), Asheville, N.C.; 20% of WFGA-TV (Ch. 12), Jacksonville. Of 3,000,000 shares of \$1 par stock authorized, 360,000 class A & 540,000 class B will be issued. Meyer family will receive and sell 290,000 class A, acquire & retain 90,000 class B. Wolfson family will get 70,000 class A, sell 35,000 of it, acquire & retain 450,000 class B. An additional 140,000 class A will be placed in the treasury.

Class A & B stock will carry the same voting rights but class B dividends will be 13/35ths of those paid to class A holders. Prior to recapitalization, the present Wometco TV & Theatre Co. which has 750,000 shares outstanding, will redeem for \$1,500,000 a total of 100,960 shares out of the 118,626 owned by Patricia Meyer Goldstein. When all transactions are completed, Wolfson group will hold 53.89% of new company, Meyer group 10%, public 36.11%.

The CP for KALF (Ch. 13), Alliance, Neb. was set aside by the Court of Appeals this week and remanded to the FCC for a hearing on several issues dealing with financial & character qualifications of grantee Western Nebraska TV Inc. These are, principally, allegations "that Western Nebraska had sold shares of its capital stock in interstate commerce without registering with SEC, and that it had made false & misleading statements to the public during its campaign to sell capital stock and so had violated state laws." The court's decision followed an appeal filed by Frontier Bestg.'s KSTF (Ch. 10), Scottsbluff, Neb. KSTF had been in competition with Western Nebraska for Alliance's Ch. 10 but withdrew its application after it was granted improved facilities "so as to more nearly cover the Alliance area"—40 miles away. But it also wanted to continue participating in the Ch. 10 case, asserting it was a "party in interest" because of "economic injury." FCC dismissed KSTF's Alliance application & refused to permit it to intervene in the Ch. 10 case. The court ruled: "The Commission had been seasonably informed that economic injury constituted a second and continuing basis for Frontier's interest, which, standing alone, clearly entitled it to be a party to the proceeding. It follows that the Commission erred in holding the dismissal of Frontier's application for a construction permit terminated its status as a party to the proceeding. The dismissal terminated only one of the two bases for Frontier's interest, either of which sufficed to support its status as a party."

Issuance of an FTC complaint against XETV (Ch. 6), Tijuana, Mexico, alleging that trade press advertisements for the station misrepresent its San Diego area coverage, was requested this week by Welch, Mott & Morgan, Washington counsel for KFMB-TV (Ch. 8), San Diego. In a letter to FTC project agent Charles J. Connolly, attorney Vincent B. Welch said that the FTC has jurisdiction because XETV transmits commercials across the Mexican border and maintains "general offices" in San Diego.

Facility changes: KMOX-TV (Ch. 4), St. Louis, March 12 began operation from new transmitter site at Reavis Barracks Rd. & Ave. H, Lemay, Mo., using new 1210-ft. tower which it will share with upcoming KPLR-TV (Ch. 11), due early in April.

Outer-Space TV: There is an imminent need for a U.S. TV satellite in the "national and international battle for the minds & allegiances of men," Donald H. McGannon, pres., Westinghouse Bestg. Co., told a group of educators & students in Peru, Ind., March 14. He emphasized that "imperative, immediate and unparalleled action" must be taken by the U.S. to "meet, compete with and surpass" Soviet TV plans of the same nature to give them "an electronic foot in the door of countries inhabited by some 2.2 billion persons."

Also recommended by McGannon: "Listening training in our schools, since the typical student is graduated into a society where the chances are high he will have to listen about 3 times as much as he reads."

* * * *

Space communications techniques undreamed of as yet may be a by-product of project Mercury, manned space-flight program. That's what the Senate was told this week as it approved a \$48,354,000 supplementary appropriation for the national aeronautics & space administration. "Billions of dollars per year within the next few years" probably will be needed for space-vehicle research & development, space subcommittee chairman Stennis (D-Miss.) said. But he stressed that the huge expenditures will promise non-military as well as military returns to the U.S., especially in "such areas as meteorology, communications & navigation." Speedy house action on the extra \$48,354,000 for NASA for the balance of the 1959 fiscal year was assured when the house space committee approved it unanimously.

Vast improvement in TV microwave relays which use over-the-horizon techniques is predicted by ITT on the basis of its recently developed version of the parametric amplifier (Vol. 15:9). In initial tests of the device, the tiny diode amplifier added more than 150,000 miles to the range equipment at Redstone Arsenal tracking the space probing Pioneer IV. In TV & telephone over-the-horizon relay equipment, ITT engineers say the "param" will reduce unwanted noise by 90%.

A TV studio-equipment leasing plan has been inaugurated by GE, permitting telecasters to rent equipment on a monthly basis over a 5-year period. The plan covers cameras, control equipment, switchers, film scanners, audio & video gear and other accessories. The minimum value of equipment available under the plan is \$5000. According to John Wall, mgr. of GE broadcast equipment sales, "The plan is designed to permit broadcasters use of the most modern TV studio equipment without a huge outlay of working capital."

British Percival stereo system (Vol. 15:10)—adaptable to TV, AM or FM—will be shown during NAB & IRE conventions by H. L. Hoffman & Co., 35 Old Country Rd., Westbury, N. Y., U.S. agent for EMI Ltd. The Chicago demonstrations will be held March 15-18 in the Congress Hotel. In N. Y., the system will be shown March 23-26 in the Henry Hudson Hotel.

Complete TV station automation equipment will be displayed by Visual Electronics Corp. at the NAB convention. Visual will sponsor four 3-hour TV station automation seminars in suite 1200, Chicago's Conrad Hilton Hotel, 9:30 a.m. & 2 p.m., March 19 & 20.

The 300th Ampex Videotape recorder was delivered this week, and went to upcoming KPLR-TV, St. Louis, due on air early next month. It's KPLR-TV's 2nd Ampex recorder. KOA-TV, Denver, has also received an Ampex VTR.

What the Reps Think

About Current Trends and Prospects for Rest of 1959

(See story on page 4)

The Bolling Company (George W. Bolling, pres.): "The first quarter will close with new record highs in all months. The pressure for prime spots continues heavy with limited availabilities. Of particular interest is the increased demand for daytime—a most healthy development. Total national spot year will be up approximately 8.4%."

CBS TV Spot Sales (Craig Lawrence, v.p.): "Spot TV business is certainly off to a fast start, with the first ¼ running well ahead of last year and ahead of the forecasts we made as recently as December. The 2nd ¼ looks equally healthy, and unless we get hit by an unexpected blow, it looks like a great year. Summer should be better than usual because with the demand for minutes running ahead of the supply, many advertisers will continue through the summer to secure key availabilities and others will start for the same reason, rather than waiting for fall and taking pot luck. We seem to be in a 'minute cycle,' resulting in the availability of some very good buys in station breaks and IDs. There is indication now of swing toward them."

H-R Television, Inc. (Frank M. Headley, pres.): "The greatest year by far in the history of spot TV promises to be 1959. Certain of our stations are running well over double their 1958 figures! If the boom continues at its current rate—and I have no reason to doubt that it will—1959 will be 25 per cent higher than 1958 in TV national spot billing. I have seen a number of predictions that the increase will be in the neighborhood of 15 per cent, but I feel that this figure is considerably conservative. In my opinion, a 25 per cent increase is realistic and not particularly optimistic. It is obvious that advertisers now regard spot TV as the basic media buy, supplanting newspapers, which held this position since the inception of advertising."

Katz Agency Inc. (Eugene Katz, pres.): "We are very confident that spot-TV volume will continue to grow. As more advertisers experiment with it & experience its great flexibility, they are committing a larger share of their budgets to this form of the TV medium. Spot is very active right now and much of the activity is from new accounts. Though there are many short-term schedules, we observe a wholesome increase in the number of extensions and renewals. We hope our confidence in the growth of spot volume is not misplaced. We've just added 6 new salesmen and, at the turn of the year, a new business development unit to help serve the new accounts we believe are being attracted to this medium. As we see it now, 1959 will be a strong year for national spot TV, with a total expenditure exceeding 1958."

Peters, Griffin, Woodward, Inc. (Lloyd Griffin, v.p.): "The year 1959 continues to demonstrate that spot TV has established itself as a primary advertising medium. We are getting increased activities from both regional and national advertisers—some exclusively spot, others to supplement existing network programs in especially-selected individual markets. Sponsorship of station-produced programs by national & regional advertisers is on the upswing. This is true of station-produced service & entertainment programs, as well as syndicated film shows. The big swing last year—and continuing into this year—has been to the saturation schedule in daytime, early evening, and late evening with the result that this summer & early fall we expect to

find good prime time 20-second availabilities in all markets. When this becomes fully apparent, media strategists will adjust their plans to take advantage of these peak audience opportunities, and prime time breaks & ID's will again be in great demand. The only word of warning that has come from a round-up of ideas across the country is an apprehension about labor disputes, especially in heavy industry."

Venard, Rintoul & McConnell, Inc. (Lloyd George Venard, pres.): "TV-spot business has already shown a healthy increase in 1959 over 1958, and we look for that to continue with the exception of markets listed as critical by the Department of Commerce, and perhaps generally for one or 2 months this summer. Fall spot TV should be extremely active. There is a relationship between TV-spot activity and the published interim earnings of the firms listed on the N.Y. Stock Exchange. These interim earnings precede increased TV-spot activity, and indications from this source lead us to believe that activity is going to be good during the next quarter & exceptionally good, beginning with the fall cycle."

Weed TV Corp. (J. J. Weed, pres.): "Present indications are that the TV spot business will be good for the remainder of this year. We are anticipating an increase of approximately 10% all along the line. In some markets this will be greater and some not as great, but we feel it will average out at about a 10% increase for the year."

Technical committee of Association of Maximum Service Telecasters, meeting in Washington last week under the chairmanship of Joseph Epperson, WEWS, Cleveland: (1) Heard that its directional antenna test program is on schedule, with measurements of WKY-TV, Oklahoma City, due to start in June or July, and of WBZ-TV, Boston, by the end of March. (2) Received a report on the effects of foliage on uhf propagation in the Salisbury, Md. area. (3) Discussed AMST's projected participation in FCC's 25-890-mc allocations proceeding. (4) Went over plans for the AMST meeting in Chicago Mar. 15-18.

Meanwhile, the AMST recommended to the State Dept.'s telecommunications div. that any proposals to the International Telecommunications Union for deletion of uhf channels from U.S. TV allocations be accompanied by provisions allowing the FCC to add vhf TV channels. The AT&T has urged a change in allocations so that uhf frequencies in the 470-890 mc band can be used for mobile & fixed service as well as for broadcasting. AMST aims to counterbalance the AT&T proposal.

Grant of WAVY-TV (Ch. 10), Norfolk-Portsmouth, stands, after the U.S. Supreme Court denied the appeal of competitor Beachview Bestg. Corp. this week. Court of appeals had held (Vol. 14:38): "We find nothing arbitrary, capricious, irrational or unreasonable . . . this situation is clearly one in which the Congress has confided the function of decision in the commission. The limited authority of the court in reviewing the matter does not touch any of the choices made by the commission and alleged by appellant to have been erroneous. It may be that the Congress has confided too great power in the agency. But the power is in the Congress to dispense, and it is not within the judicial function to superimpose a court's judgment on the regulatory measures such as those here involved."

Pulse, Inc. has been named defendant in \$15,000 damage suit by Kit, Inc., operator of radio KIT, Yakima. The suit alleges that a Pulse audience survey last fall was inaccurate, and asks \$5000 for loss of business & \$10,000 for damage to the station's reputation.

Educational Television

ETV Awards Picked: Field of more than 200 applications for educational audio-visual research grants under the National Defense Education Act (Vol. 15:10) was narrowed this week to 15 projects slated for approval by Comr. Lawrence G. Derthick of the U.S. office of education. Official announcement of recipients of the first awards in the \$18,000,000 research program, which runs for 4 years, was held up by govt. red tape. But sources in Derthick's office told us that 10 of them will be universities & city school boards which submitted proposals for educational TV experiments. Others involve radio, film & recordings. In acting on research recommendations by a 14-member advisory committee, Derthick has had trouble parceling out available Govt. funds. Congress authorized \$3,000,000 for the first year of the audio-visual program, but appropriated only \$500,000 for the fiscal period ending June 30 and has not yet voted \$1,000,000 in supplemental money asked by the office of education. Meanwhile Senate majority leader Johnson (D-Tex.) scheduled a floor vote before the Easter recess on another big ETV project—a \$51,000,000 equipment-purchase bill (S-12) sponsored by Sen. Magnuson (D-Wash.). Senate passage seemed assured, but House hearings on similar ETV measures weren't set.

Students can "talk back" to televised teachers in a pilot closed-circuit TV project serving 7 schools in Cortland County, N.Y. The state-financed experimental system was described in 3 papers presented at AIEE's general winter meeting in N.Y. Chief among the distinctive features is a specially engineered system whereby loudspeakers mounted above TV receivers in the classroom can be reversed and used as microphones so that pupils may ask questions in a normal voice without leaving their seats. The Cortland cable system serves 4500 pupils in 5 city elementary schools and 1000 students in 2 nearby villages through a 26-mile coaxial cable. There are 2 studios with 4 vidicon cameras, film and slide equipment. Each classroom has two 21- or 24-in. receivers. The system was engineered jointly by Dage, Master Video Systems, N.Y. Telephone Co. & N.Y. State Education Dept.

Formation of Kansas Educational TV Authority to operate an 8-station network was recommended by a state legislature committee after a 2-year study. State Rep. Charles Arthur, a member of the committee, asked the legislature for an initial \$25,000 appropriation this session. He said the network would cost about \$1,000,000 a year to operate but "we feel it would result in overall savings in the state educational system." The stations would be at Chanute, Colby, Garden City, Pratt, Hays, Lawrence, Manhattan & Wichita, with principal studios in the last 4 cities. Kansas State College at Manhattan has had a CP for KSAC-TV (Ch. 8) since July 1952, but construction has been stalled because of failure of the legislature to appropriate funds. U of Kansas has an application on file for a Ch. 11 station in Lawrence.

Children's ETV series, "content-oriented as opposed to the generally accepted pattern of focusing on talent & gimmicks," is being developed in a special \$250,000 research project under programming v.p. Robert B. Hudson of the Educational TV & Radio Center, Ann Arbor.

"Electronic control center" for classrooms, developed by American Seating Co., Grand Rapids, Mich., is an L-shaped unit containing a 21-in. TV receiver, tape recorder, telephone, controls for draperies, lights & windows.

All-out public service educational project, under the general title, "Lamp of Knowledge," has been launched by Westinghouse Broadcasting Co's WBZ-TV, Boston. The year-long "total station effort" will probe and examine 5 specific subjects and one general topic: mental health, America's need for scientists, "In Praise of Learning," "You & Your Govt.," safety, and "Project X"—the latter dealing with community problems. Inviting all station employes to participate, program mgr. Herbert B. Cahan asked ideas ranging "from a 10-second announcement to possibly a year-long half-hour series or a big all-day spectacular."

TV teaching is superior to classroom instruction, voted 31% of 175 students in a N.Y. group of Russian-language students, taking a course conducted by Metropolitan Educational TV Assn. in conjunction with St. John's U. About equal to classroom teaching was the verdict of 48%. The remaining 21% held TV teaching inferior. Most of the students were 30 or older, 71% were housewives.

Educational KQED (Ch. 9), San Francisco, recent recipient of \$4000 gift from Westinghouse Bestg. Co's KPIX (Ch. 5), last week was presented with an additional 47 pieces of TV equipment by KPIX, including a film camera, sync generator, amplifiers & test equipment.

"Teacher of the year," named by the General Federation of Women's Clubs at its June convention in Los Angeles, will also be cited by NAB as part of its "Learn—And Live" public service project. The winner of the Clubs' award will receive a key symbolizing the NAB project.

Deadline for applications for 1959 grants-in-aid to educational radio producers by the National Educational & TV Radio Center, Ann Arbor, is May 1. Apply to National Assn. of Educational Broadcasters, Urbana, Ill.

Auxiliary Services

Experimental booster for Johnstown, Pa. area being sought by Triangle Publications, Inc. WFBG-TV (Ch. 10), Altoona (Vol. 15:7), was objected to by WJAC-TV (Ch. 6), Johnstown, in a petition filed with the FCC this week. WJAC-TV states that the application "is an apparent attempt to do indirectly that which cannot be done directly, to wit: the establishing of vhf TV booster operation on a regular basis in the Johnstown area, contrary to the Commission's rules and regulations." It asserts that WFBG-TV could obtain the desired data in the lab or by telecasts of test patterns.

Establishment of "TV districts" in Idaho with the power to levy taxes to support govt.-owned "TV broadcast facilities" is provided by a bill passed by both houses of the legislature and which now goes to the governor for signature. Presumably originated to provide for uhf translators and/or vhf boosters, the measure could be interpreted to permit govt. to own regular TV stations, too.

Owners of KPTV (Ch. 12), Portland, Ore. filed an application this week for Ch. 3 in Salem, Ore., proposing to use it as a satellite. The channel was originally granted to KSLM, Salem, but station never went on the air, and the FCC last week refused to give KSLM additional time to build. This brings total applications to 90 (17 uhf).

New community antenna system is being established in Russell, Pa. by Russell TV Corp., with an installation fee of \$75, monthly charge \$2; 5 channels are offered.

National Community TV Assn. shifts its annual convention June 23-25 from Washington to Philadelphia's Sheraton Hotel because of conflicts in hotel arrangements.

Television Digest

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Pictures, joins Columbia's Screen Gems as director of corporate operations . . . **Carl Onken**, ex-WTTV, Bloomington, Ind., named chief engineer, WJIM-TV & WJIM, Lansing, Mich. . . **Russell Arnett** named v.p. in charge of production, Bert L. Coleman Associates, film producers. His first project: addition of complete tape facilities.

New officers of Loew's Theatres Inc., former subsidiary which March 12 was separated from Loew's Inc.: Leopold Friedman, former pres., named chairman. Eugene Picker, from exec. v.p. to pres. & chief executive officer. John F. Murphy, from v.p. to exec. v.p. Ernest Emerling, director of adv. & publicity, and Arthur M. Tolchin, managing director of radio WMGM, N.Y., to v.p.'s.

Carleton D. Smith, NBC v.p. in charge of WRC & WRC-TV, Washington, famed as a Presidential radio announcer (for Hoover & Roosevelt), will be married in late April to Mrs. Ruth Newburn Sedam, N.Y. adwoman, at home of his brother, Courtney Smith, president of Swarthmore College. She was sorority sister of Smith's deceased wife, and he was fraternity brother of her late husband.

Keith S. McHugh, who at 64 retires April 30 from his \$150,000-a-year job as pres. of N.Y. Telephone Company, has been named Commissioner of Commerce in Governor Rockefeller's cabinet in Albany, an \$18,500 post. He will be succeeded at the phone company by Clifton W. Thalen, now exec. v.p. of AT&T.

H. K. Newburn, ex-pres., U of Oregon, who was succeeded by John F. White last year as pres. of Ford-Foundation-supported National Educational TV and Radio Center, Ann Arbor, has been named pres. of U of Montana.

American Women in Radio and TV Inc. will hold its convention at the Waldorf-Astoria, N. Y., April 30-May 3.

Obituary

David C. Williams 53, attorney in FCC's Conelrad program, died in Washington March 12 shortly after suffering a heart attack. Prior to joining Conelrad, he had been legal asst. to Comr. Robert Lee. He had served as secy. to Rep. A. Piatt Andrew (R-Mass.) 1926-1937 and to Sen. John H. Overton (D-La.) 1937-1939, before joining U.S. Court of Appeals in Washington as an administrative officer. He came to the FCC with Lee in 1953. Surviving are his widow, 3 daughters and a son.

Karl A. Smith, 55, who retired a year ago as a member of the Washington TV-radio law firm of Hogan & Hartson, was found shot to death in his Washington apartment March 8, a .38-caliber pistol by his side. The death was ruled a suicide. He had been in ill health. Since his retirement, he had maintained residences in Washington & Los Angeles. His widow survives.

Harry Sedgwick, 64, 1935-41 pres. of Canadian Assn. of Broadcasters and its chairman 1942-48, died March 7 in Toronto. One of Canada's commercial radio pioneers, he was pres. of radio CFRB, Toronto, until last Jan.

John F. Gilbert, 64, president and owner of School of Radio Technique (SRT TV Studios) died at his N.Y. home Mar. 13 after long illness. Surviving are widow, son and 3 sisters.

Lisa Larsen, 35, prize-winning photographer for *Life* and wife of ABC news film editor Nils Rasmussen, died in N.Y., March 8.

Edwin Claude Mills, 77, a founder of ASCAP, died March 13 at his home in Los Angeles.

Personals: Donald W. Thornburgh, former pres. and gen. mgr., WCAU-TV and WCAU, named v.p., Philadelphia Bulletin Co., which formerly owned the stations . . . **Charles E. Corcoran** named mgr. of video tape, film, and kinescope operations for NBC-TV, upped from post of facilities mgr. of RCA Bldg. . . **John B. Burns** has resigned as v.p. and director of national sales for ABC Films . . . **Edward J. Hennessy**, ex-gen. mgr. of WEAT-TV, W. Palm Beach, named gen. sales mgr. of WAVY-TV, Portsmouth-Norfolk . . . **Franklin C. Snyder**, gen. mgr. of WTAE, Pittsburgh, elected a v.p. . . **Judd A. Choler**, ex-WFMY-TV, Greensboro, N.C., appointed sales promotion director, WCAU-TV, Philadelphia . . . **David Fuchs** promoted to mgr., CBS-TV sales presentations. **Leonard Broom**, CBS-TV advertising, named program promotion mgr. . . **John E. Pearson**, ex-Sterling Films, appointed sales mgr., ITC's new Canadian operation . . . **William E. Huston**, ex-MPO, named international sales dir., Filmways . . . **Robert Cinader** resigns as v.p. in charge of programming, Hal Roach Studios . . . **Edward J. Molinelli** named comptroller, **Robert Higgins**, treas., BMI . . . **Jack Mohler**, ex-Blair-TV, named eastern sales mgr. of Westinghouse's new Television Advertising Representatives (666 Fifth Ave., N.Y.), taking over as sales rep for WBC stations July 1 . . . **Milford Fenster**, ex-RKO Teleradio stations film procurement director, joins MCA TV "in an executive capacity" . . . **Dr. George A. Willey**, ex-KPIX, San Francisco, now asst. professor of speech & drama at Stanford U., named director of Stanford TV-Radio Institute . . . **W. F. Stover**, ex-sales promotion mgr. of General Motors, named midwest rep of broker Paul H. Chapman Co., headquartering in Chicago . . . **Bill Jones**, ex-General Outdoor Adv., named Atlanta mgr. of rep Clarke Brown Co., succeeding **John A. Hicks**, named mgr. of New Orleans office . . . **John Fergie**, chief engineer, promoted to station mgr., WRLP, Greenfield, Mass. (not WWLP as previously reported), and named asst. to the v.p. of parent Springfield TV Bcstg. Corp. **Ralph Jay** named acting chief engineer, WRLP . . . **Louis Sciortino**, ex-*Wichita Eagle*, named local sales mgr. of KTVH, Wichita . . . **Joseph R. Rastatter**, ex-TvB, named exec. assoc., Irving P. Krick Assoc., N.Y. firm specializing in long-range weather forecast . . . **James S. Howie** retires as secy-treas., Assn. of Motion Picture Producers, continues in advisory capacity . . . **Robert A. Monroe** appointed gen. sales mgr., World Broadcasting System. **John S. Murphy**, ex-pres. WROD, Daytona Beach, named sales mgr., Hal Tunis spot sales mgr. . . **Alvin R. Busse**, ex-NBC press dept., named to new post of public information dir., Licensed Beverage Industries . . . **Norman E. Gluck**, ex-Universal

Advertising

More about

BLOCK THOSE TRIPLE SPOTS: Madison Avenue threatens to crack down on stations that violate agency spot contracts with questionable commercial practices. Young & Rubicam (4th largest agency, spending nearly \$90,-000,000 in broadcast media)—took the unusual step of holding a press conference March 11 to “condemn” such station shenanigans (see p. 4).

What had blown the lid off the situation had been a pair of monitor checkups, one by Broadcast Advertisers Reports, N.Y. (which checks on how commercials are handled locally) & the other by Y&R itself. Gist: BAR reported station commercial violations occurred in one out of 5 placements. Y&R's own checkup showed 22% of its TV spottings were infringements. The chief gripes cited by Y&R paralleled those mentioned last week in the BAR study: shaving network programs to make more spot availabilities; proximity of competing-product commercials and triple-spotting (a popular misnomer, considering the incidence of “4, 5 or more consecutive announcements”). Y & R's principal complaints, as outlined at press conference:

1. **Shaving network programs.** This is the practice whereby stations stretch their standard 30-second station breaks by cutting out beginnings or ends of network shows to create local spot availabilities. (A 20-second spot, according to Y&R, will provide “almost as much income as a half-hour network program.”)

2. **Lack of commercial protection.** The practice of placing 2 competing products in the same show or with less than the regulation 15-minute separation.

The BAR study, released last week, showed some eye-opening statistical evidence of such violations. In checking 25 medium-sized markets for just one week during nighttime hours, BAR spotted a total of 5036 violations, with triple-spotting & overtime local breaks accounting for more than ½ the total. One station, states the BAR study mailed this week to some 500 leading advertising agencies throughout the U.S., “managed to place 6 spots in one break.”

Media chief Wm. E. (Pete) Matthews says Y & R has already begun “positive action” that includes protests to stations, networks & reps, demands for rebates, demands for “make-good” commercials, cancellations of orders, and restrictive specifications on orders.

Other major agencies currently placing millions annually in spot TV may be right behind Y&R in such extensive police actions. John Ennis, v.p. & media dir. of Bryan Houston Inc., for example, told us he has discovered “some abuses” and that the agency “will promptly negotiate for make-goods if we discover that a violation has occurred in any spot-TV contract we have placed.”

The BAR-Y&R criticism of station practices in spot TV brought a rebuttal Fri. March 13 from TBA pres. Norman Cash, who said the BAR report was limited, because it covered markets containing only 68 of nation's 510 commercial stations. Also, Cash reminded, the common practice in feature film shows of back-to-back placement of minute spots, separated by a 10-second ID, was lumped with triple spotting, although “experience has shown that viewers prefer longer commercial periods with the resulting fewer interruptions.” He also took issue with BAR's definitions of competitive products (“Is orange juice competitive with coffee?”) In matter of product conflicts, Cash pointed

out “the ratio of advertising to editorial material is less in TV than in any other medium.” Snapped Cash in conclusion: “The BAR report was certainly no service to either its station subscribers, the industry from which it is supported or the advertisers and agencies it is designed to serve.”

Another counter-attack on the BAR study came late on Friday (Mar. 13) by Westinghouse Bcstg. Co., whose sales v.p. A. W. (Bink) Dannenbaum fired off a letter to agency media men. Dannenbaum sided with TvB, stating that the “60-10-60 grouping” of commercials in feature films was “the best way to present the advertiser's message in the most favorable atmosphere,” and added that the lumping of such spots by BAR with triple spotting was “very unfortunate.” Triple spotting, otherwise, is something Westinghouse “will continue to militantly avoid,” he said, however.

Rate increases: WNBQ, Chicago, March 1 raised base hour from \$4000 to \$4500. 20 sec. remains \$900 . . . KABC-TV, Los Angeles, March 15, hour \$2300 to \$2600. 20 sec. \$500 to \$600 . . . WITI-TV, Milwaukee, becoming CBS-TV affiliate April 1, adds class AA hour (6:30-10 p.m., daily) at \$1400, min. at \$290. Class A hour goes from \$600 to \$1200, min. \$250 to \$300 . . . KTVU, Oakland-San Francisco, March 15, hour \$1000 to \$1200, min. \$300 to \$360 . . . KTVI, St. Louis, April 1, hour \$1000 to \$1150, min. \$250 to \$287 . . . KTVK, Phoenix, Feb. 15 added class AA hour (7-10 p.m., daily) at \$500, min. at \$100. Class A hour remains \$400 . . . WPTA, Ft. Wayne, March 1 raised hour \$400 to \$450. Min. remains \$80 . . . KNTV, San Jose, April 1, hour \$250 to \$325 . . . KHAS-TV, Hastings, Neb., March 1, hour \$250 to \$300 . . . CHEK-TV, Victoria, B.C., Jan. 1, hour \$210 to \$230.

What does a closed-circuit TV meeting cost? Giant-view TV Network (440 4th Ave., N.Y., & 901 Livernois Ave., Detroit) gives the typical costs of the business-meeting type of CCTV show in its new *Handbook of Closed-Circuit TV*. The average program, exclusive of script & talent, runs \$1500 for origination (including 2 or 3 cameras, one lighting man, one sound man, professional directors, studio rental or remote unit). Line charges: between cities, \$1.26½ per hour per mile (AT&T); within each city, \$500 average per show; for a single-city show, \$300 average; 2-way audio, if desired, 16½¢ per hour per mile. Reception, \$350 average per location, including TV projector & movie-type screen. Giant-view adds 15% to the costs for handling & coordination.

A 62-city closed-circuit sales & business meeting was conducted by Chrysler Corp. March 9—its 5th closed-circuit telecast—for 8,000 dealers, through Theatre Network TV.

Number of households in the U.S. has zoomed in the last 60 years from 16,000,000 to 50,500,000, but the average family size has decreased from 4.63 persons in 1900 to 3.35 in 1958, the Census Bureau reported this week in *Estimates of the Number of Households in the U.S.: 1900 to 1958*. Copies are available from the Commerce Dept., Washington 25, D.C.

Evaluation of TV-commercial effectiveness is the new service promised this week by the Psychological Corp.'s (N.Y.) Dr. Robert L. French. The idea will be to determine viewers' “psychological participation” in specific commercials.

Reference center for TV commercials has been established by U.S. Broadcast Checking Corp. (monitoring service), N.Y. It has 4300 commercials in photo-print form, with 100 being added daily.

People: Emile Frisard elected v.p., Compton Advertising . . . Barrett Welch, v.p., Sullivan, Stauffer, Colwell & Bayles, elected to executive committee. Edward W. Dooley named v.p. & management supervisor. Lloyd Harris, ex-Young & Rubicam, appointed v.p. & media mgr. William C. Mackay Jr. & Donald G. Gill also named v.p.'s . . . Robert W. Dailey named exec. v.p., Cunningham & Walsh West Coast operations & gen. mgr., San Francisco office . . . J. Mac Wynn has resigned as v.p., McCann-Erickson, Louisville, to start his own agency . . . Norman Kingert, Joseph Geyer, George Violante appointed v.p.'s, Schwab, Beatty & Porter . . . Harold J. Grainger of Compton Advertising Inc.'s San Francisco office elected v.p. . . . William W. Mulvey, exec. v.p., Cunningham & Walsh, named ad agencies committee chairman, 1959 finance campaign of N.Y. Councils-Boy Scouts of America . . . Lou Harriman, ex-Ralph D. Gardner Advertising, named v.p. of account services for Michael-Remo & Co. . . . Donald R. Holland named v.p., Graceman Advertising . . . Charles L. Rumrill, pres. of Rumrill Co. Inc., Rochester, N.Y. agency, appointed a member of U.S. Trade Mission to April 26-May 5 industries fair at Hannover, Germany . . . Frank C. Beckert, ex-v.p., Howard A. Harkavy Inc., resigned to form agency of Beckert & Bradley, N.Y. . . . Vernon Morelock, ex-v.p. of Winius-Brandon Adv., St. Louis, named v.p., Lowe Runkle Co., Oklahoma City . . . Stuart Williams, James Collette & Donald Clark named v.p.'s of Sudler & Hennessey Inc., N.Y. . . . Thomas J. King, Kenneth G. Manuel & Sheldon Moyer promoted from v.p. to senior v.p. of D. P. Brother & Co., Detroit. Frank E. Egan advanced to senior v.p. in N.Y. office . . . Lewis H. Happ, Frederic C. Maine, David J. Wasko named v.p.'s, Geyer, Morey, Madden & Ballard . . . Raymond Muscarell, C. J. Van Duyn, Dr. Arthur Weinberg elected v.p.'s G. M. Basford Co. . . . Rena L. Nelson elected a v.p., Wherry, Baker & Tilden, Chicago . . . Thomas B. Gilhooley named secy. & dir., David L. Howlett appointed p.r. v.p., Western Advertising Agency.

Commercials without legends or "supers" are more effective than those with printing on them, Schwerin Research Corp. found in effectiveness studies. If you must have legends, for maximum impact a voice should read them at the same time they are on the screen. SRC found that commercials without legends had an "effectiveness index" of 115. With legends read simultaneously the index was 97. Legends not read simultaneously 87. A total of 350 commercials was studied.

Max Factor & Co., Hollywood, agreed with the FTC this week that its "natural" spray won't make straight hair naturally curly, despite claims to that effect in TV commercials & magazine ads. The company signed an FTC consent order forbidding it to advertise that the preparation will change hair structure. Max Factor didn't admit that it had violated any law, however.

Tax on advertising, made famous in Baltimore (6%; subsequently declared unconstitutional), is popping up again in several states, reports Advertising Federation of America. Bills have been introduced in legislatures of Maine (3%), Texas (5%), W. Va. (2%). Ad tax proposals have been made in Mich., Kan., S.D. & Wash.

Exemption of co-op ads from 10% excise taxes imposed by the Internal Revenue Service (Vol. 15:7-8, 10) won more support in the house this week. Rep. Anderson (D-Mont.) introduced a bill (HR-5594) excluding "discounts & rebates for cooperative local advertising" from application of the 1954 Internal Revenue code.

Film & Tape

Film & Tape Roundup: Syndicated tape shows are now getting into the competitive market for story properties. Robert Herridge, producer of CBS Films' new taped series, *Theater for a Story*, has bought TV rights to a Eugene O'Neill play, "In the Zone," and has scheduled it early in the series . . . ITC is rapidly expanding its sales organization in syndication, having appointed 10 new district & regional sales executives . . . NTA, in a bid for more rerun film business, has launched what it calls "Program Security Plan," whereby stations can sign for 2 or more packages, and rerun the feature films without substantial cash payments. Stations will be given a specified length of time to sell or telecast the shows . . . Goodson-Todman is making another move on the film front, having signed Nick Adams to star in *The Rebel*, a new Western film series to start March 23 on the Paramount lot . . . CBS Films claims \$300,000 in syndication sales in the past 3 weeks on its new film series, *U.S. Border Patrol*. Amoco has already signed for a 59-city multi-market campaign . . . Official Films is about to get another chance with its British-produced series, *The Invisible Man*. Currently shelved after a sustaining run during which it failed to find a regular sponsor, the show will take over the *Rawhide* time period of Friday, 8:00 p.m. effective May 1 . . . MGM-TV and NBC have signed a production deal for an hour-long filmed suspense series, *Jeopardy* . . . Screen Gems is now releasing another 40 two-reelers from its backlog of *Three Stooges* comedies, as well as another 100 slapstick oldies in the Columbia Pictures backlog. SG will now have a total of 280 pie-in-the-face films playing the moppet circuit . . . Ziv TV claims a 77% renewal rate (143 markets out of 186) for the 2nd year of its syndicated *Sea Hunt* series.

Add tape problems: More standardization of station charges for handling and airing TV tape is needed, officials of rep Peters, Griffin, Woodward tell us, since tape provisions in existing rate cards "run all over the lot." PGW is currently trying to "consolidate" tape charges within its own TV station list (10 of the 33 PGW outlets are tape-equipped). Meanwhile, they're consulting with Ampex on such items as dollar costs of tape head wear (about \$3 per hr.) as a guide to establishing "fair" charges. "Some stations are charging \$100 per hour, and \$25 for 15 mins. or less, to play tapes," reports PGW's Bob Muth, asst. TV sales mgr., adding, "I don't think a station should think of trying for short-range amortization of tape installations at this stage of the game."

Paramount Pictures, the first movie major to go into TV (it started Los Angeles' KTLA in Jan. 1947), became the last one to enter the TV film field. It has announced it will co-produce a series called *Third Platoon*. Paramount will provide financing & studio facilities with Jaguar-Caron Productions (headed by actor Alan Ladd) handling production. Among TV pioneer Paramount's other activities: ownership of pay-TV proponent International Telemeter, 28% ownership of Du Mont Labs, Lawrence color tube.

Acting to preserve "Videotape" tradename, Ampex Corp. has notified editors that the single word (as opposed to the generic term "video tape") refers to its TV tape recorders and recordings made on them, and should be capitalized. (RCA calls its product a TV tape recorder.) Background of the action: Once before, an Ampex-coined word slipped into the public domain through lack of vigilance: "stereophonic."

COLOR TV ON ITS 5TH BIRTHDAY: Five years ago this month, the first color-TV receiver rolled off RCA's Bloomington, Ind., production line. Color is still a puny youngster, but Papa RCA hasn't run out of vitamin pills.

How many color sets are in use today? RCA won't say, but industry's "Mr. Statistics"—Sylvania research director Frank Mansfield—in his latest statistical analysis (Vol. 15:9-10), estimates about 435,000, less than 9/10 of 1% of the total (we lost a decimal point 2 weeks ago in reporting this percentage). He figures 160,000 were sold last year, up from 125,000 in 1957. His estimates of color sets sold & in use:

	1954	1955	1956	1957	1958
Dealer sales	10,000	55,000	85,000	125,000	160,000
Sets-in-use	10,000	65,000	150,000	275,000	435,000
(end of year)					

In 10-year projection of color sales, he takes note of today's lagging color interest, predicting no increase in sales this year. But beginning in 1959, he foresees a gradual upward curve, breaking 1,000,000-a-year in 1964, with sales of 2,700,000 annually by 1968. At end of 1968, he estimates there will be 11,870,000 color sets in use—slightly less than 15% of the total 80,890,000 TV sets in use. His predictions (add 000):

	1959	1960	1961	1962	1963	1964	1965	1966	1967	1968
Sales	160	240	360	600	900	1200	1500	1900	2300	2700
In use	595	830	1185	1775	2660	3835	5290	7120	9320	11,870

Mansfield's revised projections reflect general industry feeling that color will "arrive," but at a far slower pace than once was predicted. Many feel that popularity of hi fi & stereo have further impeded color by diverting families' home-entertainment dollars.



Who's making color sets now—beside RCA? In miniscule quantities, Westinghouse, Sylvania, Packard-Bell, Magnavox, Emerson. Sets from previous runs are still being marketed by Hoffman, Motorola, Admiral, GE. A Westinghouse spokesman summed up the feeling of many of these when he told us: "We're keeping our hand in. We're ready to move any time. When color breaks, we want to be there."

RCA's plugging hard as ever—and not without results. Despite industry-wide drop in set sales, color sales in 1958 were consistently ahead of 1957, and RCA says the 2 weeks before Christmas were best color sales weeks in history. If trend continues—and RCA believes it will—the company will be "in the black with color" this year.

Uptrend in color was noticed by at least one other set maker. Packard-Bell pres. Robert S. Bell reported "accelerated activity in color TV" in last 3 months of 1958. Among other optimistic signs is statement by NARDA chairman Mort Farr, Upper Darby, Pa., retailer—as quoted in *Home Furnishings Daily*—that color TV accounted for 16% of his sales last year and that he expects to double his sales volume this year. He even warned of color set shortage.

Brand new color promotion will be launched by RCA March 25 to celebrate 5th anniversary of first color set. NBC, meanwhile, continues to accelerate its color programming, with total of 67 hours of color this month (vs. 54½ hours last March). CBS, which virtually dropped color from its schedule this season, is showing signs of life in color field again with 4 color shows scheduled March 27-April 24.

TV-RADIO PRODUCTION: TV set production was 95,794 in week ended March 6 vs. 96,248 in preceding week & 87,508 in same 1958 week, EIA reports. Year's 9th week brought production to 992,458 vs. 887,776 last year. Radio production was 277,682 (99,847 auto) vs. 282,163 (112,336 auto) in preceding week & 282,163 (112,336 auto) last year. Total for 9 weeks: 2, 526,944 (954,142 auto) vs. 1,912,191 (665,106 auto).

RCA'S 'NUVISTOR' TUBES: More evidence that the vacuum tube is anything but washed up came this week in RCA's demonstration of its tiny new highly reliable and inexpensive non-glass tubes. While presumably designed with exacting military & industrial requirements in mind, the tubes will be "competitively priced" and made in types designed for TV sets.

RCA's "Nuvisor"—whose name perhaps brings a needed aura of glamor to the electron tube—is nevertheless still a vacuum tube, but constructed in a new way. It is cylindrical, thimble sized—far tinier than conventional miniature receiving tubes.

The Nuvisor is extremely rugged—resists vibration, temperature changes—and can easily be mass-produced. Construction is cylindrical and doesn't require the fragile mica support discs or spacers used in conventional tubes. Principal materials used are ceramic, steel molybdenum & tungsten—no glass.

In addition to the advantages of reliability, Nuvisors will require far lower plate voltage & consume less power than conventional tubes. RCA predicted their useful lifetimes may eventually be "tens or even hundreds of thousands of hours."

In its N.Y. demonstration March 11, RCA showed a TV tuner using the new tubes, about 1/3 the size of conventional tuners. Manufacturers will receive sample Nuvisors from RCA "within the next several months." Limited commercial production is scheduled to begin next year. The first designs offered will be a small-signal triode and small-signal pentode, to be followed by a beam-power tube. The first 2 will be designed for TV tuners & IF amplifiers, the latter for audio output & horizontal deflection applications.

RCA says the cold-cathode principle (Vol. 15:4-5), when ready, will be easily adaptable to the Nuvisor design.

Recordio Corp. is the new company formed by former employes of Wilcox-Gay Corp. to take over that firm's former tape-recorder manufacturing facilities in Charlotte, Mich. Donald Heinisch, former exec. v.p. & gen. mgr. of Wilcox-Gay Corp., now chairman & pres. of Recordio, says most of the required funds have been raised by former employes and Charlotte officials & businessmen. Reopening of plant is tentatively scheduled next month.

Sylvania reports new records for factory sales of TVs & radios were set in Feb., the 2nd consecutive month in which new sales highs were achieved in both categories. Gen. marketing mgr. Robert L. Shaw said TV sales in Feb. were more than double the Feb. 1957 figure. Stereo phono shipments for the month were the highest since Sylvania entered the field in mid-1958, he added.

Electronics industry statistics are compiled again by the EIA in its 5th annual *Fact Book*. The 1959 data is expanded to include additional information about consumer, industrial & military products. Copies are available to non-members of EIA for 75¢ at 1721 DeSales St., NW, Washington 6, D.C.

NARDA members favor fair trade, by a vast majority, a special survey shows. Of those responding, 553 were for fair trade laws, 57 opposed them, 9 were noncommittal. Results of the survey will be presented March 17 at House Commerce Committee's hearings on fair trade legislation.

Penn-Texas Corp. (soon to change its name to Fairbanks, Whitney Corp.) was erroneously identified as the parent of Hallcrafters in our Vol. 15:10. The connection was severed last year.

Trade Personals: Vincent Barreca named Admiral exec. v.p., succeeding John B. Huarisa, resigned. Thomas J. Lloyd, Huarisa's former asst., named to new post of v.p.-govt. electronics. L. H. Moos promoted from v.p.-gen. mgr. to new position of pres., Midwest Mfg. Corp., an Admiral subsidiary. Stuart J. Brownlee promoted from v.p.-gen. mgr. to pres., Canadian Admiral Corp. Ltd., succeeding Barreca. Huarisa is on vacation, hasn't announced his future plans . . . I. L. Griffin, ex-GE range dept., named marketing mgr., GE TV receiver dept., succeeding Jack Beldon, now RCA v.p. & gen. mgr. for home instruments (Vol. 15:10) . . . W. Walter Watts, RCA group exec. v.p. (tubes, semiconductors, RCA International), elected to board of Electrographic Corp., N.Y. . . . Marvin Whitney, Hoffman consumer products v.p., named v.p. & administrator of new semiconductor plant to be erected in El Monte, Cal. . . . Maurice G. Paul Jr., ex-asst. treas., named to head new Philco distributor-dealer development dept. . . . Jacques Wolff, merchandise mgr., Canadian RCA Victor TV-radio-Victrola dept., named gen. mgr., new home instrument div. . . . Richard E. Krafve, ex-v.p., Ford Motor Co., elected to new post of group v.p.-commercial, Raytheon . . . James W. Ritter promoted to Northeast district distributor sales mgr., Sylvania electronic tubes div. . . . Robert L. Dietz resigns as v.p. and gen. mgr., Emerson Radio Assoc. (N.Y. distributor) . . . George Simkowski named advertising & promotion mgr., Webcor . . . Frank B. Powers, ex-Mallory, appointed exec. v.p., Aerovox . . . Thomas M. Fitzgerald Jr. promoted from sales mgr. to gen. mgr., Mallory electronics div., succeeding E. L. Nung, resigned . . . William J. Voss, former purchasing director, tube operations, promoted to new post of purchasing director, DuMont Labs . . . Dale A. Schonmeyer promoted to advertising & sales promotion mgr., Dage TV div., Thompson Ramo Wooldridge . . . Robert A. Donner, ex-Herold Radio & Electronics (Steelman and Roland div.), appointed gen. sales mgr. for electric chord organ line, American Audion Corp. . . . Richard J. Mahler, ex-Ronette Acoustical Corp. v.p., named to new post of gen. merchandising mgr., Sonotone electronic applications div. (phono cartridges) . . . Stewart Edgerton, ex-Ford Motor Co., named v.p. and controller, Shure Bros. . . . Peter H. Whelen, ex-Motorola adv. & sales promotion mgr., named merchandising & sales promotion director, F. H. Hayhurst advertising agency, Toronto . . . Andrew T. Fischer, ex-International Business Machines and RCA, named product planning director, Remington Rand Univac Engineering div., Sperry Rand Corp. . . . Andre G. Clavier, retired ITT Laboratories v.p., named scientific advisor to ITT pres. Henri Busignies . . . Dugald Black named Bendix industrial relations v.p., succeeding M. A. Heidt who will join the president's staff prior to retiring Oct. 1.

Robert E. Svoboda, Amphenol-Borg, was elected pres. of the Assn. of Electronic Parts & Equipment Manufacturers (EP&EM) succeeding Helen Staniland Quam, Quam Nichols Co. Other officers: Irving Rossman, Pentron, 1st v.p. of the 134-company trade group; Warren Stuart, Belden Mfg. Co., 2nd v.p.; Kenneth Hathaway, Ward Leonard, treas.; Kenneth C. Prince, exec. secy. New board members: Jay Greengard, Waldom Electronics; Mrs. Quam; Roy Laird, Ohmite.

Obituary

Arthur B. Goetze, 57, pres. of Western Electric Co., died March 9 of a heart attack. Surviving are his widow, son, daughter and 5 grandchildren.

Russell L. Heberling, 69, Philco v.p. & director until his retirement in 1957, died March 7 in Miami Beach. He had been with Philco 46 years.

Hoffman & the Future: Factory sales of the electronics industry will increase from the \$7.94 billion of 1958 to \$11.5 billion in 1965, Hoffman Electronics pres. H. Leslie Hoffman told N.Y. Society of Security Analysts March 10. He predicted that during the same period, Hoffman's total sales will grow from 1958's \$40,000,000 to \$100,000,000.

He gave this breakdown of anticipated 1965 factory electronics output as opposed to 1958 production: Military, including research & development, \$4.92 billion, or 42.8% of total production (vs. \$3.942 billion or 49.5% today). Industrial, \$1.975 billion or 17.2% (\$1.342 billion or 16% today). Home entertainment, \$1.87 billion or 16.2% (\$1.584 billion or 20% today). Replacement parts, \$1.435 billion or 12.5% (\$853,200,000 or 10.72% today). Semiconductors, \$1.3 billion or 11.3% (\$225,000,000 or 2.84%).

He indicated Hoffman will concentrate on the 3 fastest growing segments of the industry—military, semiconductors and industrial electronics. His company is now "in a position to enter" the latter field.

Hoffman's \$40,000,000 sales in 1958 were divided this way: Military, \$24,000,000 (60%). Home entertainment, \$10,000,000 (25%). Semiconductors, \$6,000,000 (15%). He said unaudited figures show the company's 1958 profits were approximately \$2.30 a share (vs. \$2.25 in 1958), which would mean net earnings of close to \$1,700,000 (vs. \$1,655,372 in 1957).

RCA unveiled 4 new portable and table-model sets this week with cabinets less than 12 inches deep. Stressed in the new sets is ease of service. Printed-circuit boards have complete wiring printed in white paint on the component side of the board with component symbols marked next to the actual component. Defective parts can easily be removed. RCA Victor TV v.p. James M. Toney said that "over 98% of all potential service requirements can be performed by the simple removal of the back cover." The picture tube can be moved forward in operating condition to expose the rear side of the printed-circuit panels "plus the few other components where the remaining 2% of the service requirements can be handled." RCA boasts the sets have no hidden tube sockets, no concealed controls, an easily removed chassis-picture-tube assembly, provision for conveniently discharging the picture tube, provision for easy removal of picture tube from front of set without removal of chassis.

Electronics Small Business Council is new trade group with offices at 1000 Vermont Ave. NW, Washington. Pres. Thomas L. Thomas of Polytronic Research Inc., Rockville, Md., is pres., and George Estock is chairman of the legislative liaison committee. Estock says the group currently has about a dozen members and was formed to get a better share of govt. contracts for electronics manufacturers.

Not so good for Goody: The huge N.Y. discount record retailer, Sam Goody, and 4 of his branch record-retailing operations—which do a total business of about \$8,000,000 a year—filed petitions March 10 under Chapter XI of the Bankruptcy Act.

Latest in stereo accessories: A "listening chair," made by Stereo Products Co., Severna Park, Md., contains 2 built-in speakers at average head-height, plus balance controls to adjust speakers, and stereo-monophonic switch.

Gabriel Co., Cleveland-based manufacturer of electronic and automotive equipment, is currently negotiating with an undisclosed firm to dispose of its subsidiary Ward Products, maker of TV & auto radio antennas.

Muntz TV begins deliveries next week of a new line of 21-in. TV-radio-hi-fi combinations beginning at \$220. Top-of-the-line units at \$300 contain stereo phonos.

Financial

Motorola's Hot 4th Quarter: Despite 4th quarter earnings which exceeded the total of the first 3 (\$2.14 vs. \$1.66 a share), Motorola's 1958 net income & sales dropped about 5% below 1957's level. But chairman Paul V. Galvin & pres. Robert W. Galvin predicted a rise of at least 10% in sales for 1959 and "a profit increase of greater proportions." Pres. Galvin said 1st quarter sales will be at least \$55,000,000, up 35% from 1958, and earnings will exceed \$1 a share (vs. 35¢ in 1958).

While consumer products sales contributed to the overall decline, the company's financial statement said their spurt in the 4th quarter "nearly overcame a previous decline, aided by the position Motorola attained in stereophonic hi-fi phonographs and a substantially improved proportion of industry sales of TV sets."

The statement revealed that the company is in the market to acquire new divisions by absorbing other electronics companies. The report for the year ended Dec. 31 (not including \$231,863 net income from Motorola Finance Co. in 1958 and \$209,528 in 1957):

	1958	1957
Sales	\$216,590,325	\$226,361,190
Net income	7,356,213	7,824,431
Earned per share	3.80	4.04
Shares outstanding	1,935,131	1,935,131

For 3 months ended Dec. 31:		
Sales	79,261,667	60,338,156
Net income	4,138,487	2,474,009
Earned per share	2.14	1.28

Hazeltine Corp. reports a 10.4% increase in net income in 1958 & a peacetime record in gross billings. The annual report also announced negotiations with the city of Indianapolis to lease property & facilities (including airstrip) of the Technical Development Center now operated by the Federal Aviation Authority at the municipal airport. Hazeltine now has plants throughout Long Island and in Burbank, Cal., & Chicago. While its major manufacturing and research business currently is military, the 35-year-old firm noted in its annual report that its civilian accomplishments last year were highlighted by the leasing of its new electronic timers for more rapid processing of color movie film and "the development of new circuits for improved color-TV reception." For the year ended Dec. 31:

	1958	1957
Gross billings	\$62,424,060	\$61,562,484
Net income	2,246,226	2,030,612
Earned per share	3.06	2.83
Shares outstanding	733,106	716,586

Litton Industries reports higher net earnings & sales for 6 months ended Jan. 31 than for any full year since the company's incorporation in 1953. As of Jan. 31, the company had gross assets of \$72,800,000 and net working capital of \$34,100,000, and 11,200 employees. For 6 months ended Jan. 31:

	1959	1958
Sales	\$56,941,000	\$39,902,000
Net earnings	2,724,000	1,802,000
Earned per share	1.48	1.02
Shares (computation basis) ..	1,778,071	1,778,071

General Transistor Corp. has filed SEC stock registration for 40,000 common shares to be offered publicly.

Common Stock Dividends

Corporation	Amt.	Payable	Stk. of record
Canadian Westinghouse .	\$0.25	Apr. 15	Mar. 13
General Bronze37 ¹ / ₂	Mar. 30	Mar. 23
Motorola37 ¹ / ₂	Apr. 10	Mar. 31
Webcor15	Mar. 31	Mar. 21

Time Inc., which controls 5 TV & 5 radio stations in addition to its 6 magazines, reports \$9,000,000 drop in total revenues & sharp decline in profits for 1958. The preliminary statement gave no breakdown between publishing & broadcasting, but pres. Roy E. Larsen noted that 1958 was still the company's 2nd best year in total revenues. In the full-year table which follows, the 1957 net income figure does not include a special credit of \$5,740,405:

	1958	1957
Revenues	\$245,102,000	\$254,096,000
Net income	8,737,000	12,024,000
Earned per share	4.47	6.15

Metropolitan Broadcasting Corp.—the former Du Mont stations, under control of John W. Kluge since late last year (Vol. 14:49)—will report an increase in earnings for 1958, it's understood. For the first 2 months of 1959, its WNEW-TV, N.Y., & WTTG, Washington, are said to be firmly in the black. The financial report will indicate WNEW-TV operated at a profit throughout 1958, as, of course, did highly profitable radio WNEW. Cleveland radio WHK is still said to be operating at a loss.

Gross Telecasting Corp. (WJIM-TV & WJIM, Lansing, Mich.), one of the few broadcasting entities whose stock is publicly owned, reports record revenues & earnings for 1958. The company's total assets at year's end were \$4,399,563, also an all-time high, up from \$3,865,137 a year earlier. For 12 months ended Dec. 31:

	1958	1957
Revenues	\$2,876,569	\$2,790,924
Net earnings	766,373	674,239
Earned per share	1.91	1.68

Crosley Broadcasting Corp. (WLW-T & WLW, Cincinnati; WLW-C, Columbus; WLW-D, Dayton; WLW-I, Indianapolis, & WLW-A, Atlanta) "reached new peaks in sales & earnings" in 1958, remarks annual report of parent Avco Corp., manufacturer of electronic, aviation & farming equipment. There is no further breakdown of broadcast earnings.

Technicolor Inc., whose activities have expanded from motion-picture color to still-color-film processing and microwave & TV electronics, reports a substantial rise in profits for the year ended Dec. 27, 1958:

	1958	1957
Sales	\$26,778,621	\$24,674,620
Net income	558,172	95,946
Earned per share	28¢	5¢

Loew's Inc. had \$35,796,000 in TV contracts outstanding for old MGM feature films & shorts as of Nov. 20, 1958, net profit of \$1,752,000, including profit of \$2,622,-Aug. 31, 1958, it took in \$9,492,618 from TV showing of pre-1949 films, with an additional \$2,540,463 in the 12-week period ended Nov. 20.

Columbia Pictures reports, for 26 weeks ended Dec. 27, 1958, net profit of \$1,752,000, including profit of \$2,622,000 on the sale of its West Coast processing lab facilities. In the same 1957 period, the company lost \$820,000.

Desilu Productions Inc. has been approved for trading on the American Stock Exchange (Symbol: DLU). The exchange will list 1,150,000 shares of common March 16.

Amphenol-Borg Electronics reports a drop in net sales & income for 1958, as compared with the combined statements of the former Amphenol Electronics and George W. Borg companies. For 12 months ended Dec. 31:

	1958	1957
Net sales	\$46,306,741	\$53,745,767
Net income	2,320,946	3,336,931
Earned per share	2.00	2.87

Electronics Corp. of America reports 1958 net income of \$208,001 (25¢ a share) vs. \$182,653 (22¢) in 1957.

Ampex Corp. filed an SEC registration statement (File 2-14827) this week for 204,191 common stock shares, to be offered for subscription by stockholders at the rate of one new share for each 10 held, price & terms to be supplied by amendment. Underwriters will be headed by Blyth & Co. The statement also lists 206,250 additional common shares to be issued to holders of warrants for the company's 5% sinking fund debentures. Proceeds would be added to Ampex general funds for such purposes as organization of a subsidiary for financing sale & leasing of magnetic tape recording equipment. Ampex said it doesn't intend to finance sales in the home entertainment market.

Lazard Fund Inc., big new investment trust with assets exceeding \$135,000,000 & 8,500,000 shares outstanding, shows in 1958 annual report that AT&T is one of its 3 largest equity commitments (25,000 shares at Dec. 31, 1958 quoted value of \$5,626,000). Also that its only other major holdings in companies largely identified with electronics are 25,000 shares of GE (\$1,959,375), 25,000 RCA (\$1,196,875), 12,500 Philips of Eindhoven (\$812,500). Portfolio also includes 4920 IBM (\$2,632,200).

Aerovox Corp. reports a sharp recovery from the 1st-half 1958 business slump, with sales & profits in final quarter higher than same 1957 period. Before-tax earnings for all of 1958 were higher than 1957, but the net after taxes was down due to a tax credit in 1957. The statement for the year ended Dec. 31:

	1958	1957
Net sales	\$17,488,000	\$20,893,000
Net earnings	216,700	276,300
Earned per common share ..	25¢	32¢
Shares outstanding	870,851	870,851

ITT reports record revenues and a 19% increase in earnings for 1958. The worldwide communications-electronics company had \$511,000,000 in unfilled orders at year's end, compared with \$485,000,000 a year earlier, and pres. Edmond H. Leavey predicted 1959 earnings will be \$2-\$2.25 a share. For the year ended Dec. 31:

	1958	1957
Sales & revenues	\$703,010,679	\$653,469,480
Net income	26,600,168	22,412,814
Earned per share	1.85	1.56

Pre-Print Orders for New TV Factbook

TELEVISION FACTBOOK No. 28, Spring-Summer edition of the TV-radio & other electronic entertainment industries' first, most widely used & most frequently quoted data book, will be off the presses at the end of March. Completely indexed, this nearly 500-pp. semi-annual "almanac" provides ready access to a wealth of basic data on all U.S., Canadian and world TV stations and networks (including complete rate cards of the U.S. & Canadian networks and digests of all station rate cards); data on all CPs outstanding and applications pending; updated allocations tables. All other depts. have been updated, too, including directories of the FCC, TV sales reps, program producers & distributors, manufacturers of TV-radio sets, tubes & transistors, TV-radio attorneys, consulting engineers, specialized consultants, electronics labs, etc., etc. Included with each FACTBOOK is a revised copy of our 34x22-in. Map of TV Cities and Network Interconnections, in color, suitable for framing. One copy of the FACTBOOK goes to each of our full-service subscribers. Extra copies, if pre-print orders for 20 or more are placed by March 6, cost \$2 each; single copies, \$5.

WEEKLY **Television Digest**

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The authoritative newsletter for executives of TV and associated radio and electronics arts & industries

SUMMARY-INDEX OF WEEK'S NEWS

NAB Convention

NAB'S SERIOUS, "SPEAK-UP-FOR-YOURSELF" theme dominates the Convention. A near-\$1-million annual information program to be explored by top-notch committee (pp. 1 & 5).

TAPE-MEASURING THE NAB CONVENTION, telecasters compare Ampex & new RCA recorders in hot sales competition. Video tape dominates exhibits (pp. 2 & 11).

THAT COMPTON PRESENTATION, climaxing anti-industry criticism, may well have triggered establishment of TV's defense committee. The magazines' dilemma (pp. 1 & 5).

HOW MUCH TRIPLE-SPOTTING? NAB 40,000-hour code-monitoring survey indicates commercial & programming abuses are rare among the 307 code subscribers (p. 6).

Stations

NO ALLOCATIONS DECISION IN SIGHT, as NAB hears reports from representatives of Executive Dept., Congress, FCC, and the industry (pp. 3 & 10).

RCA QUILTS NSRC ON ADVICE OF LAWYERS, fearing possible anti-trust implications. Percival stereo system demonstrated; NAB stereo activity (pp. 4 & 12).

Networks

CBS HOPES TO RE-EQUIP STUDIOS with "substantially better" British Marconi cameras. Affiliates get network views on color, tape, allocations, uhf affiliates, CATV (p. 8).

FCC

"EQUAL TIME" GETS ACTION as Lar Daly ruling stirs White House. Doerfer urges Sec. 315 repeal. Newspapers back broadcasters' protests. House hearings promised (pp. 3 & 7).

PROGRAMS & FCC SURVEILLANCE discussed by FCC Chairman Doerfer & Commission panel. All but Craven agree on duty to watch "over-all" performance (p. 8).

Advertising

TV ADVERTISING'S FUTURE is still a growth picture, despite near-saturation of homes, thanks to increased population, research, operating economy (p. 14).

Manufacturing & Distribution

TV-ELECTRONICS' RESILIENCE IN "RECESSION" is shown by our survey indicating a 1958 profits decline of only 3.2% vs. 16% for all industry (p. 16).

JAN. TV SET SALES DOWN, dropping to lowest first-month figure in 7 years. Radio sales 31% above '58 (p. 17).

IS FAIR TRADE FAIR? "Yes," says NARDA pres. in testimony on Harris price-setting bill. "No," says FTC & Justice Dept. Chances for passage slim (p. 18).

Other Departments

CONGRESS (p. 4). **PROGRAMMING** (p. 9). **FILM & TAPE** (p. 15). **FINANCIAL** (p. 19). **FOREIGN** (p. 20).

NAB'S SERIOUS 'SPEAK-UP-FOR-YOURSELF' THEME: Unanimously and very seriously, NAB's TV members have endorsed a major new information program to offset TV's detractors—notably the competing media. Culminating many months' buildup among industry leaders, telecasters at this week's convention at Chicago's Conrad Hilton Hotel set up an imposing committee to "develop specific plans for the design, financing and implementation of an industry-wide TV information campaign on a national basis."

Plans for a program to cost perhaps \$1,000,000 for first year alone are to be developed by committee headed by Corinthian Stations' young, dynamic C. Wrede Petersmeyer and comprising brilliant lineup: Robert D. Swezey, WDSU-TV New Orleans; Ward Quaal, WGN-TV Chicago; Jack Harris, KPRC-TV Houston; Roger Clipp, Triangle stations; Donald McGannon, Westinghouse stations; Kenneth Bilby, NBC; Michael J. Foster, ABC; Charles Steinberg, CBS. First meeting, in N.Y., is set for March 27, and initial report to NAB TV board is due by April 30.

"This will be a positive approach, not anti-anything," said Petersmeyer. It's not a crash program. It will be a major continuing effort, run on a sound business basis. First thought of committee members is to retain public relations and advertising consultants, screen their ideas. To finance the huge project, Petersmeyer said, committee will enlist the aid of "all those whose fortunes depend on TV—stations, net-

works, film syndicators, reps, even trade magazines—no matter how large or small." Project will be separate from NAB, but liaison will be maintained so that each group knows what the other is doing.

Petersmeyer stressed the "positive approach," asserting that "we're going to try to emphasize the contributions of TV and not try to tear down other media." This came after it was disclosed that several major magazines are launching a heavy "sneer at TV" campaign, prepared by Compton Adv. (see p. 5).

Buttressing the new task force will be CBS, which is embarking on a new full-scale TV public relations program of its own. Details of the network's enterprise weren't disclosed, but it's designed to shore up TV's programming weakness as well to exploit its virtues.

Never was there a more apropos keynote address than that delivered by NBC chairman Robert W. Sarnoff whose call-to-action speech (see p. 5) did much to precipitate the unanimous vote for the new program. So did talks by CBS pres. Frank Stanton before CBS affiliates, and by NAB pres. Harold E. Fellows.

The foregoing epitomizes seriousness of the convention, which drew 2400 attendees, nearly reaching 1957's record 2448, despite expectation that only 2100 would appear. Also contributing to the decorum of convention—in addition to the "let's-speak-up-for-ourselves" mood—was fact that NAB planners had clamped down on the normally carnival-like promotional activities of film distributors. Hospitality suites of those film folk who did come were scattered through hotel—with no midway. But some delegates missed the hi-jinks.

Herewith a summary of major developments of the convention, with references to page on which more detail is given:

(1) Allocations. Everyone is agreed that a "study" or "studies" of military uses of spectrum is needed and will be achieved, with the military apparently sincerely willing at least to talk about a long-range program of swapping frequencies so as to give TV more vhf channels (pp. 3 & 10).

(2) Equal time. It looks as if something will be done, finally, to revamp the ridiculous law which requires stations to give even crackpot & pipsqueak candidates equal time on air if a major candidate happens to appear in a newscast (pp. 3 & 7).

(3) FCC "program surveillance." Comr. Craven still stands pretty much alone in his total "hands off" policy, but his colleagues make it clear they aren't hovering like hawks waiting to strike (p. 8).

(4) Editorializing. Just be "reasonable & fair," says FCC, which adds that it doesn't expect broadcasters to scurry around in attempt to find someone who disagrees. However, stations are urged to use care when dealing with subjects of personal financial interest to themselves—such as pay TV (p. 7).

(5) TV tape. It dominated the exhibit space, many of the TV panel sessions and much of the corridor talk. RCA's demonstration of its new production-model recorder had impact, and there was plenty of comparison shopping—as well as in-fighting between Ampex & RCA and their partisans (see below).

(6) Stereo & FM. FM broadcasters, riding high on their new upswing, concluded in panel sessions & private meetings that they must provide a "different" kind of programming to continue their upward climb. Most prominently discussed was stereo—and just 2 blocks from the Hilton Hotel, a new stereo radio system was given its U.S. premiere. (pp. 4 & 11).

TAPE-MEASURING THE NAB CONVENTION: In terms of sheer telecaster excitement, TV tape dominated the NAB convention for the 3rd year in a row. Its demonstrations virtually eclipsed all other exhibits—with 5 machines in almost constant operation for 4 days. Its influence was present at nearly all TV management & engineering panels. And again it dominated corridor talk of telecasters and their engineers.

Something new was added this year to tape's dramatic story—conflict. RCA showed it was in TV tape recorder business for good. Before convention was day old, Ampex & RCA were slugging it out, openly and bitterly, over the advantages of their own machines and the disadvantages of their competitor's.

Each brand of recorder had its own adherents—and customers—among telecasters. In final analysis, it seemed really to boil down to matter of opinion. Both showed excellent color and b&w pictures—best taped TV we'd ever seen. Telecasters proved compatibility by bringing own tapes (many of them full of splices) and playing on both recorders. We saw Ampex tapes played on the RCA machine and RCA tapes played on Ampex machines with equally excellent results.

Anybody who hadn't heard of "electronic quadrature adjustment" by time convention was over must have been spending all his time in film producers' hospitality suites. For that was RCA's big pitch—and biggest point of conflict between the 2 manufacturers. It's a delay-line circuit which automatically compensates for misalignment of the 4 whirling record-playback heads and is major electronic difference between RCA & Ampex recorders.

RCA claims automatic adjustment insures compatibility of all tapes played on its machines. Ampex takes diametrically opposite approach, and video products mgr. Ross H. Snyder, in technical paper at convention, blasted this concept, charging that it can destroy compatibility. He maintained that only way to preserve interchangeability is through use of precision factory-pre-adjusted heads, as Ampex does.

Ampex, now producing VTRs at better than 2-a-day pace and with 328 recorders installed or due for installation by April 1, announced it had sold 17 more (about \$1,000,000 worth) during convention, with more sales expected in next few weeks as result of Chicago demonstrations (see list, p.11). RCA said it looked as if about 50 of its new production-model units had been sold—nearly a third of them color-equipped—but it wouldn't have figures until sales force compares notes. It hopes to begin deliveries in August.

In convention sessions & extra-curricular panels, telecasters exchanged views & experiences on the possibilities of tape—and found them virtually limitless. An Ampex-sponsored seminar, for example, heard BBDO live TV-radio production chief Al Cantwell say: "In order to stay in the TV business, a video tape recorder is a must piece of equipment." And Los Angeles' KTTV v.p. Robert Breckner told telecasters how to get into tape syndication business, startled them with the statement that KTTV's syndicated *Divorce Court*, in distribution only 5 months, and on only 17 stations, "has produced a 6-figure profit, over & above our profit on the local, original program."

More details on TV tape equipment, uses & possibilities will be found on p. 11.

LET'S BUILD A MONUMENT TO LAR DALY: We nominate Lar Daly of Chicago for a niche in any broadcasting hall of fame. This one-man America First party may never be elected to anything else. But Daly has already won an enduring place in TV-radio annals by doing more than any other single individual to point up the absurdities of sec. 315 of the Federal Communications Act.

To Daly goes everlasting credit for starting the first real moves in Washington toward putting some common sense into equal-time political requirements of the law (see p. 7). Who knows how long this might have taken if Daly hadn't pressed FCC to rule that any candidate for public office, no matter how obscure, is entitled to match newscast appearances of opponents on TV?

NO ALLOCATIONS DECISION IN SIGHT: NAB did everything humanly possible to present its members with every side of the TV allocations problem—and members left Chicago with a keen awareness that solution is nowhere in sight. About only thing really new was statement by FCC Comr. Ford, who is Commission's allocations liaison with Defense Dept., that latter is now "perfectly willing to sit down & discuss an exchange of govt. & non-govt. frequencies on a long-range basis." He emphasized his belief that Defense Dept. has a genuinely open attitude on the matter. Otherwise, here were principal developments:

(1) Many spokesmen asserted that the military has no desire to encroach on TV spectrum. These included: Lt. Gen. Arthur G. Trudeau, Army chief of research & development; John S. Patterson, deputy director, Office of Civil & Defense Mobilization; FCC Comrs. Craven & Ford.

(2) All concerned agreed that a study of govt. & non-govt. uses of spectrum is a must—but there's some disagreement on who should do it.

(3) TASO submitted to FCC the results of its 2½ year study, which shows qualitatively how uhf suffers technically in comparison with vhf. (For essence of TASO report, see Vol. 15:2, Jan. 10.)

(4) FCC members repeated their diverse and generally well-known views.

(5) Assn. of Maximum Service Telecasters vowed a continued fight to protect station service areas against "erosion."

(For details of the foregoing, see p. 10).

RCA QUILTS NSRC ON ADVICE OF LAWYERS: National Stereo Radio Committee—the EIA-sponsored all-industry group formed to receive and test all compatible stereo broadcast system proposals—will have to get along without RCA.

RCA pulled out last weekend on advice of counsel. In letter to NSRC, research & engineering v.p. Douglas Ewing explained that his firm's legal experts felt it was unwise for the company to participate because NSRC hadn't been cleared by Justice Dept. In such intra-industry activities in past—TASO, for example—Justice Dept. has given informal assurances that it doesn't consider these get-togethers of competitors to be anti-trust violations. At time NSRC was set up, no such clearance had been sought.

Big RCA is more touchy than most on subject of anti-trust, since it's under attack in several anti-trust actions now. Its feeling is understood to be that it's just not worth taking the chance—no matter how remote.

Actually, CBS was first big company to abstain from NSRC because of anti-trust doubts. Although it has indicated it will submit a stereo system for NSRC's consideration, it never joined or attended a meeting—for same reason that RCA gave for pulling out.

EIA was trying to remedy situation at week's end—through FCC. EIA feels that any possible fears would be dispelled if Commission gave its blessing to NSRC—as it did to the old NTSC. Then the member companies actually are working to assist a govt. agency—and, as such, it would be pretty ridiculous to charge any kind of "conspiracy."

There were no indications that other companies would follow RCA-CBS lead and get out. Feeling of other NSRC members we talked to was that RCA's astute engineers and its testing facilities would be sorely missed—but end-result of committee deliberations probably wouldn't be affected. RCA is currently testing its own compatible AM stereo system on WRCA, N. Y. (Vol. 15:9-10). If its defection from NSRC sticks, RCA presumably will file its own separate stereo petition & test data with FCC.

Britain's Percival stereo system was demonstrated in U.S. for first time this week—the Chicago showings being attended by NSRC members and broadcasters in town for NAB convention, as well as RCA's top engineering brass. We heard demonstration, found stereo effect quite satisfactory. (For more about Percival system and stereo & FM activity at NAB, see p.12).

Congress

Big trouble with the FCC and other federal regulatory agencies is that the White House exercises "crippling control" over them, Rep. Evins (D-Tenn.) asserted this week. In a long floor speech he said the agencies should be removed "from the undue influence of the executive branch" so they can: (1) Name their own chairmen. (2) Be independent of the Budget Bureau in seeking appropriations, legislation, etc. (3) Ask the Supreme Court for review of decisions "without being subject to the veto power of the Solicitor General." Evins also plumped for an omnibus agency "reform" bill (HR-4800) introduced by Chairman Harris (D-Ark.) of the House Commerce legislative oversight subcommittee (Vol. 15:8). Meanwhile Rep. Kastemeier (D-Wis.) added another "ethics" bill (HR-5708) to the heap of such measures introduced during this session.

TV time-selling practices will be investigated by a House Small Business subcommittee headed by Rep. Brown (D-Mo.). Promising a "painstaking & factual" inquiry to see if small business is getting a fair chance to advertise on TV, he says hearings will follow a staff study. Questions to be explored: What programs & time periods are reserved for big network sponsors? What periods are available to smaller regional & local advertisers? "Small business wants & deserves a healthy environment for growth & development," Brown points out. "Any Federal law or administrative regulation which has the effect of hampering growth or giving unfair advantage to the largest business enterprises is of concern to our subcommittee."

Added pay-TV views of the FCC, supplementing the Commission's comments last month (Vol. 15:9) on his proposal (H.J. Res. 130) to ban all systems, were sought by House Commerce Committee Chairman Harris (D-Ark.) this week. He asked the FCC to give him more details on its objections to the measure by March 26, when Congress goes home for an Easter recess. The Commission had questioned the constitutionality of inclusion of wired as well as broadcast systems in the Harris resolution. He also wanted the FCC to spell out details of how it would conduct tests under the measure.

U.S. TV has little to learn from European system operations, House Judiciary Committee Chairman Celler (D-N.Y.), a leading Congressional critic of network practices, conceded this week. Reporting on a swing last Sept. through England, France & Italy, he said that, by comparison, the industry here "is far ahead [in] technical development, receiving set distribution, area & population coverage, program quality, and particularly in variety & multiplicity of programs." At the same time Celler said that state controls of TV in England "warrant a searching second glance." He found that they "tend to eliminate evils" of U.S. TV which his anti-monopoly subcommittee has cited (Vol. 13:23): network program-time tie-ins, program production & sponsorship by advertisers.

USIA's Budget of \$106,800,000 for fiscal 1960, as submitted to Congress in Jan. (Vol. 15:4), was reduced to \$100,650,000 by President Eisenhower this week. The White House explained that delays in construction of VOA radio facilities made the \$6,150,000 cut possible.

NAB Convention

More about

THE INDUSTRY STRIKES BACK: It was certainly the right combination of the man, the place & the time, as NBC chairman Robert W. Sarnoff delivered his call-to-arms keynote address at the NAB convention this week (see p. 1). The speech epitomized the mood of a sorely-chafed industry which has embarked on a determined counterattack, and it came from a man who has been outspoken in criticizing the medium's detractors.

We have, he said, "a curious paradox: On the one hand, there is wide public support for TV & radio which supply what most of the people want most of the time. On the other, there is persistent criticism of these media because they serve majority tastes and interests. Can we take comfort in the belief that such public acceptance insulates us from the need for any real concern?"

"I believe not . . . a climate is being created for more government regulation of broadcasting. Proposals for legislative measures are prefaced with sweeping references to inferior quality of programming. Congressional hearings are on tap to consider what can be done about programs which bear the stigma of popular appeal.

"The danger of government intervention in the programming process is very real. Yet, it is only one offshoot of a broader danger—the creation of an unflattering image of broadcasting which could undermine its public acceptance. This image is painted with many brushes in many places."

Sarnoff then suggested some techniques for emphasizing TV's contributions:

"First, we should consider the possibility of commissioning an independent survey of public attitudes toward television. . . .

"Second, we should consider the most effective methods of using our own facilities to create wider understanding of our medium & how it functions in everyone's interest. . . .

"Third, we should consider the most practical way to organize and guide the effort. Perhaps it should be within the framework of the NAB as the existing industry association, but with the activity itself specially financed, staffed, & operated as a distinct new effort. . . .

"Meeting the challenge decisively on a national basis will require greater financial support than the industry now provides in the information area. But this should give us no cause to flinch. In 10 years, television broadcasting has become a business of \$1.3 billion annually. In another 10 years, it should more than double that figure—provided it acts now to assert its stature & assure the proper climate for growth."

* * *

NAB pres. Harold E. Fellows, in his annual address, agreed that broadcasters must protect themselves: "I don't believe it is unfair to call [the irresponsible comment] by its right name: calumny. . . . Our appeal to reason & understanding should be directed to the reasonable—and these, thank providence, constitute by far most of the people of this free land."

Fellows went on, however, to assert that "we must proceed from the premise that we ourselves comprehend not only our strength and virtues but our weaknesses and uncertainties. . . . Speaking purely in a moralistic sense, we must acknowledge that there are broadcasters who shouldn't be in this business, for the simple reason that they do not believe in—let alone subscribe to—decent rules of

behavior." He then offered these 9 "rules of order for the good broadcaster":

"(1) A realistic understanding that the function of a broadcasting station is to serve the public . . .

"(2) A firm and unwavering resolve to fulfill obligations to the advertisers . . .

"(3) An acknowledgement of the equal rights of clients through an honest policy of equal treatment in charges . . .

"(4) An adherence . . . to decent standards underpinning everything that goes on the air . . .

"(5) A respect for, but not subservience to, the continuing inquiry of Government at all levels of jurisdiction.

"(6) A militant attitude toward criticism—heeding it . . . when it is honestly inspired & fairly given . . .

"(7) An enlightened attitude in employe relations which will encourage reward and advancement for those demonstrating talent, productivity, and loyalty.

"(8) A continuing effort to achieve better educational programs training young people for careers in broadcasting . . .

"(9) Resolution to set aside incidental matters of competitive impulse in joining together on issues of major & critical concern to the survival of a free system."

CBS pres. Frank Stanton had planned to dwell on the subject at some length during his pre-convention address to CBS affiliates, but he concentrated on the equal-time problem instead, said he'd elaborate on the "defend yourself" theme via closed-circuit in the near future. However, he did say: "We are convinced that to survive and grow in an atmosphere of public confidence & freedom, we have got to be far more resourceful & energetic than we have been in the past in communicating with the people about ourselves. . . . We are convinced that we are beyond the stage where talking does any further good, and we are going to act. . . . I cannot emphasize too much how strongly we feel that our health & freedom as an industry are going to depend upon fuller public understanding of the facts, the conditions & the problems of broadcasting today."



More about

THAT COMPTON PRESENTATION: The straws had been piling up on the TV camel's back for lo, these many months, but the one big straw that finally did the job—by prompting this week's NAB convention decision to fight back—may well have been the Compton advertising agency presentation. Although news of it broke the week before the Chicago convention, it had been circulating privately in magazine circles since January (Vol 15:4) and had been developing for 18 months.

The Compton presentation is that agency's plan for an all-out, 4-color, double-truck, general-magazine attack on TV where Compton thinks TV is most vulnerable: the viewer's "guilt-feelings" about spending too much time in front of his set. (Of Compton's \$75 million billing in 1958, almost 60% was spent in TV.)

Whether Compton is correct in assuming that these "guilt-feelings" have anything like a sizeable Nielsen is probably less interesting to TV people than some of the phraseology of the presentation. It includes, for one thing, the baldest & grimmest statement about the media war yet put down on paper. To wit:

"Today, the vast share of national advertising dollars going into TV has created so critical a struggle among magazines 'for what's left'—that the traditional competition among magazines amounts, now, to cannibalism."

The March 23 *Newsweek* is appearing with the first of the ads which will sell the Compton theme of: "For people who love TV—but not that TV-guilty feeling . . . doing beats viewing, and reading is the most rewarding thing of all!" Also set to carry the campaign is *Saturday Evening Post* (April 4) and *Look* (April 14). Each magazine is tailoring the copy to its own personality, but all are hewing to the guilt-feeling line.

The Compton presentation has the cooperation of the Magazine Publishers Assn., and has been shown to other major magazines, one of its basic tenets being that "a really substantial list of magazines" is necessary to achieve the required impact on the public & on advertisers. But Time Inc. has decided, we are told, not to use the campaign—which rules out that group, including *Life*, *Time* and *Fortune*. *Printers' Ink* speaks of "4 or 5 major general magazines set to run" the campaign during the coming weeks with the rest of the industry in a wait-&-see posture. After all, it points out, "smaller select audience magazines have little to gain with the campaign."

Compton Advertising Inc. frankly proposes a 12-time schedule for the ads "in all of the magazines that recognize the TV-threat to their revenues" and recommends use of the maximum unit: a spread in full color. Although the presentation dwells at first on what are considered to be the shortcomings of TV programs, with a series of negative quotes such as "stale, trashy, moronic & cheap", it ends on a more positive note with these campaign aims: "to create unprecedented publicity for the magazine medium, to jolt advertisers into new recognition of the magazine as a vitally alive & powerful advertising medium & to focus maximum public attention on the greater rewards of magazine reading compared to TV-viewing."

But what is this magazine reading that viewers are to be urged to leave their sets for? And now comes the strangest part of the story, for more & more, as we have pointed out previously in these pages (Vol. 15:5), magazine editors have been turning to show business, and especially TV, for the bait to catch their readers:

Look has had 7 issues this year, 4 of them featuring either a cover or cover blurb devoted to TV. The cover was Steve Allen. Blurbs included Allen, the magazine's annual TV awards and Lola Albright of the *Peter Gunn* show.

Saturday Evening Post still sticks to its drawn slice-of-life covers, but the cover blurbs of 5 of its 12 issues so far in 1959 have sold TV stories inside. Three of the blurbs boosted Kathryn Murray's articles about husband Arthur, (the first issue reached a new circulation high) and one announced Pete Martin's piece on Danny Thomas.

One *Newsweek* cover featured Maurice Chevalier.

The first 12 covers of *Life* so far this year have included 3 of strong TV personalities, including Jack Paar. Its 4 February covers were devoted solidly and successively to show-business personalities, including, from the TV world, Pat Boone and Shirley MacLaine.

Helen Traubel was a cover blurb on one of *Ladies' Home Journal's* 3 covers. Debbie Reynolds-Eddie Fisher and an article entitled "The Disgrace of Hollywood" won blurbs on one of *McCall's* 3. And *Time* thus far in 1959 has used a cover portrait of Harry Belafonte. This long list takes no account of inside-the-book articles (such as *SatEvePost's* March 21 piece entitled "Our Fight Against TV Taboos," referring to NBC's "The Green Pastures"). It is a list of only those subjects which the editors selected for cover pictures or cover blurbs—the two positions accorded to what editors consider to be their choicest, most attractive material.

The Compton campaign, *Printers' Ink* rightly points out, is "an unprecedented move that carries a media battle well-known among advertisers & agencies into the open . . . [but now] . . . the media fight is shaping up for a public hearing."

TV's people this week could find comfort in the fact that their industry, in its NAB-convention action (see p. 1) had finally taken official recognition of the attack and was girding to meet it. But no doubt there is even more comfort in the knowledge that their medium is at peak highs in audience interest (Hugh M. Beville Jr. at NAB in Chicago) & revenues (Vol. 15:6), while the top challengers—the weeklies—find themselves with slipping ad revenues & a public audience that has to be lured with what *The New Yorker* (which will not adopt the practice) referred to last week in its annual report as "the extremely costly practice of high-pressure cut-rate subscription offers."

* * *

Magazine advertising lineage was up 2.3% in March over March 1958, according to *Printer's Ink*. For the first 3 months of 1959, the gain was 2.2% over last year. Showing the biggest gain was the movie-radio-romance group, 25.9% over last March and 17.8% ahead of 1958 for the first 3 months. The weeklies (Feb. issues) were off 3.6%, dropping their cumulative gain for the year to 1.1%.

How Much Triple-Spotting? If multiple-spotting and the shaving of the beginnings & ends of network programs are as prevalent as Young & Rubicam charged last week (Vol. 15:11), they must be concentrated among stations other than the 307 which subscribe to NAB's TV code. This was indicated by outgoing code review board chairman Roger W. Clipp, WFIL-TV Philadelphia (new chairman, Donald McGannon, Westinghouse stations), in his report to NAB's TV assembly March 16.

His comments covered the code board's monitoring program which aggregated 40,123 hours viewing time & which included the monitoring of every code subscriber for at least one 3-day 35-hour period. In 3 years of monitoring, the code board found 1349 multiple spots not condoned by the code (2 spots plus sponsored ID between shows)—or about half of 1% of all station breaks & program interruptions. He added that 20% of the multiple spots appeared on 6 stations.

His report did indicate that "approximately 3% of all network programs were separated by commercial intervals of more than the customary 30 seconds." He found this percentage of program-shaving "disturbing." But in other monitoring results:

Only 3% of all TV programs exceeded commercial time recommendations of the code. A total of 76 of the 307 stations were found to be telecasting 259 program-length commercials. Most of them have discontinued the practice. "We found 10 spots on 6 stations which might be construed as 'hard liquor.'" They were discontinued.

Summing up, Clipp said "TV comes up with a grade of 90% in abiding by its own self-imposed rules—a passing grade in any man's school."

NAB's 5-year contract with pres. Harold E. Fellows, which runs out in June, 1960, will be reviewed by an ad hoc committee June 15 in Washington, followed by probable action by the NAB board. The committee met in Chicago this week but reported no recommendations on terms of the contract, which now provides for a 4-year consultation arrangement with Fellows after he leaves his office. He has indicated his willingness to continue as pres.

The FCC

More about

"EQUAL TIME" GETS ACTION: The White House, Justice Dept., FCC Chairman Doerfer—and even some newspapers—lined up with broadcasters this week to fight the commission ruling that newscast appearances by candidates come under the equal-time political requirements of the Communications Act's Sec. 315 (Vol. 15:8-11).

"Ridiculous!" said President Eisenhower when he learned about the FCC decision that Chicago America-First-party mayoralty candidate Lar Daly was entitled to match TV newscasts in which his leading Democratic & Republican opponents were shown.

Reporting the President's reaction after he had been shown press stories and a letter from CBS Inc. pres. Frank Stanton about the equal-time ruling, White House press secy. James C. Hagerty said: "He has asked the Attorney General to consider whether any remedial legislation can be drafted or whether any other appropriate action can be taken in this connection." This meant that Attorney General Wm. P. Rogers had been instructed to get busy on the issue.

"I would repeal it," said FCC Chairman Doerfer in Chicago, where he was asked by reporters at the NAB convention what ought to be done with Sec. 315. In a luncheon address to the delegates Doerfer added that "substantial revision" of the law is needed, at the very least. "I have suggested that there be substituted a rule of reason or one of fairness in place of the present inflexible mandate," Doerfer said. He was in the minority when the Lar Daly rule was voted by the commission 4-3 last month.

"The ruling stands as gross encroachment upon freedom of information in a democratic country," said the *Washington Post & Times-Herald* editorially. "Ridiculous it is," the *N. Y. Herald Tribune* agreed. "Nonsense," commented the *Washington Daily News*, which went on: "If the govt. bureaucrats can get to telling the news media what they must broadcast or print, it won't be long before they are dictating what they *cannot* broadcast or print. Then, friends, we will have had it." Columnist David Lawrence wrote: "The idea [would] appear on its face to be contrary to the First Amendment to the Constitution, which supposedly guarantees a free press."

Meanwhile House Commerce Committee Chairman Harris (D-Ark.), who hadn't displayed much open concern about the broadcasters' equal-time dilemma earlier, said he now wanted to explore the problem.

In a letter to Rep. Cunningham (R-Neb.), sponsor of a bill (HR-5389) to exclude newscasts from application of Sec. 315, Harris said: "I am very much interested in this proposed legislation and certainly realize the importance of it. I will schedule it for consideration just as soon as I can work it into the busy program of the committee."

In his NAB speech, Doerfer outlined the problem this way:

"If every presentation of a duly elected public official, who happens to be at a given time a qualified candidate for an office, must automatically be matched by an equal amount of free time by all other such candidates, then the essence of governmental news will be emasculated during campaign periods. The broadcasters will be completely shorn of any journalistic judgments in this most important field.

"In my opinion a broadcaster should be given some discretion other than a Hobson's choice [of] either a plethora of bland political programming ad nauseum or a

complete blackout. This will be the ultimate result if Sec. 315 is meant to be construed in an inexorable manner."

Doerfer also scored equal-time candidates "whose sole qualification is a disposition to aggrandize their personal interests, indulge their idiosyncracies or harass a broadcaster." And the FCC chairman pointed out that it's unlikely that broadcasters who must apply for license renewals every 3 years would resort to "chicanery" by promoting favored candidates in news programs if the Sec. 315 ruling is changed.

NAB resolved to "reject the doctrine embodied in the recent Sec. 315 ruling and urge that all broadcasters continue to fight for complete freedom of electronic journalism." The convention resolution called for "such legislative action as may be necessary" to correct the ruling.

Note: Lar Daly wanted to address the NAB delegates, but convention managers said they couldn't find room for him on the program. He issued a statement, anyway. Daly said somebody on an upper floor of the Conrad Hilton Hotel—presumably an NAB member "possessing homicidal tendencies"—tried to kill him by dropping a "large, heavy" hunk of cheese (flavor unspecified) from a window as he picketed the convention. The cheese grazed UPI photographer John Quinn instead.

EDITORIALS? JUST BE "FAIR": FCC members didn't seem very excited about broadcast editorials, as they discussed them during their panel discussion at the NAB convention. Said Chairman Doerfer: "one misapprehension is the one about 'affirmatively seeking out' other voices every time you editorialize. Look at it as you would any controversial issue. You don't have to get every possible view. Broadcasting is still in its infancy. It takes time to build up experience."

Doerfer did caution broadcasters about taking sides on issues affecting them in a "personal & financial" way—such as pay-TV. "When you get into a thing like that, he said, "you have to be extraordinarily careful." He was alluding to FCC's reprimand of stations which editorialized on subscription TV without, in the Commission's opinion, giving pro-pay advocates adequate opportunity to reply (Vol. 14:22, 25, 27, 31).

Said Comr. Hyde: "There will never be a set rule on this. One simply must be fair."

Comr. Lee: "I'd rely on a broadcaster's good judgment. You need no elaborate investigation to find opposing views. If the subject is controversial, they'll seek you out."

Comr. Craven wants absolutely no Commission surveillance: "It seems to me that this Commission will find itself on dangerous ground if it tells broadcasters how to editorialize, and it seems to me that's what we are doing."

Comr. Cross said that broadcasters won't run into trouble if they're "reasonable & fair."

In a radio panel discussion of editorializing, participants urged more activity by all stations. Alex Keese, WFAA Dallas, co-chairman of NAB committee on editorializing, outlined the committee's work & discussed its report, offered as a guide to members. Robert L. Pratt, KGGF Coffeyville, Kan., stressed the need to base editorials on adequate factual background. Simon Goldman, WJTN Jamestown, N.Y., noted that he usually limited his editorials to local, state & regional issues and said that editorializing is "the greatest single thing we've done in 35 years of broadcasting." Daniel W. Kops, WAVZ New Haven, Conn., said that it was extremely important that the station's spokesman be identified with top management.

PROGRAMS & FCC SURVEILLANCE: By a majority of 6 to 1, FCC still believes it has no choice but to keep an eye on a station's "over-all performance in the public interest" when it comes to programming—but it isn't nasty about it. That much is abundantly clear from Chairman Doerfer's speech at the NAB convention this week, backed by comment of his colleagues during the FCC panel session—Comr. Craven dissenting.

The Commission's authority to refuse license renewals for "failure to program in the public interest" isn't authority to interfere with or censor free speech, as some critics maintain, Doerfer told the convention.

"The power to select another [licensee] is not censorship," he argued, citing court opinions which have "aided & abetted" the FCC in its policy positions. But when it comes to commercials, one thing seems sure, Doerfer said: "Another important point seems to be settled—commercial advertising is not within the protection of the constitutional guarantees of freedom of speech. The freedom to hawk cannot be equated with the freedom of talk."

As for objections to the FCC's proposed new program report forms, Doerfer made these points: (1) "No license has been lost or even jeopardized that I know of by reason of a mere examination of a report or statement." (2) Licensees need to be reminded periodically that they can't delegate their programming responsibilities.

Comr. Craven drew the broadcasters' applause for his vigorous, though lonesome, espousal of the position that any Commission surveillance of programming is "a dangerous encroachment on freedom of speech."

In the usual discussions, Doerfer elaborated on his speech: "I didn't want to indicate that FCC champions program surveillance. I doubt that FCC would take any direct action on a specific instance." However, he said, the Commission must look at stations' over-all performance.

Comr. Bartley said that broadcasters would have no trouble with the FCC "if you're proud of your station—and can listen to it."

Comr. Lee, discussing over-commercialization, said that the NAB code was a perfectly good guide.

Comr. Ford warmed the hearts of his listeners by saying: "The label of whether you get paid for it or not doesn't indicate whether it's a good program."

Comr. Hyde noted that convention was concerned with the "image" of broadcasting in the public's mind and said "Now is hardly the time to say there should be no interest in program quality." Competition, he said, is the best guarantee of quality.



Revised list of type-accepted TV transmitters, translators & monitors acceptable as of Feb. 6, was announced by the FCC this week. The list is not available for general distribution, but copies may be inspected at FCC headquarters & field offices. It will also appear in our upcoming new *TV Factbook No. 28*, due in early April.

Translator starts: K70BI & K76AP Big Lake, Tex. began March 7, repeating KOSA-TV Odessa & KMID-TV Midland, Tex. . . . K80AQ Needles, Cal. began March 2 with KTVK Phoenix . . . K75AA Manson, Wash. March 1 with KHQ-TV Spokane . . . K76AH Lewiston, Ida. Jan. 10 with KHQ-TV Spokane.

Allocations changes sought: Leon P. Gorman, Bangor, Me., requests switch of Ch. 7 from Calais to Bangor . . . Joint Council on Educational TV wants Ch. 10 assigned to Appleton, Minn. not Wis., as reported in Vol 15:10.

Networks

CBS's Lodge Reports: A new Marconi TV camera turns out "substantially better pictures"—and CBS is "fairly well convinced that the improvement is great enough to warrant a major re-equipping program." So said CBS-TV affiliate relations & engineering v.p. William B. Lodge at the network's Chicago affiliate conference.

The camera uses a 4½-in. image orthicon tube, as opposed to 3-in. tubes in U.S. cameras, and is "so stable electronically that it can be turned off at night & turned on the next morning without the time-consuming & labor-consuming realignment & constant adjustment during use," according to Lodge, who said he "wouldn't be surprised to see an equivalent U.S. design within the next 6 months." CBS has ordered a laboratory model of the Marconi Mark IV camera for delivery within 60 days. The new camera has already been tested by BBC & CBC.

The new camera was only one topic covered by Lodge in his report on CBS's experiences and attitudes in varied fields. Some others:

Video tape: CBS now has 27 Ampex recorders, has logged 50,000 hours on them, will begin logging 900 machine-hours a week when daylight time starts. Recording has improved so much that "even trained observers often can't tell the difference" between taped & live shows.

Color: "We are very definitely keeping our foot in the door. . . . We are right now in the process of converting [4] video tape machines for color" to meet possible client demands. Four color shows are scheduled in the next month. "We're spending hundreds of thousands of dollars per year on color activities, but we're putting our millions into new program product which can be seen in all TV homes."

Allocations: "I am reasonably optimistic that the ultimate solution won't be too drastic—that station coverage won't be appreciably reduced. . . . At least the recent uproar over proposed deletion of vhf boosters [would] support this conclusion."

Community antennas: CBS stands for "protection of program property rights, no charge for TV reception, and continued operation of TV stations wherever the market will support them."

Uhf: Despite CBS's dropping of its Milwaukee uhf WXIX, it realizes that uhf stations can deliver audience. In fact, CBS advertisers spent \$10,000,000 in 1958 to include uhf in their line-ups (besides Hartford & Milwaukee).



ABC-TV looks forward to far higher billings than ever next season, the network's officials told affiliates at their pre-convention Chicago meeting. They announced that ABC-TV would have 10 full-hour shows, vs. 4 this season. Also announced was a new affiliate co-op advertising scheme, whereby the network will set an ad budget for each affiliate and contribute half of that amount for the promotion of ABC-TV programs through co-op ads. The network is understood to have received affiliate approval for extension of programming through 11 p.m.

New ABC-TV affiliates committee, elected at pre-convention meeting: Joseph Hladky Jr., KCRG-TV Cedar Rapids, chairman; Brent Kirk, KUTV Salt Lake City, vice chairman; Howard Maschmeier, WNHC-TV New Haven, treas.; Don Davis, KMBC Kansas City, secy.; Joseph C. Drilling, KJEO Fresno, Cal.; John Gelder Jr., WCHS-TV Charleston, W. Va.; John F. Dille Jr., WJSV South Bend-Elkhart, Ind.; Joseph Bernard, KTVI St. Louis; D. A. Noel, WHBQ-TV Memphis.

Oscar's TV Tab: The motion picture industry will pay \$900,000 for its annual Oscar awards telecast on NBC April 6 from the Hollywood Pantages Theater, but the actual amount TV & radio are receiving of that sum for the 105-minute broadcast is kept hush-hush by both network & the Academy because of complaints by some movie people about money spent on the arch-competitor of pictures. The figure, 10% higher than last year, includes production costs of the show, TV & radio time, 500 prints of the telecast to be sent overseas, exploitation, advertising & miscellaneous items.

Last year's production & air time cost about \$750,000. Since then network rates have been raised, and the number of TV & radio stations to carry the show will be larger. NBC expects to telecast the event on 184 U.S. & 33 Canadian TV stations and its full 200-station radio network. The Academy will also pay a higher theater rental this year. In the days before the industry picked up the tab, Oldsmobile sponsored the show, paying \$650,000.

Little real anti-TV action on the Washington front was predicted for the coming year by CBS v.p. Richard Salant in address to the affiliates meeting in Chicago. After outlining 10 potentially dangerous actions brewing in Congress, the FCC & elsewhere, he ventured this forecast: "I would guess that with the possible exception of the Keating bill [which could enlarge baseball TV black-outs] or some variation of it, and with the further possible exception of some sort of limited pay-TV tests . . . there will be no definitive final action on any of these other issues in the next 12 months." Other issues included in Salant's outline: Bennett network control bill, Monroney ratings hearings, anti-option-time moves, FCC program hearing, FCC's proposal to get networks out of the spot rep business, Harris bill on FCC procedures, the Senate & House FCC investigations, spectrum study proposal.

One of the most important bills pending in Congress, NAB govt. relations mgr. Vincent T. Wasilewski told the TV assembly during the convention this week, is one which would permit minor leagues to forbid TV coverage of major league games within 75 miles of the minor league cities when the minors were playing at home. Urging strong opposition, he said passage of the bill could keep major league games off the screens of 19,350,000 sets 50% of the time. CBS v.p. Richard Salant told affiliates in Chicago that CBS "will take no position for or against the bill," introduced by Rep Keating (R-N. Y.). He predicted that the bill would pass this session.

Mushroom development & housing problems of the networks are pointed up this week by issuance of Ross Reports' *N.Y. TV Production Directory*. One page, listing addresses of the nets, shows CBS offices now located in 9 Manhattan office buildings, scattered from 45 to 57 St. Studios are listed at 15 addresses in an area from 26 St. to 109 & from First Ave. to 9th. NBC has offices at 4 addresses & studios at 5, including one in Brooklyn.

Hal Roach Jr. resigned as chairman & director of Scranton Corp., parent of Hal Roach Studios & MBS whose sales were imminent—but not completed—at press time. Well known Los Angeles financier Ivan Townsend Smith, head of a syndicate negotiating to buy Hal Roach Studios, was in N. Y. for discussions with Scranton Corp. Roach Studios continued to pare studio personnel, with only about 50-60 now on the payroll, as compared with more than 300 normally. Among the latest to leave was Bill Sterling, Hal Roach's assistant.

Programming

Radio Worldwide, the proposed new national radio program service, aroused heavy interest of broadcasters at a closed meeting in Chicago during the NAB convention—but mighty few were willing to back up their interest with cash. "More than 50" broadcasters attended the session, according to the release issued after the meeting. It was learned, however, that only 9 or 10 were willing to sign on the dotted line to pay 30 times their highest one-minute announcement rate to a development fund—far short of the "minimum of 25 charter members" which Worldwide wanted for a start. Nevertheless, Herbert L. Krueger, WTAG Worcester, principal organizer, said the group will go ahead with incorporation plans. It was also learned that the group's organizers have had discussions with Radio Press, UPI & *The New York Times* as possible news suppliers, and that ABC had contracted Worldwide to see if there was any way it could fit into the picture.

Three new NBC-TV series, to be produced live, making wide use of video tape techniques, will be launched this fall by network, based on shows already sampled in the *Kaleidoscope* series. The first is an outgrowth of *Kaleidoscope's* largely-tape backstage look at Radio City Music Hall last November. It will be called *The Story Behind*. The second is titled *Great American Families*. Its prototype is the upcoming May 3 profile of the Cristiani Bros. circus. The third is titled *The Commandments*, and will be launched as a special series of 90-minute dramas based on themes from the biblical 10 Commandments, as in the Ben Hecht "Third Commandment" story, recently telecast. All 3 series will be developed by Herbert Sussan.

Commercial stations devoted \$271 million in time & talent to public-service programs, according to the latest *TV Age* survey. It was the 4th straight record-making year, said the magazine. The average station's total public-service time came to 274 hours, up from 1957's 253. The dollar figure was a 10% increase over the year before. It was also reported that more public-service shows got into Class A time, with the resultant increase in viewing. Previously-reported public-service shows which found sponsors were no longer retained in that category.

Covering both nominating conventions in 1960 will cost roughly \$3,000,000, said NBC's v.p. Wm. R. McAndrew this week. He estimates that 350 NBC people & 10,000 sq. ft. will be needed for coverage of the Democratic convention in the Los Angeles Sports Arena, and adds that on-site work must begin 6 weeks before. RCA's "miniaturizing" of equipment, believes McAndrew, will help, with 2-way radio equipment tiny enough to slip into a pocket, and smaller hand cameras than before. Coverage, it was noted, will not be "gavel-to-gavel" but selective.

NBC has bought *Whispering Smith* film series from Revue Productions, ordering 26 half-hour segments for next season. It's a western about Denver in the 1870's. Revue is now negotiating for Audie Murphy for the lead.

Bill to let TV & other cameras into courtrooms, now before N.Y. state legislature, was opposed this week by N.Y. Bar Assn., on grounds they would "pressure" witnesses & "divert" juries.

CBS News bagged the top award for video news reporting from National Headliners Club 25th annual competition from a record list of 2,000 entries. The winning telefilm was CBS coverage of a street battle in Beirut during the Middle East crisis made by staff cameraman Paul Bruck, with narration by Frank Kearns.

Stations

More about

NEXT—STUDY OF GOVT. SPECTRUM: Now that TASO has given FCC its exhaustive study of the technical differences between uhf & vhf (see p. 3), it looks as if the next big & lengthy project will be a study of govt. (principally military) uses of frequencies and the possibility of swapping spectrum to provide TV with more vhf channels.

The military is willing to talk about it at least. Said Lt. Gen. Arthur G. Trudeau, Army chief of research & development:

"We have the closest working relation with the Commission, and have been approached by the Commission with respect to ultimate frequency solutions for a national competitive TV system. Some 6 different solutions have been presented to the Army, Air Force, & Navy for comment as to military impact. While this action has not been staffed yet, I am advised that complete information of military operations will be provided to the Commission. If it will allay your fears, we do not seek to expand military bands by this action. We are concerned, however, that this national allocation problem must be resolved to clarify frequency planning in the general 30 to 100 mc region."

Gen. Trudeau also stated that the military "has some type of equipment operation in practically every frequency band of the spectrum" but that "we respect the national frequency allocations that exist in peacetime. We carefully engineer our operations to insure that they will be compatible with nationally allocated services in the various frequency bands." Some training exercises using the TV bands are conducted at night, he said.

Rep. Bray (R-Ind.) reasserted his fear that the military may be hoarding spectrum space and said he wants an "impartial" study by a commission including members not appointed by the President—opposing the OCDM recommendation that all 5 members of such a group be named by the President (Vol. 15:6). He expressed great respect for the military, said he was proud of having been an officer for 33 years, but asserted that officers have a habit of "packrat-ism . . . of putting aside everything they can find, and [they] always desire to have an excess in reserve against the day when they might happen to need something." Noting that Rep. Harris (D-Ark.) has a spectrum study in the works (Vol. 15:8-10), he said there would be no need for his bill to appoint a special commission "if Harris goes ahead."

John S. Patterson, deputy director of Office of Civil & Defense Mobilization, substituting for director Leo A. Hoegh, was dogged in his insistence that a spectrum study should cover both military and civilian uses. Said he: "Bray wants to study only the military. OCDM wants to cover the entire spectrum. The spectrum is everyone's—a great natural resource. I suggest that the problem is so complex that a thorough-going examination of the whole spectrum is necessary. I regard it as urgent."

NAB TV v.p. Thad Brown asked Patterson whether the military wants TV's Ch. 2-6, and latter responded: "I know of no demand or any request by the military. I believe we'd know if there were any such request." Rep. Bray asserted that an Indiana U professor told him that the military does want Ch. 2-6. "I was suspicious," Bray said, "because OCDM wants to study non-govt. uses."

Patterson said the President "has the job of finding men of acknowledged impartiality" for his proposed 5-man commission. He said he didn't know whether all 5 or fewer

should be technical men. We asked whether the 5 who served on the President's Special Advisory Committee on Telecommunications (Vol. 15:6) might be suitable. He said they'd be "potential candidates" but that the problem was to get men to serve full time for a year or so.

In the FCC panel discussion, Comr. Bartley noted that in July 1954 he had given his opinion that uhf would never be a major factor and that a special Congressional commission should explore the possibility of exchanging uhf for 216-470 mc and shifting the uhfs to the new vhfs. Comr. Lee stated: "We're up to our hips in studies. A long-range shift is fine, but we need immediate help. I think a 5-7 year shift to uhf is the answer." Comr. Ford: "The area of a shift must be explored before a decision is made." Comr. Cross: "A study should help to determine the efficiency of spectrum use, between govt. & non-govt. users. I for one am not going to be a party to making more than 40,000,000 TV sets obsolete."

Dr. George Town, exec. director of TV Allocations Study Organization, after presenting a mimeographed copy of his report to FCC Chairman Doerfer (printed copies due in a month or so), summarized the group's findings, namely, that uhf signal drops off very rapidly after a "critical distance" is reached, while vhf holds up better & that uhf suffers from receiving equipment shortcomings in comparison with vhf (Vol. 15:2).

Following Town's presentation, these TASO experts elaborated on TASO's procedures & results: Dr. Wm. L. Hughes, Iowa State College; Lucien E. Rawls, L. H. Carr & Assoc.; Harold G. Towlson, GE; Dr. George E. Dean, Hazeltine.

The uhf component of TASO, committee for competitive TV, headed by Wm. Putnam, WWLP Springfield, Mass., later in the week released its comments on the TASO report. It stated: "A single contiguous uhf band is obviously the only workable solution to the allocations problem. Uhf has been proven satisfactory wherever economic opportunity has been available. The problem is political, economic & social, rather than technical."

Assn. of Maximum Service Telecasters, in a meeting before the NAB convention, heard its exec. director Lester W. Lindow assert that telecasters would be "in serious trouble" today if they hadn't organized to defend themselves. "Thus far," he said, "our opponents have shown little concern for the effect of their proposals upon the public in reducing service from existing facilities."

AMST general counsel Ernest W. Jennes urged the adoption of a plan to prevent the promulgation of "extreme proposals for change in the fundamental system of TV allocations" and to forestall the "erosion of service."

AMST engineering consultant Howard Head offered a new study on the effect of trees on uhf propagation from WBOC-TV (Ch. 16) Salisbury, Md., concluding that trees drastically attenuate the signal.

Meanwhile, Electronic Industries Assn. held its spring conference in Washington this week, and its spectrum study committee (H. Leslie Hoffman, chairman) reaffirmed its willingness to back any high-level spectrum study, but it avoided endorsing any pending proposal—OCDM's, Rep. Bray's or Rep. Harris'.

Ward L. Quaal, WGN Chicago, was unanimously re-elected pres. and William D. Wagner, WHO Des Moines, secy. of Quality Radio Group at a meeting of officers & board March 16 in Chicago. Frank Gaither, WSB Atlanta, was named v.p. Newly elected directors are Roy I. Bacus, WBAP Ft. Worth; John L. Vath, WWL New Orleans.

More about

TV TAPE AT NAB: Whether they favored the RCA or Ampex approach (see p. 2), telecasters at the NAB convention were thinking seriously about TV tape. They crowded the elaborate exhibits of both manufacturers, rode the controls, made splices—even “had their pictures taken” on the 2-inch-wide magnetic tape.

Many were impressed with RCA’s vertically rack-mounted recorder with all accessories & refinements built in. RCA displayed its first “production model” recorder, already sold to WBTV, Charlotte, N.C. (which also has an RCA pre-production unit) with excellent color pictures.

Ampex showed 4 of its familiar desk-type machines—one equipped with all accessories, including color. Another was in the “Videotape Cruiser” (Vol. 15:5), a complete \$200,000 bus unit parked across the street from the Hilton Hotel. Demonstrated on the machine in the bus were tapes of Las Vegas at night & Boulder Dam, made while in motion on the cruiser’s trip from California to Chicago. The cruiser “covered” Chicago’s St. Patrick’s Day parade during the convention, and the tapes were played on other Ampex machines in the exhibit hall.

The reputations of the 2 manufacturing companies entered strongly into telecasters’ choice—and even then, it was a tough decision: Should it be “RCA all the way” on the basis of its wide-ranging know-how in the TV equipment field, or Ampex, an acknowledged expert in the field of high-quality tape recording equipment? Either way, it was a matter of personal opinion—but the happy fact remains that the machines are mutually compatible, produced under the same patents, although features & construction details differ.

While RCA’s sales representatives downstairs at the Hilton were explaining the superiority of their TV recorder, Ampex’s 8th floor newsroom was issuing a strategic release reporting that it had just shipped “the last of 12 complete color Videotape Recorders to NBC in N.Y.” When RCA extolled the virtues of its electronic quadrature adjustment, the Ampex people snapped: “We invented it, and gave it up in favor of precision-adjusted heads.” RCA countered that its heads are precision adjusted, too, and that Ampex would have to follow suit with a similar electronic adjustment. And so it went for 4 days.

Ampex announced 17 recorder sales at the convention, including these: 7 to Television de Mexico (Emilio Azcarraga), which already has 4; 2 to Australia’s NWS, which begins telecasting in Sept. in Adelaide; 2 to Peter DeMet Productions (*Championship Bowling, All-Star Golf*), Chicago; Sports Network Inc., N.Y., live syndicator of sports telecasts; WWLP-TV Springfield, Mass., first uhf outlet to buy a video tape recorder; Storer’s WITI-TV Milwaukee; WMT-TV Cedar Rapids, Ia.; KTRK-TV Houston.

It’s significant to note the type of purchasers who are getting into the VTR act in the list above. For Mexican TV—whose stations are widely dispersed—the recorders obviously are intended to serve as a substitute for microwave interconnections for stations beyond the country’s central TV relay system. And it wouldn’t be surprising to see TV tycoon Azcarraga begin a taped program exchange soon with U.S. TV stations, networks & syndicators. The DeMet purchase of 2 machines means another film syndicator is going into the tape syndication field soon.

Just how complete the tape revolution is becoming was described by 2 speakers at an Ampex Videotape seminar. BBDO’s Al Cantwell predicted that “within a few years” 80% of all commercials—spot or network—will be on tape,

and every station will need a VTR as much as it now needs a 16-mm film chain. “Every station in the country with a recorder,” he added, “can get into the tape commercial production business.” He pointed out that networks now use more tape than film (26% tape, 23% film, 51% live), and cited these examples of the heavy swing to tape for network commercials:

U.S. Steel, 90% of whose commercials were on film one year ago, now puts 40% of its commercials on tape. *Armstrong Circle Theatre*, which first used all live commercials, then all film, now tapes 90% of them. Campbell Soups switched 100% from film to tape commercials. Spot commercial campaigns are beginning to turn to tape, he said. “The tape-equipped stations will get the business.”

KTTV v.p. Robert Breckner, at same seminar, outlined his station’s results in its venture into tape syndication (Vol. 15:5). “Tape syndication is here,” he said. “It’s a reality. It isn’t 2 or 3 years away. It’s now.”

Big advantage of syndicating tapes made by a local station, he said, is that most of the costs are covered in the local telecast—and syndication showings can contribute a healthy profit. In addition to *Divorce Court* (see p. 2), KTTV is now syndicating *Peter Potter’s Juke Box Jury* through NTA. “The only reason we could put such a network-caliber show on locally was because of its tape syndication possibilities.” Also being syndicated is the 5-times-weekly *Paul Coates Show*. Duplicate tapes are made by the station for syndication.

* * *

In further recognition of tape’s importance on the TV scene, NAB pres. Fellows appointed a new TV advisory committee on video tape usage, headed by Harold P. See, KRON-TV San Francisco. Management representatives on the committee are Ken Tredwell, WBTV Charlotte, N.C.; Norman P. Bagwell, WKY-TV Oklahoma City; Bill Michaels, WJBK-TV Detroit. Engineering representatives are Stokes Gresham Jr., WISH-TV Indianapolis; R. T. Bowley, Westinghouse Bestg. Co.; Virgil Duncan, WRAL-TV Raleigh, N.C.; Howard A. Chinn, CBS-TV. See indicated that one of the committee’s major projects would be the establishment of TV tape operation standards.

Educational Television

Pittsburgh’s 2nd Educational: WQEX (Ch. 16) got program test authorization Feb. 19 and planned to start telecasting immediately. It will provide supplementary school-room service for sister WQED (Ch. 13, educational), which has been on the air since March, 1954. WQEX has a 12-kw GE transmitter, uses a remodeled GE antenna on WQED’s 500-ft. Blaw-Knox tower. WQEX won’t have a separate staff, both stations being operated under the direction of gen. mgr. Wm. C. Dempsey. It’s the 41st non-commercial outlet and brings on-air total to 552 (86 uhf).

Terms of merger of Transcontinent TV Corp. & Marietta Bestg. Inc. (Vol. 15:7), disclosed this week, provide for an exchange of Transcontinent stock for stock of Marietta, with present Transcontinent stockholders retaining 65.19% and Wrather and Edward Petry & Co. Inc. of Marietta sharing 34.81% (Petry holding minority). Value of the combined properties was placed at approximately \$30 million. The combination will put under one tent the following: Transcontinent’s WGR-TV & WGR Buffalo, WROC-TV Rochester, 60% of WNEP-TV Scranton-Wilkes-Barre, 50% of WSVA-TV & WSVA Harrisonburg, Va., Marietta’s KFMB-TV & KFMB, San Diego, and KERO-TV Bakersfield, Cal.

More about

FM & STEREO AT NAB: Impressive demonstrations of the widely-heralded Percival system of stereo broadcasting highlighted stereo activities at NAB's Chicago convention—but unfortunately were missed by many delegates who would be most interested. The Percival demonstrations, staged by the big British electronic combine EMI Ltd. (which owns Capitol Records in U.S.) at the Congress Hotel, weren't an official part of the NAB agenda or exhibits. Broadcasters will have another chance to hear the system March 23-26 at the Henry Hudson Hotel in N.Y.

The system's biggest advantage, as it appeared to us, is in the possibilities it presents for networking of stereo broadcasts. Unlike other single-channel stereo systems, it requires no more telephone lines than a standard monophonic broadcast—a big dollar saving as compared with other systems which require parallel lines.

Invented by Dr. W. S. Percival, the system uses a unique technique whereby the complete signal is carried on the main carrier (in FM) and "directional information" is on a subcarrier occupying only 100 cycles and at much lower effective power than the main carrier. The receiver unscrambles the directional information and directs the sound to one speaker or the other. Because the directional information requires so little frequency space and power, the system is said to be easily adaptable to AM (directional information being carried on a sideband).

Marketing director R. W. Addie of EMI Ltd., who conducted the demonstrations, estimated that the equipment required by a station would cost considerably less than \$20,000. For transmitting network-originated stereo only, a station would require far less equipment, the principal part of the gear being installed at the network end.

At the receiving end, a 5-tube decoding unit is required, in addition to the standard double-amplifier-speaker setup needed for all stereo systems. In production, this unit might be made to sell for around \$25.

* * *

FM broadcasters at the NAB convention expressed the greatest interest in stereo—although stereo was featured in only 2 technical papers. The FM operators, riding a new wave of enthusiasm for their medium, devoted a portion of their official panel discussion to stereo and what it has done—and can do—for their stations.

FM's resurgence was obvious at the equipment exhibits. In contrast to some past conventions in the medium's blacker days when not a single FM transmitter was displayed, 4 manufacturers displayed at least one new model each. All of these were available as multiplex transmitters—for functional music or stereo—and it was obvious that FM broadcasters, in their shopping, were eyeing stereo.

* * *

FM Assn. of Broadcasters is the new name given the old FM Development Assn. in a reorganization meeting held in Chicago Sun. March 15 before the NAB convention. The group made its main objective the promotion of FM as a commercial medium with its own distinctive format—as opposed to mere duplication of AM programs. Its members approved a plan to set up a national office at 1 Park Ave., N.Y., with a full-time director.

The new president of FMAB is Larry Gordon, WBNY-FM Buffalo & WDDS-FM Syracuse. Other officers: Fred Rabell, KITT San Diego, v.p.; Frank Knorr Jr., WPKM Tampa, secy.; Harry Tanner, WLDM Detroit, treas.

Screen Gems Station-Shopping: An expansion into station ownership is planned by Screen Gems as its latest diversification move, according to Ralph M. Cohn, pres., and conversations have already begun on the station brokerage circuit. To head the planned expansion, SG has hired Norman Louvau, former gen. sales mgr. of KRON-TV San Francisco, with the title of gen. mgr. of station operations. Louvau will be responsible for negotiating the "maximum allowable" purchase of stations, and ultimately of supervising their operations in a separate division.

The Columbia Pictures subsidiary will thus be following a pattern explored previously by National Telefilm Associates, which owns WNTA-TV N.Y., KMSP-TV Minneapolis, and will also have WDAF-TV Kansas City in the fold when its corporate marriage with National Theatres becomes final, possibly in April. Less than a month ago, SG purchased Elliot, Unger & Elliot, a thriving film-commercial production firm also equipped to shoot tape spots. NTA is also in the tape field through its Telestudios subsidiary.

Other telefilm firms are involved to some degree in the station field currently. Loew's (MGM) owns 25% interest in KTTC, and Paramount Pictures, now edging into telefilm production, owns KTLA, both in Los Angeles.

Consolidated Sun Ray Inc., owner of WPEN Philadelphia & recent purchaser of WALT Tampa, Fla. (Vol. 15:11) this week bought WSAI Cincinnati (1360 kc, 5-kw U) for about \$1,500,000 from Sherwood Gordon. Sun Ray also filed application with FCC for a 10-kw daytime station to operate on 940 kc in Washington suburb of Takoma Park, Md. Last week, the deal for the purchase of radio WCKR Miami from *Miami Herald-Miami News-Niles Trammell* group for \$800,000 (Vol. 14:21, 40, 45) was cancelled by mutual consent of parties after time ran out on the agreement. Broker in the Cincinnati deal was R. C. Crisler. Also this week, singer Pat Boone and associates in Townsend Investment Co. signed agreement to purchase WKDA, Nashville, Tenn. (1240 kc, 250 watts U) & KNOK Ft. Worth, Tex. (970 kc, 1 kw D) for about \$1,000,000 from group headed by controlling stockholder John W. Kluge, chairman-pres. of Metropolitan Bcstg. Corp.

Undaunted by a preliminary injunction granted by the Rhode Island superior court March 5, blocking the sale of WJAR-TV & WJAR Providence, and the Outlet Co. department store to the 91065 Corp. (Vol. 15:10), the trustees, who plan to appeal, this week filed an application for the transfer with the FCC. The application reports that the prospective buyer plans to retain the stations and to sell the store to N.Y. realtor and play producer Roger L. Stevens for a guaranteed minimum of \$4,000,000. Assets of the store as of July 31, 1959 are expected to be approximately \$9,255,000, liabilities \$762,000. Because sale of the store would produce tax savings of about \$2,000,000, the 91065 Corp. would be paying approximately \$6,000,000 for the stations. The Outlet Co. balance sheet as of Nov. 1, 1958, shows current assets of \$8,135,626, other assets \$4,719,190, for a total of \$12,854,816. Current liabilities are \$2,972,306, capital & surplus \$9,882,510.

Another objection to experimental booster for Johnstown, Pa. area being sought by Triangle Publications, Inc.'s WFBG-TV (Ch. 10) Altoona, was filed this week (Vol. 15:7,11). WARD-TV (Ch. 56) Johnstown, stated: "In reality, Triangle, with its experimental operation, is attempting to 'get its foot in the door' in an effort to establish permanent vhf booster service for Johnstown, Pa."

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Personals: George A. Heinemann, program director, WRCA-TV, N.Y., appointed NBC mgr. of public affairs . . . Max Busch named sales promotion mgr., Benjamin A. Hudelson program mgr., Alvin J. Slep named publicity & exploitation mgr., of WRCA-TV, N.Y. . . . Julius Barnathan, ABC-TV director of audience research, elected a v.p. . . . Henry Sjogren, asst. gen. mgr., NBC's Chicago stations, named NBC-TV budgets, pricing & planning mgr. . . . John Aaron & Jesse Zousmer have resigned as producers of CBS-TV's *Person to Person* . . . Eric Seavreid, chief CBS Washington correspondent, elected a fellow of Sigma Delta Chi, one of few broadcasters so honored by professional journalism fraternity . . . James B. McElroy, engineering asst. to FCC Chairman Doerfer, resigns to join National Aeronautics & Space Administration . . . William D. Pabst, v.p.-gen. mgr., KTVU Oakland-San Francisco, elected pres. of California Bcstrs. Assn. . . . James H. Ferguson Jr., gen. sales mgr. of Springfield TV Bcstg. Corp. (WWLP Springfield, WRLP Greenfield, WWOR Worcester, Mass.), elected sales v.p. . . . Charles E. Bell, ex-WSPA-TV & WSPA Spartanburg, S. C., named exec. v.p. of WSAV-TV & WSAV Savannah, Ga. . . . Bill Ames, ex-KSL-TV Salt Lake City, joins WCHS-TV & WCHS Charleston, W. Va. as news chief . . . Jerry Allen appointed promotion mgr. of WFGA-TV Jacksonville, succeeding William Walker, now regional sales mgr. . . . Roger Peace, chairman of WMRC Inc., Greenville, S. C. (WFBC-TV & WFBC), also elected chairman of 48.8% owner *Greenville News-Piedmont* . . . Robert M. Hoffman made dir. of marketing & research for TV Advertising Representatives . . . Howard Summerville, gen. mgr., WWL-TV New Orleans is taking a leaves of absence. Lawrence Carino, gen. sales mgr., will be acting mgr. during his absence . . . Richard P. Brandt, pres. of Trans-Lux distributing Corp., sails to Europe Mar. 25 . . . Jay B. Sondheim, ex-WLYH-TV, Lebanon, Pa. named sales mgr. of KTVW, Seattle-Tacoma . . . James P. Storer, national merchandising mgr., named national sales mgr., WIBG Phila. . . . Robert R. Pauley made eastern sales mgr., ABC radio . . . Warren A. Kraetzer resigns as director of NYU's office of radio-TV to become v.p. of the Educational TV & Radio Center, Ann Arbor, Mich. He is succeeded by Thomas J. Brophy, asst. dir. . . . Harold L. Hackett, pres., Official Films, vacationing in the Bahamas . . . Irving Feld, Guild Films v.p., elected pres., Inter-World TV Films . . . John Burns, ex-national sales director, ABC Films, named to similar post at MGM-TV.

G. Richard Shafto, WIS-TV, Columbia, S.C. is the new chairman and Payson Hall, Meredith stations, vice chairman, of the NAB TV board, elected during the convention this week. Two new board members elected to 2-year terms were Clair R. McCollough, WGAL-TV Lancaster, Pa., and W. D. (Dub) Rogers, KDUB-TV Lubbock, Tex. Re-elected were C. Wrede Petersmeyer, Corinthian Bcstg. Corp., and Willard E. Walbridge, KTRK-TV Houston. The continuing members are: Joseph E. Baudino, Westinghouse stations; John E. Fetzer, WKZO-TV Kalamazoo; C. Howard Lane, KOIN-TV Portland, Ore.; Dwight W. Martin, WAFB-TV Baton Rouge; James D. Russell, KKTU Colorado Springs, Colo.; Alfred Beckman, ABC-TV; William B. Lodge, CBS-TV; David C. Adams, NBC-TV.

Association of Maximum Service Telecasters elected 2 new members to its 20-member board at its 3rd annual meeting in Chicago this week: David C. Mcer, WROC-TV Rochester, and Edwin K. Wheeler, WWJ-TV Detroit. All other board members & executive committee officers & members, headed by pres. Jack Harris KPRC-TV, Houston, (listed on page 488 of *TV Factbook No. 27*), were re-elected. Carl Nopper, WMAR-TV Baltimore, was added to the 7-member technical committee, and WCYB-TV Bristol, Tenn. was accepted as a new member.

Top-level realignment of Metropolitan Bcstg. Corp. (former Du Mont stations) continues, with chairman John W. Kluge elected pres., replacing Richard W. Buckley, who becomes a v.p. Elected to the board were Lloyd M. Bauman, pres. of Bankers Security Life Insurance Society (N.Y.) & J. Lincoln Morris. Kluge, who bought the 21% interest in the station formerly owned by Paramount Pictures (Vol. 14:49), has been reshuffling personnel at Metropolitan's WNEW-TV & WNEW, N.Y., WTTG-TV Washington & radio WHK Cleveland.

FCC's office of general counsel has been reorganized as expected (Vol. 15:8), adding 2 asst. general counsels. Dee W. Pincock, legal asst. to Comr. Hyde, becomes head of a new rules & enforcement div. Charles R. Escola, now in general counsel's office, will head the new administrative laws & treaties div. Max D. Paglin continues as chief of litigation div.; Charles E. Smoot, chief of legislation div. Hilbert Slosberg is named asst. to general counsel John L. Fitzgerald. Edgar W. Holtz continues as assoc. general counsel.

The late Walter A. Wade, who was pres. of Wade Adv., Chicago, became the 10th man to be elected to the Broadcast Pioneers Hall of Fame at the Pioneers' annual dinner March 17 in Chicago. A pioneer in the use of broadcasting as an advertising medium, he helped launch such shows and personalities as *National Barn Dance*, *Uncle Ezra*, *Quiz Kids*, *Lum 'n' Abner* and Morgan Beatty.

John T. Wilner, v.p. & engineering director for TV & radio of the Hearst Corp. (WBAL-TV & WBAL Baltimore and WISN-TV & WISN Milwaukee), received NAB's first engineering award at convention "in recognition of through his work on the image orthicon saver."

A Los Angeles Bureau for TELEVISION DIGEST will be established this week, with David Kaufman in charge. Kaufman, well known to the industry through his long experience with *Daily Variety*, will cover the West Coast, with emphasis on station & network activity, advertising, and program production in film & tape.

William Wight, onetime Philco public relations director, resigns as associate editor of TELEVISION DIGEST to take post of public relations director, Warner-Lambert Pharmaceutical Co.

Advertising

TV ADVERTISING'S FUTURE: Is TV's 10-year upsurge in billings grinding to a halt? If it isn't, where are the new dollars going to come from?

Four experts—a network v.p., a multiple TV station official, a national TV rep and an adman—tackled these questions in NAB's panel on the future of TV sales & costs and came up with varied & fascinating answers. Answer to Question 1, of course, was "No." Summarizing the answers to Question 2:

Hugh M. Beville, NBC planning & research v.p.: Growth of sales & profits will come from 2 major sources—increase in population and cost-cutting technological improvements. By 1963, there will be 10,000,000 more TV sets in use, 6,000,000 more TV homes in the audience.

As to technological developments, "in the case of future costs, the most important new factor in network development is video tape," which increases profits in these 4 ways: (1) By retaining year-round time schedules in all markets, it is already providing 15-23% larger audiences for evening shows during the daylight saving time period. (2) Pre-recording of shows saves significantly in operating expenses for studios, crews, etc. (3) Outstanding live network shows can be repeated at a fraction of the original cost. (4) The advertiser can save as much as 40% on the cost of his commercials by using tape.

George B. Storer Jr., TV v.p. Storer Bestg. Corp.: Since TV circulation isn't going to show any sharp rises in the future, the station "can't think in terms of cost-per-thousand any more." Rates must be related to the effectiveness of TV as an ad medium. "Any justifiable rate increase is going to have to come from some pretty hard digging to prove our medium on its effectiveness."

John W. Davis, v.p., Blair TV: The only positive answer is "new business." Many advertisers stay out of TV because of fear of the medium. Some agencies aren't equipped to go into TV "from the standpoint of know-how." "Each of us must spend more time, thought and energy to bring new money into TV."

Maxwell Ule, senior v.p., Kenyon & Eckhardt: Advertising costs will probably increase 40-50% in the next 10 years because of the increase in population, greater competition, a more mobile population & inflation. To spend this increased ad budget wisely, agencies need a new type of research which will show them: (1) Accurate figures on the "reach" of a medium—the total, cumulative number of people who are reached by each medium. (2) The relation between "editorial reinforcement" (TV program content, magazine subject matter, etc.) and the effectiveness of advertising. (3) The cost of producing the identical advertising effect through competing media—"relative emotional impact" of TV, radio, print, etc.

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NBC's astute **Hugh Beville** always comes to a speaking date loaded with statistics. The ones he brought to the NAB TV session provided some fascinating proof of how TV is holding down advertising costs while printed media costs soar. Here are some samples:

In the last 3 years, national advertising costs have risen 6% for all media. In top daily newspapers, the cost of a 1000-line ad has risen an average of 12%. A b&w page in the top 15 magazines has gone up an average of 15%. A network TV half-hour has increased an average of 2%.

This is true despite the fact that the average evening network TV show now reaches 10,000,000 homes—a 90%

gain in 5 years. Last December, 110 of the 127 evening network shows reached more homes than *Life's* total circulation. Each of the 4 network shows which went off the air as "failures" this year had a larger circulation than *Life*.

In 1958, NBC-TV's gross rates increased 3.3%. This year the gross hike will probably be less than 3%.

In the last 2 years, the 10 leading magazines increased their rates an average of 29% (*Life* up 21%, *SatEvePost* 39%, *Look* 53%), while NBC-TV went up only 6.4%.

As to program costs (as opposed to time charges)—40% of an evening TV advertiser's budget—the 10 top shows (Nielsen) at the end of 1953 averaged \$40,000. At the end of 1958, the average was \$41,500.

People: William D. Tyler appointed exec. v.p., Benton & Bowles . . . Wickliffe W. Crider named a v.p. in the TV-radio dept. of Young & Rubicam . . . H. H. Dobbertein, ex-Benton & Bowles, elected senior v.p., Wilson, Haight, Welch & Grover, effective April 1 . . . Mrs. Shirley P. Halperin elected v.p. of Foote, Cone & Belding, N.Y. Earl R. Dugan, Fred Rhose & Daniel J. Sullivan elected v.p.'s of Chicago office . . . Norman Heller, ex-DFS dir. of copy & motivation research, named assoc. research dir. of Compton Advertising . . . Kai Jorgensen, board chairman, now also pres. of Hixson & Jorgensen, Los Angeles, following retirement of Robert M. Hixson who continues as consultant . . . Paul E. Menneg elected v.p. & exec. policy comm. member, Communications Counselors div. of McCann-Erickson . . . Norman H. Strouse, pres., J. Walter Thompson, was scheduled for a rare adman's chance this week (Mar. 22) to sound off on WMGM's *What's the Matter with New York?* series . . . Charles B. Straus Jr., ex-v.p. of Cunningham & Walsh, named exec. asst. to pres.; Ernest Smith & Arthur Ludwig named v.p. at Sudler & Hennessey . . . Norman Heyne, ex-Wesley, Heyne & Cuca, Chicago, named v.p. for radio-TV at Christiansen Adv. there . . . George J. Abrams, formerly adv. v.p., Revlon, appointed pres. new toiletries & cosmetics div., Warner-Lambert . . . William Wall promoted to v.p. at Doherty, Clifford, Steers & Shenfield . . . Howard Strickling becomes adv. & publicity dir. for Loew's Inc. . . . Reginald L. Dellow & John P. McElroy promoted to v.p.'s at Grant.

A "high product-recognition" impact is credited to TV by Manhattan Shirt Co.'s Robert L. Leeds Jr., marketing v.p., after only 6 months of using network TV. Manhattan, concentrating its campaign for wash-&wear shirts on its weekly *Sammy Kaye Show* series (Nielsen about 10), has renewed effective April 18 on ABC-TV via Doner & Peck, and claims "an all-time sales high" on this high-priced (\$5 & \$5.95) line at a time when comparative industry price levels have been around \$4. Now planning a pre-Father's Day campaign on the musical show, for "molecular memory" shirts, Leeds says the show's Trendex sponsor identification score is an above-average 61.4%.

American Research Bureau's 5th annual "A-Z" TV coverage study, to be released this month, includes: (1) Percent of homes having TV, with uhf coverage, if any. (2) Stations received in each market with percent of homes able to receive each station and viewing frequency. (3) Average daily circulation for each station during daytime and evening hours. (4) Community antenna reception. The study will include 120 markets.

About 150 ad agencies in 1958 merged, affiliated or took legal steps resulting in one organization where formerly there were 2, says the latest *Advertising Age*.

Film & Tape

TAPE-FILM SERIES: What could easily develop into a trend to overcome the rising costs of telefilm production is seen in the breakdown of Rod Serling's new half-hour series for CBS, *Twilight Zone*, sold to Sanka Coffee for next fall. Because costs are so high, 13 of the 39 will be done on tape. The deal is for 26 episodes on film; 13 on tape; 13 reruns.

The filmed shows are budgeted for \$51,000; the taped shows, \$37,000. Of the latter figure, the live show production cost will be \$28,000; the remaining \$9,000 is for taping. Producer-writer Serling plans to tape 45 minutes, to allow for editing, dissolves, etc.

Production on the novel series begins May 4 on the telefilm segments, and 8 tapes will be made beginning July 6. Serling, making his producer-debut on this series which he created, will write the first 16 scripts. He owns 50%, sharing ownership with CBS.

Serling fits into what has become a general pattern in Hollywood, whereby successful writers graduate and become producers, thus creating even more of a shortage of top writers. Now that he'll be so busy with his new series, he will have to pass up any other TV writing or screen assignments. The producer-writer did, however, get a reject on a story he had up for CBS' *Playhouse 90*. It was a fantasy, "Old Man MacDonald Had a Curve," which was an hour-long TV show 7 years ago. The network didn't like the idea of reprising a story that old, turned it down.

Telefilm Prices To Rise: Domestic syndication prices are being forced up slowly by rising production costs, with the over-all level likely to edge up 10% during 1959 and with the stronger half-hour properties going for as much as 15-20% more than last year, Walter Kingsley tells us. He is pres. of ITC, the booming film firm jointly owned by the Jack Wrather Organization & Britain's ATV.

Despite tougher sledding, ITC has mapped one of the biggest telefilm production programs in the industry for '59, and has scheduled 13 shows for filming in 6 countries, under the reins of Ted Rogers, prod. dir. They represent some \$15,000,000 in combined budgets. The series range from co-produced, Hollywood-made packages like Robert J. Enders' *Treasury Agent* to Clarke Reynolds' Australian-filmed *Whiplash*.

ITC hopes to feed packages into the syndication market at the rate of one every 2 months, Kingsley says. Some will be new, such as the *Cannonball* series on which ITC has written \$1,000,000 in domestic sales & \$300,000 in foreign deals in 7 weeks, and others will be off-the-network reruns. ITC is also in high gear in network sales, having scored a Campbell Soup renewal this week on a new 39-episode series of *Lassie* films. Earlier, ITC got a 5th-year renewal on *Fury* from General Foods & Borden, a \$5,000,000 sale of *The Gale Storm Show* to ABC-TV.

Along with its half-hour telefilm network & syndication plans, ITC is also exploring 2 other new areas, according to Kingsley: (1) a step into production of shows & commercials on video tape, possibly through a London production outpost in conjunction with ATV, and (2) syndication of one-hour telefilm shows aimed "at the top 75 U.S. TV markets," since Nielsen ratings on hour-long action-adventure shows have held up well this year.

Add tape syndication: Tape manufacturer Minnesota Mining & Mfg. is sponsoring a new 30-min. children's show for spot placement in 7 markets—on TV tape.

NOT-SO-EARLY BUYING SEASON: Despite reports this will be an early buying season, Hollywood makers of TV film series don't agree. They tell us they expect a long waiting period while sponsors eye the new pilots warily & wait for discounts, as they did last year. Some predict they will still be buying as late as next August.

Original speculation that this would be an early buying season arose following a few deals for next season. But a number of these didn't even involve sponsors—were networks ordering shows with no sponsors set as yet. (NBC's order of *Laramie* from Revue, for example.)

Opinion this will be a late buying season is held by such industry executives as Desilu v.p. Martin Leeds & indie producer Sam Marx, among others.

Marx, who has a pilot, *The Jan Clayton Show*, making the Madison Ave. rounds, comments: "It looks like all the boys back East are waiting. Shows sold thus far have been sold because of basic reasons—because of the stars involved, or a particular gimmick. The networks are giving priority to their own projects. They have a stranglehold."

New York Roundup: Latest revenue source to be explored by leading syndicators is the home movie market, from which a few (like Official Films) emerged in TV's early days. UAA this week signed 2 distribution contracts for 8mm. versions of Warner Bros. cartoons handled by UA-controlled AAP. Cartoons will come on 100-foot red styrene reels and retail for \$3.95. Most have been seen on TV. Also active in the non-TV field is NTA, which has approximately 200 cartoons and shorts available to the home movie market via 4 leading distributors . . . Jack Chertok is joining the producer trend to hour-long films, in a co-production deal with NBC-TV for *Trace Hunter*, a Western to be filmed in Wyoming . . . ZIV-TV is a firm believer in keeping talent in the fold. Four Hollywood names—Macdonald Carey, Kent Taylor, Richard Carlson and Adolphe Menjou—are now in production on their 2nd TV series for ZIV. One big lure is residual money. Carlson has earned over \$800,000 so far from *I Led 3 Lives* reruns . . . Independent TV Corp. growth is reflected in the current expansion of the firm's sales department, which this week appointed 10 new sales staffers . . . Goodson-Todman's planned production of a *Philip Marlowe* whodunit series for fall telecasting on NBC-TV underlines the long gap that frequently exists between anticipation and realization. G-T signed the property in late 1957, and has been shopping for a deal ever since.

New technique for editing tape "with the same precision as motion picture film" has been developed by NBC in Hollywood. According to Telesales dept. West Coast chief Jerry Madden: "Now we can edit sound and picture portions independently. Until now we had to find a place where there was no sound on the tape and then edit it." In NBC's new system, the sound is recorded separately from the picture. West Coast production-business affairs v.p. Tom Sarnoff officially announced NBC's entry into the tape commercial production business. All of the network's tape facilities, he said, will be made available to outside TV producers for pilots, auditions, etc., as well as commercials. By May 1, NBC will have 12 recorders in Burbank, 14 in N.Y., 2 each in Philadelphia, Chicago & Washington.

New tape syndication venture: Cuban winter baseball, syndicated on tape by Max Cooper. First customer: ABC's WBKB Chicago.

TV-ELECTRONICS—RESILIENCE IN 'RECESSION': It's no wonder electronics stocks are soaring today. The industry's obvious space-age future is only one reason. For another—and perhaps even more significant—cause, take a look at how established TV-radio-electronics companies weathered "recession year" of 1958:

While average industrial firm reported 16% dip in profits from 1957 to 1958, spot survey of TV-electronics companies shows decline of only 3.2%. And 4th-quarter 1958 was 22.1% ahead of comparable 1957 quarter, as shown by a sampling of electronics firms.

We found these figures by computing total profits of 20 companies in TV & related electronics field which keep their books on calendar year basis and have released their 1958 financial reports to date. The 16% decline for average industrial company was computed in same manner in recent Wall Street Journal survey. For our electronics survey we excluded esoteric and highly specialized firms. Of the 20 companies, 10 are directly in consumer goods field, and most of the others are suppliers to consumer electronics manufacturers (For list, see below).

Total profits of the 20 companies for 1958 aggregated \$425,486,973, as opposed to \$439,241,702 in 1957. Despite undisputed consumer goods slump last year, 8 of the firms showed increases in profits in 1958, while 12 reported decreases.

Subdividing these companies into groups, we found that components group (5 firms) was most severely depressed, showing 23% drop (\$4,406,338 in 1958 vs. \$5,723,558 profit in 1957). Only one company in this group reported higher earnings in 1958 than 1957.

The "diversified group"—companies which range widely in electronics—contained 7 producers, 4 of which manufacture TV-radio as well as wide variety of other items. Aggregate profits of these companies dropped 4.6% in 1958 (\$387,124,884 vs. \$405,632,407), and 5 of the 7 companies reported earnings decreases.

The so-called "TV-radio group"—companies known primarily as consumer electronics producers (although most of them now have greater sales in non-consumer items)—showed profit increase of 20.6% in 1958 (\$25,310,981 vs. \$20,990,459), only 2 of the 6 reporting decline in profits.

Fourth-quarter 1958 was outstanding for many companies. Separate tabulation of 4th-quarter-1958 net earnings for the 11 companies in TV-electronics which have made figures available showed 22.1% increase over the admittedly poor 4th-quarter of 1957 (\$127,595,992 vs. \$104,540,505). And every one of the 11 companies reported an increase.

TV-radio group showed biggest rise—hefty 64.2% for the 6 companies represented. Diversified group reported 19.5% increase.



Why this resilience in electronics? For one thing, because even those companies traditionally known as "TV-radio manufacturers" have ceased to depend primarily on the caprices of the ultimate consumer. In addition to wide diversification of practically every important electronics company, annual reports give these other clues: Defense spending—with an increasingly large part of the military dollar going for electronic gear—is one of most important facets. Also contributing were the 2nd-half-1958 pickup in consumer electronics demand (notably hi fi, but also including TV), increase in industrial electronic gear, new operational economy & efficiency in company management.

Companies represented in full-year-1958 list, all of whose financial reports have been detailed in past issues: Components group—Aerovox, Cornell-Dubilier, International Resistance, Mallory, Oak. Diversified group—Daystrom, GE, RCA, Raytheon, Sylvania, Thompson Ramo Wooldridge, Westinghouse. TV-radio group—Emerson, Motorola, Packard-Bell, Philco, Wells-Gardner, Zenith. Also included in totals, but not in category groups, were transistor-maker Texas Instruments and tube-manufacturer Tung-Sol.

In 4th-quarter tabulations, these firms were represented: Cornell-Dubilier, Emerson, GE, Magnavox, Motorola, Oak, Pacific Mercury, Packard-Bell, Philco, RCA, Westinghouse.

A complete tabulation giving a wealth of data on all major electronics companies, as compiled by Edgar N. Greenebaum, financial consultant in electronics, will be published again as a special supplement this spring. It will show in detail what these sample figures have indicated generally—the remarkable resilience of electronics.

TV-RADIO PRODUCTION: TV set production was 96,653 in week ended March 13 vs. 95,794 in preceding week & 88,598 in same 1958 week, EIA reports. Year's 10th week brought production to 1,089,111 vs. 989,029 last year. Radio production was 275,592 (109,063 auto) vs. 277,682 (99,847 auto) in preceding week, & 170,434 (41,942 auto) last year. In 10 weeks: 2,802,536 (1,063,205 auto) vs. 2,100,384 (714,623 auto).

JAN. TV SET SALES DOWN: EIA's official figures for the first month of 1959 give this picture: TV set sales down 15% from Jan. 1958, radio sales up a whopping 31%. The unofficial production figures for the first 10 weeks of 1959 show 1,089,111 sets produced, compared with 989,029 during the comparable 1958 period.

Nevertheless, Jan. retail TV set sales totaled 501,704, the lowest first-month TV unit sales since 1952. In Jan. 1958, unit sales were 649,514. This table gives the official EIA production & sales figure for Jan. 1959 vs. Jan. & Dec. 1958:

	Jan. 1959	Dec. 1958	Jan. 1958
TV production	437,026	414,850	433,983
TV set sales	501,704	649,514	581,486
Radio production	1,124,737	1,525,744	1,026,527
Radio sales	700,490	1,944,838	534,640
(excluding auto)			

Included in the TV production figures above are 35,841 uhf sets produced in Jan. 1959 vs. 29,454 in Dec. 1958 and 51,115 in Jan. 1958. January's radio production included 420,052 auto radios vs. 558,767 in Dec. & 349,679 in Jan. 1958. FM radio production in Jan. 1959 totaled 30,235 (no comparisons available).

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Transistor sales took a rare monthly drop in January, EIA reported, while receiving and picture tube sales increased. Picture tube sales totaled 784,906 units worth \$15,209,896 in Jan. vs. 649,031 worth \$12,644,308 in Dec. & 621,910 worth \$12,341,927 in Jan. 1958.

Factory sales of receiving tubes totaled 31,150,000 (\$26,808,000) in Jan. compared with 28,504,000 (\$25,123,000) in Dec. & 26,805,000 (\$23,264,000) in Jan. 1958.

Sales of transistors dipped to 5,195,317 units (\$13,626,886) in Jan. from 5,627,000 (\$16,595,616) in Dec. Transistor sales in Jan. 1958 totaled 2,955,247 (no factory value given).

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Multiple TV set promotion campaign, long planned by EIA (Vol. 14:49), may get under way April 1. Meeting this week during EIA's spring conference in Washington, a special ad hoc committee headed by RCA's Jack Williams set that date for a push-off session with manufacturers' representatives. Companies were asked to send spokesmen to the upcoming Washington conference, ready to outline what each is capable of doing in the industrywide drive to install more than one set in homes. At the same time the EIA committee agreed to back "to the fullest" NAB's national radio month in May.

Raytheon has been awarded a \$64,600,000 production contract by the Navy for additional Sparrow III super-sonic air-to-air missiles. About \$38,000,000 will be awarded by Raytheon to more than 550 direct sub-contractors.

Latest Consumer Attitudes: Major appliances & furniture are in the 12-month buying plans of 27.8% of the consumers surveyed in Jan. & Feb. for the Federal Reserve System. This figure is down 0.4% from the 1958 findings of the same study, which is conducted by the Survey Research Center of U. of Michigan.

Despite the small drop in this category (and in used cars), the percentage of consumers who plan to buy substantial items was generally up—from last year's 47% to this year's 50%.

Of the 2550 families queried, 38% felt better off this year (32% in 1958); 40% were earning more (36% in 1958); 42% expected to be earning more next year (37% in 1958); and 55% (vs. 31% in 1958) look forward to good times in the next 12 months. Prices were expected to keep rising this year by 61% of respondents (vs. 48% in 1958).

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People usually buy the brand of TV set they had in mind in the first place. This is one of the findings in a *Chicago Tribune* survey of shopper buying attitudes, based on interviews with 2002 Chicago area housewives. The poll showed 69% of housewives eventually bought the brand they intended to buy. The same trend holds true with other appliances, and is most pronounced with regard to vacuum cleaners (85% stuck to their guns), least evidenced in the air conditioner field (only 59% ended up with the brand they thought they wanted first). The survey also showed: (1) Families usually buy a "basic 3" group of appliances—washer, vacuum cleaner & TV—before they get any others. (2) While women usually have the most say on appliance brand choices, in choosing a TV set men decided in 27% of the cases, women 26%, equal 47%.

Motorola introduced a new convertible TV table model this week in a series of distributor meetings. It's a mason-ite-cabinet unit which can be converted to a planter, lowboy or swivel-base console with the addition of different bases. Suggested list prices are \$190 & \$200. Also introduced was a line of "super-portable" radios—extremely powerful (6-8 transistors plus 2 diodes), yet some models are said to operate for ¼¢ an hour, or cheaper than a line-cord set.

Govt. purchasing guide for supply firms—271-page *Procurement Handbook* with 70-page appendix containing sample forms—has been published by the General Services Administration. Copies are available for \$1.50 from the Govt. Printing Office, Washington 25, D. C.

TV checks checks in Toronto's Toronto-Dominion Bank, where the first Canadian bank closed-circuit installation permits 2-way communication between tellers & ledger clerks in another part of the building.

IS FAIR TRADE FAIR? A strong pitch for enactment of federal fair trade legislation, permitting manufacturers to fix retail prices on trademarked products throughout the country, was made this week in House hearings by NARDA pres. Joseph Fleischaker. But he ran into formidable opposition from Govt. and other forces.

Reporting that 90% of NARDA members favored national fair trade regulations (Vol. 15:11), Fleischaker appeared before the full Commerce Committee to urge passage of a bill (HR-1253) by Chairman Harris (D-Ark.) to legalize minimum prices.

Independent appliance dealers need such a law if they are to stay in business against competition by cut-throat price-reducing competitors, Fleischaker said. They "do not ask you to hold an umbrella over their industry, to guarantee them their profits or to free them from their responsibility to be good businessmen," he told the Committee. All they want, he said, is to "harvest the fruits of their labor" in promoting sales of products—sales which competitors steal by exploiting discounts in markets created by others.

Traditional govt. objections to such legislation were voiced by the FTC & Justice Dept., however. FTC Chairman John W. Gwynne argued that the proposed law would run counter to the free enterprise system—"and is contrary to the public policy expressed by Congress in the anti-trust laws since 1890."

Similar opposition to the Harris measure came from Chairman Celler (D-N.Y.) of the House Judiciary Committee, who testified that the real objective of proponents is to protect retail markups of as much as 40-50% from competition by dealers who are willing to risk making profits on small margins. Other opponents included the American Farm Bureau Federation and N.Y. Bar Assn.

In addition to NARDA, the National Assn. of Retail Druggists' bureau of education on fair trade and the National Federation of Independent Business appeared in favor of the legislation. With Harris pushing it, the bill's chances of getting past the Commerce Committee are regarded as good. But it isn't likely to get much further at this session. Hearings are to be continued next week.

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Off to Russia: U.S. electronics industry delegation, headed by Raytheon v.p. Ray C. Ellis, chairman of EIA's international dept., goes to Soviet Union next week for a 3-week visit with Russian specialists and tours of laboratories & plants there. Others on the trip, arranged by the State Dept. after 2 years of negotiations with Soviet officials, are Frank W. Mansfield, General Telephone & Electronics marketing research director & chairman of EIA's market data policy committee; Julian K. Sprague, pres. of Sprague Electric Co.; Dr. Conrad H. Zierdt Jr., GE; Dr. Imre Molnar, General Telephone Labs; Charles P. Marsden Jr., electron devices section chief at the National Bureau of Standards. They'll be guests of the State Committee for Radio Electronics of the Council of Ministers. Last fall EIA was host here for a similar Soviet delegation.

Soviet Academician Aksel Bergs says the USSR will have 3,500,000 TV sets & 7,000,000 radios by 1965. The industry expects to triple under Russia's 7-year plan.

American National Exhibition in Moscow's Sokolniki Park this summer will include product displays by Hoffman Electronics Corp., Webcor Corp., Philco and other U.S. TV-radio-phono manufacturers.

Trade Personals: P. B. (Pinky) Reed, ex-RCA international v.p., recently on special assignments in connection with educational TV equipment, will be assigned in late April to Washington as v.p. on special projects . . . Lewis D. Spencer, asst. secy., designated gen. atty. at Motorola . . . Dr. Irving Wolff, RCA Labs research v.p., also assumes chairmanship of RCA Education Committee, which administers the company's aid-to-education program, succeeding RCA v.p.-technical director Dr. Charles B. Joliffe . . . Fred R. Lack, retired Western Electric v.p., receives medal of honor, EIA's highest award, for work as v.p. of its military products div. Presentation will be made by 1958 winner H. Leslie Hoffman, pres. of Hoffman Electronics, at EIA's convention in Chicago in May . . . Paul Goldsborough retires March 30 as Pentagon telecommunications policy director, succeeded in Defense Dept. post by Wm. Hatton, retired ITT v.p. who recently was asst. communications industry div. director in Commerce Dept.'s Business & Defense Services Administration . . . Maurice L. Levy & Martin Richmond promoted to v.p.'s, Emerson consumer products div. . . Ralph M. Spang, ex-Hotpoint, appointed controller, Zenith . . . Rocco R. Reale made manufacturing mgr., Allen B. Du Mont Labs industrial electronics div. . . David B. Tolins Jr., advertising supervisor of Sylvania Electronics Tubes div., promoted to adv. & sales prom. mgr. of semiconductor div. . . Joseph E. Cain, pres. of P. R. Mallory Co., Indianapolis components manufacturer, has been elected to board of directors of Gross Telecasting Inc., operator of WJIM & WJIM-TV Lansing, Mich. . . Walter C. Cooper, govt. contracts mgr. of General Precision Lab, elected asst. v.p. . . J. R. Popkin-Clurman, Telechrome pres., is bound for Japan to negotiate Japanese business, lecture on color TV at Tokyo Technical College and address Japanese Institute of TV Engineers . . . Marshall A. Williams, ex-IT&T, takes new post of dir. of market development in govt.-corporate relations, Raytheon . . . Ray V. McCadam, has been named mgr. of equipment tube sales for the industrial tube division of Raytheon Manufacturing Co., a newly created post. He was formerly commercial sales representative in Los Angeles, California . . . Stanley J. Koch, ex Du Mont Labs v.p., now is in his own tube components mfg. business, Argas Corp., East Newark, N.J. . . Harvey W. Hess appointed Midwest sales engineer, Stromberg-Carlson special products div. . . Sherman G. Whetstone named mgr., International Resistance Co.'s North Carolina div.; a consolidation of its Boone and Asheville plants . . . Dr. Willard R. Sittner, ex-Motorola, joins Sperry Rand semiconductor div. in new post of div. mgr. . . William H. Hall named marketing mgr., GE's newly organized rectifier components product section, semiconductor products dept., headquartered at Auburn, N.Y.

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School for TV-appliance servicemen has been scheduled by National Appliance & Radio-TV Dealers Assn. for March 24-26 at Northwestern U, Chicago. Among subjects to be covered: customer relations, upgrading service caliber, fair service rates, handling & repair of trade-ins. Henry E. Theobald, asst. dean, School of Business Administration, is faculty adviser. Instructors will be service managers of leading manufacturers.

Obituary

James S. Knowlson, 75, Stewart-Warner Corp. chairman & 1940-1942 pres., Radio Manufacturers Assn. (now EIA) died March 6 in Chicago.

VISTAS IN SPACE: The National Aeronautics & Space Administration, which set up shop only last Oct., will have \$350,000,000 to spend for contract work, much of it in electronics under its budget for fiscal 1960, administrator T. Keith Glennan told the EIA's spring conference in Washington this week.

This industry slice of a total NASA budget of \$485,300,000 compares with \$250,000,000 earmarked for outside work in the fiscal year ending June 30, indicating growing reliance on EIA members to put the U.S. space program into orbit, he pointed out. In the last year of the NASA's predecessor, National Advisory Committee for Aeronautics, \$100,000,000 went for research & development—almost all in NACA labs.

"In this space business," Glennan said, "we depend upon you to make vital contributions to three major areas: Design & fabrication of certain of our payloads. Tracking, data acquisition & reduction. Guidance & control of booster rockets."

Markets in space: *Space Guide*, 150-pp. "non-technical sourcebook for businessmen" on contracts with the National Aeronautics & Space Administration, is offered to the trade at \$10 per copy by Vincent F. Callahan, 1420 N.Y. Ave., NW, Washington, D.C. Callahan is the publisher of weekly newsletters *Washington Space Letter* and *Washington Missile Contract Report*. The space industry's first daily newsletter—*Space Business Daily*—was started recently at 721 Albee Bldg., Washington, by Erik Bergaust, ex-*Missiles & Rockets Magazine*. \$125 per year.

TV space satellite is one of 3 more weather-eye space vehicles scheduled to be launched this year. It will carry miniature TV cameras designed by RCA, as well as infrared sensors to measure the earth's heat radiation. Vanguard weather satellite launched Feb. 17 has 2 photocells which scan the earth's cloud cover. The light intensities measured by the cells are stored on tape and transmitted on command to ground radio installations.

Symposium on aircraft & space communications will be sponsored by EIA during the First World Congress of Flight, April 12-19, at Las Vegas.

Electronics Personals: Robert S. Caruthers, former deputy dir. of research & engineering, ITT, elected v.p. & technical dir., ITT Labs research div., succeeding Andre G. Clavier, retired (Vol. 15:11) . . . Dr. Robert M. Page, director of Naval Research Lab, Washington, won 3rd annual Conrad Award of Office of Naval Research for "continuing & significant contributions" to electronics, radio, radar . . . Arch T. Colwell, pre-merger v.p. of Thompson Products, appointed to new post of engineering, research & development v.p., Thompson Ramo Wooldridge . . . Dr. Adolph Goetzberger, ex-Siemens & Halske, Munich, named senior physicist, Shockley Transistor div. of Beckman Instrument . . . Dr. James W. Meyer named to new post of assoc. div. head, Lincoln Labs radar div. . . David D. Munro 3rd, ex-ITT, named mgr., electrical & electronic labs, Commonwealth Engineering Co. of Ohio . . . George P. Walker, ex-Magnavox Research Labs, appointed senior staff engineer, Ampex instrumentation div. . . Frederic C. Zorn, ex-Du Mont TV & radio div. (Vol. 15:9), appointed to new post of asst. mgr., Du Mont Labs industrial electronics div. Cleo Marsh resigns as chief engineer, instruments div.

Financial

Ampex Corp. reports increased sales & earnings for 9-month & 3-month periods ended Jan. 31. The report for the 9-month period (1958 per-share earnings & shares outstanding adjusted to reflect 2½-for-1 stock split):

	1959	1958
Net sales	\$26,829,000	\$19,493,000
Net income	1,219,000	552,000
Earned per share	60¢	30¢
Shares outstanding	1,835,662	1,835,662
For 3 months ended Jan. 31:		
Net sales	10,682,000	7,791,000
Net income	554,000	380,000
Earned per share	30¢	21¢

Indiana Steel Products Co., largest of the permanent magnet makers, reports consolidated sales in 1958 fell 33% from 1957's all-time high, partially due to losses of its Canadian subsidiary. For the year ended, Dec. 31:

	1958	1957
Consolidated net sales	\$9,920,715	\$12,494,526
Net earnings	540,534	807,280
Earned per share	1.85	2.75
Shares outstanding	293,298	293,298

Sprague Electric Co., reporting a decline in profit & sales, attributed the 1958 drop to inventory reduction by users of the parts it makes, but noted that shipments at the end of the year were well above 1957's level. The report for the year ended Dec. 31:

	1958	1957
Net sales	\$43,193,717	\$46,187,481
Net profit	1,761,719	2,220,101
Earned per share	1.41	1.78
Shares outstanding	1,247,912	1,244,987

Collins Radio Co. reports \$986,227 profit for 6 months ended Jan. 31, vs. an operating loss in the same 1958 period. Pres. Arthur A. Collins predicted an increased operating profit for 2nd-half 1958. The report for 6 months ended Jan. 31:

	1959	1958
Sales	\$48,159,000	\$49,488,000
Earnings (loss in 1958) . . .	986,227	(171,021)
Earned per share	57¢	—

N.V. Philips' Gloeilampenfabrieken, the worldwide electronics combine based at Eindhoven, Netherlands, reports record sales & profits for 1958. The preliminary financial summary for the year ended Jan. 1:

	1958	1957
Sales	\$950,000,000	\$830,000,000
Consol. net earnings	64,100,000	49,100,000

Dynamics Corp. of America reports higher consolidated net earnings on lower sales in 1958 as compared with 1957. For the year ended Dec. 31:

	1958	1957
Sales	\$32,386,037	\$38,914,418
Net earnings	921,145	539,647
Earned per share	16¢	2¢

Sonotone Corp. reports that its profits & sales dipped slightly in 1958. For the year ended Dec. 31:

	1958	1957
Net sales	\$21,513,063	\$22,289,198
Operational net profit	800,473	880,535
Earned per share	71¢	78¢

Avco Mfg. Corp. reports decreased sales & earnings in the 3 months ended Feb. 28:

	1959	1958
Net sales	\$67,679,974	\$70,580,470
Net earnings	1,349,557	2,797,723
Earned per share	14¢	30¢

National Theatres has extended to April 6 the expiration date of its offer to acquire NTA common stock & warrants. It has applied to the American Stock Exchange to list the 5½% debentures which it is offering in exchange for NTA stock.

Officers-&Directors stock transactions as reported to the SEC for Feb.:

Admiral. Wm. S. Baltz exercised option to buy 750, holds 750. Wm. L. Dunn exercised option to buy 3600, holds 3600.

Allied Artists. Roger W. Hurlock bought 200, holds 17,600.

AB-PT. A. H. Blank bought 500 through trusts, holds 3297 in trusts, 1887 personally.

American Electronics. George Otis bought 500, holds 500.

AT&T. John L. McCaffrey bought 100, holds 239.

Belock Instrument. Thomas F. Hanley sold 1000, holds 39,201.

Clevite. J. Kneeland Nunan sold 1100, holds 2900 personally, 50 in trust.

CBS. Lewis Gordon bought 102, holds 895. Goddard Lieberson bought 7903, holds 8115.

Columbia Pictures. Charles Schwartz bought 25,900 through Fico Corp., in which 13 officers & directors are beneficial owners, sold 1600 through partnership, holds 76,286 in Fico Corp., 11,641 in partnership.

Corning Glass. John L. Hanigan sold 1000, holds 925.

Daystrom. Earl R. Mellen exercised option to buy 2000, holds 3526.

Emerson. Dorman D. Israel exercised option to buy 4510, holds 5928.

Morton P. Rome exercised option to buy 1630, holds 1784. A. A. Vogel bought 1200, holds 1200.

GE. Edwin H. Howell exercised option to buy 660, holds 1795. Willard H. Sahloff sold 1945, holds 4229.

General Instrument. Monte Cohen exercised option to buy 5000, holds 8718. S. W. Gross bought 5000, holds 5000. Malcolm C. Hutchison bought 700, holds 800. Alois Konecny Jr. bought 3500, holds 3500. Fred C. Runnel sold 2000, holds 406.

General Precision Equipment. Earle G. Hines bought 300, holds 800. Edwin A. Link sold 1500, holds 39,101.

Guild Films. Harry A. McDonald sold 500, holds 500. David Van Alstyne Jr. sold 2400 as trustee, holds none as trustee, 7207 personally, 1600 in foundation.

Hazeltine. Laurence B. Dodds sold 100, holds 230.

Indiana Steel Products. Paul R. Doelz sold 1800, holds 3800 personally, 6160 in trusts. Charles A. Maynard exercised option to buy 1050, holds 2400.

IBM. Wm. J. Mair bought 292, holds 2100. H. Wisner Miller Jr. exercised option to buy 348, holds 474. Jay W. Schnackel exercised option to buy 262, holds 279 personally, 50 jointly with wife.

ITT. Frederick R. Furth bought 100, holds 322. Edmund H. Leavey exercised option to buy 10,000, got 145 as compensation, holds 10,484.

F. L. Jacobs. Murray D. Van Wagoner sold 1500, holds none.

Litton Industries. Charles R. Abrams Jr. sold 100, holds 3287. Roy L. Ash sold 178 through partnership in exercise of options by employees, holds 5793 in partnership, 51,554 personally. George Friedl Jr. bought 700, holds 1435. David Ingaalls sold 133, holds 6153. George E. Monroe received 2100 for trusts in exchange for Monroe Calculating stock, holds 2100 in trusts, 17,229 personally. Fred R. Sullivan bought 5000, holds 7930. Charles B. Thornton sold 394 through partnership in exercise of options by employees, holds 12,763 in partnership, 126,330 personally.

Loew's Inc. Bennett Cerf bought 200, holds 500. John I. Snyder Jr. bought 100, holds 100.

Motorola. Alex Arnold bought 100, holds 400. Joseph A. Chambers bought 100, holds 272.

National Theatres. E. C. Rhoden sold 9650 through Rhoden Investment Co. and 1200 more through Precision Holding Co., holds 6000 in Rhoden Investment Co., 9650 in Precision Holding Co., 1325 in Boot Hill Investment Co., 26,800 personally.

Philco. Frederick D. Ogilby sold 100, holds 5005.

RCA. Ewen C. Anderson acquired 193, holds 573. Meade Brunet acquired 130, holds 961. John Q. Cannon acquired 129, holds 442. Orrin E. Dunlap Jr. acquired 162, holds 735. Elmer W. Engstrom acquired 195, holds 1817. Douglas H. Ewing acquired 90, sold 200, holds 13. Frank M. Folsom acquired 233, holds 13,682. Ernest B. Gorin acquired 184, holds 767. Walter S. Holmes Jr. acquired 130, holds 456. Charles B. Jolliffe acquired 174, holds 1440. Charles M. Odorizzi acquired 174, holds 1502. Robert W. Sarnoff acquired 193, holds 885. Theodore A. Smith acquired 183, holds 716. Edward M. Tuft acquired 183, holds 629. Wm. Walter Watts acquired 174, holds 588. Robert L. Werner acquired 200, holds 1187. (Acquisitions represented stock awards under RCA Incentive Plan).

Raytheon. Ray C. Ellis sold 100, holds 2325. David R. Hull exercised option to buy 3000, sold 500, holds 3550.

Siegler. Pierpont M. Hamilton sold 1400, holds 35,044. A. Charles Schwartz sold 8750 through Bache & Co., holds none.

Skiatron Electronics & TV. Kurt Widder sold 400, holds 6500.

Standard Coil. John R. Johnson sold 2000, holds none.

TelePrompTer. Walter Hirshon sold 1000, holds 6000.

Texas Instruments. Cecil H. Green sold 21,700 privately, holds 314,310. J. E. Jonsson sold 21,600 privately, holds 426,680. W. F. Joyce bought 200, holds 3462. Eugene McDermott sold 21,700 privately & 30 more, holds 322,168.

Trans-Lux. Harry Brandt bought 200 & 100 through Marathon Pictures Corp., 500 through Harry Brandt Foundation, 1400 through Gusti Brandt Foundation, holds 167,100 personally, 1000 in Marathon Pictures Corp., 17,280 in Harry Brandt Foundation, 13,450 in Gusti Brandt Foundation, 17,600 for wife, 200 in Bilpam Corp., 1000 in Brapick Corp.

20th Century-Fox. Robert Lehman sold 1200, holds 23,800.

Universal Pictures. Daniel M. Schaeffer bought 100, holds 107.

Warner Bros. Serge Semenenko sold 160,000, holds 1800 personally, 2000 in trust for daughter.

Westinghouse. Mark W. Cresap Jr. exercised option to buy 2425, holds 4052.

GE officers-directors, who in 1958 drew remunerations exceeding \$30,000, are listed with common shareholdings, in the proxy statement for the April 22 annual meeting of stockholders in Cleveland, as follows: Ralph J. Cordiner, chairman, \$279,974 & 41,602 shares. Robert Paxton, pres., \$200,014 & 30,536. Philip D. Reed, chairman of finance committee, \$180,014 & 35,893. G. Peabody Gardner retires from board for age and, in addition to foregoing, following will stand for reelection as directors: S. Sloan Colt, Bankers Trust Co., holds 3,170 shares. Donald K. David, Ford Foundation, 600. Charles D. Dickey, J.P. Morgan & Co., 9,000. Henry Ford III, Ford Motor Co., 100. John Holmes, Swift & Co., 1,000. Frederick L. Hovde, pres. of Purdue U, 10. Gilbert W. Humphrey, Hanna Mining Co., 100. John E. Lawrence, James Lawrence & Co., Boston cotton merchants, 100. George H. Love, Consolidation Coal Co., 600. Thomas B. McCabe, pres. of Scott Paper Co., 2,500. George G. Montgomery, Kern County Land Co., San Francisco, 1,100. Henry S. Morgan, Morgan Stanley & Co., 9,000. Robert T. Stevens, textile manufacturer & ex-Secy. of the Army, 500. Sidney J. Weinberg, Goldman, Sachs & Co., 1,500. Robert W. Woodruff, Coca-Cola Co., 1,590.

Television-Electronics Fund shares are now listed on the Brussels Bourse & on Belgium's Antwerp Stock Exchange. They've been on Amsterdam Exchange since 1951.

National Co. has acquired all the stock of Mutual Electronic Industries Corp., Providence, R.I., manufacturer of wire, cable & edge-lighted panels.

Foreign

German Commercial TV: The April start of large-scale commercial TV in Cologne, Hamburg and Bremen on existing government-owned stations should break one of the world's tightest logjams of sponsored TV time—a jam in which the entire 1959 schedule of availabilities on the few commercial periods in West German TV were snapped up by eager clients as far back as last September.

That's the opinion of Robert Douglass Stuart, of Bruce Payne & Assoc., who recently returned from a TV-surveying trip to Germany. Stuart tells us that more commercial TV will soon take a larger share of German ad budgets, in which German commercial radio (with more time to sell) is currently out-running TV by 4.3 to one. But despite increased time, it will still be a TV salesman's paradise, he adds. Only a half-hour daily (7:30-8 p.m.) on all West German stations will be commercial, 6 days a week, with a total of 6 minutes for announcements ranging in length from 15 seconds to 3 minutes. Demand for commercial time is high, although time costs are also high.

French commercial TV may be beamed into the Riviera as far as Marseilles from Monte Carlo this year, in the wake of failure by French advertising interests to get the government's green light in Paris for sponsored TV. A syndicate of French businessmen, headed by Paris adman Marcel Bluestein, has bought commercial Tele Monte Carlo, and is planning a higher-powered station on Monaco's Mont-Agel to be beamed into France. Eventual hope of the business group: that high-quality shows made possible by sponsorship may encourage support within France for commercial TV outlets.

International TV and radio station list, containing most of the world's shortwave and broadcast band AM stations and a concise summary of TV stations on the air is contained in the new 1959 *World Radio Handbook*, published and edited by O. Lund Johansen, Lindorffsalle 1, Hellerup, Copenhagen, Denmark. Price: \$2.50, 20¢ postage.

SUMMARY-INDEX OF WEEK'S NEWS**Programming**

OUR SPECIAL REPORT ON TELEFILMERS' current pilots, ready or in preparation, tells you what Hollywood is offering Madison Ave. for next season. Westerns strong (pp. 2 & 7).

FCC

ACTION ON PAY-TV FRONT COMES as FCC okays single-market single-system tests in 20 areas, House Committee concurring. But nobody rushes to apply (pp. 1 & 3).

SEC. 315 GOES TO SUPREME COURT in WDAY equal-time libel appeal as Congressional support grows for legislative repeal of FCC's Lar Daly newscast ruling (pp. 2 & 4).

Foreign

THE ACCELERATING PULSE OF OVERSEAS TV is shown in updated section of our new Factbook. Receiver total is now 26,479,945—more than 50% of U.S. total (pp. 2 & 24).

Educational TV

ETV GRANTS AWARDED FOR 10 RESEARCH PROJECTS among 15 audio-visual plans picked to share \$500,000 under National Defense Education Act (p. 5).

Networks

"NEW" MUTUAL NETWORK faces new headaches as 34-station Don Lee Network switches to ABC (p. 6).

Film & Tape

TAPE INNOCENTS ABROAD are hitting TV pay dirt. New Intercontinental TV firm's orders range from Paris to Moscow on shows, spots. Other tape & film news (pp. 2 & 16)

Stations

TV'S DEFENSE COMMITTEE holds its first meeting as Time pays tribute to the Western, a mainstay of programming, and other magazines announce TV stories (p. 12).

Manufacturing & Distribution

"TRUE PORTABLE" TV DEBUT probable this year, but in small quantities at high cost. Emerson's plans (p. 19).

IRE CONVENTION STRESSES SPACE electronics. Micro-miniature circuits steal show (p. 21).

EIA REVAMPS SETUP FOR ITS PARTS DIV., setting up major subdivisions in groupings of component sections. (p. 21).

Finance

CBS SUMS UP PEAK YEAR of 1958: Owned TV station revenues up 18%, TV network ad revenues up 4%, radio station profits more than offsetting network losses (p. 22).

Other Departments

CONGRESS (p. 5). **AUXILIARY SERVICES** (p. 14). **ADVERTISING** (p. 15).

TIME FOR PAY-TV PROMOTERS TO PUT UP: There were big doings—relatively speaking—on long-quiet pay-TV fronts this week. FCC announced readiness to authorize system tests, and hostile House Commerce Committeemen agreed by one vote to go along (see p. 3). Zenith (N.Y. Stock Exchange) went up as much as 13 points before settling down again. Skiatron (American Exchange) was in demand. Other electronics issues vibrated.

After lean years in Washington's wilderness, were pay-TV promoters now prepared to show viewers their promised land of superior programming by subscription? At long last, could the suffering public look forward to rescue—on payment of fees, of course—from venal networks, Madison Ave. vulgarians and too many Westerns? Would such dedicated preachers of pay-TV gospel as Zenith & Skiatron show the way to TV's new dawn—and new ways to make TV money?

We tried to find out by asking principal proponents of pay TV. All said they intended to get under way—although, as usual, none would give out with specifics. None professed to see any insurmountable obstacles in rigid & expensive conditions for tests of their systems as written by FCC and countersigned on Capitol Hill. At the same time, none rushed to file ground-floor FCC applications to prove what they can do.

WESTERNS TO MAINTAIN TV DOMINANCE NEXT SEASON. Few months back, Westerns, already surfeiting TV, seemed on way out, and only 7 new pilots of that category were being readied in Hollywood. Our new Hollywood bureau has just contacted virtually every producer there and learns that a minimum of 25 Western pilots now are planned for possible sale before next season starts. This reverses the dopesters, who had held that Western vogue was about to end.

However, Westerns' dominant position next season will be threatened by series falling into action-adventure category. Approximately 50 pilots are being prepared in this classification.

Other information gleaned by our survey: Filmed comedy will come back, with more than 30 new pilots enroute. Despite reports that science fiction & fantasy would mushroom into a trend next season, it's not so—out of about 200 planned pilots only 2 are fantasy, 6 science fiction. Another surprise: The whodunit series hold little interest for producers, with only 5 in the works. Still another: Anthologies, reportedly making a comeback, won't; only 6 pilots planned are in that category. Complete tabulation begins on p.7.

THE ACCELERATING PULSE OF OVERSEAS TV: Foreign TV set ownership is increasing at the rate of about 20% a year and is now past the halfway mark in catching up with U.S., which now shows about a 7% annual growth in sets-in-use. Analyzing & totaling the estimates in the Foreign TV Directory section of our new spring-summer Factbook No. 28, due off presses next week, we find an estimated 26,479,945 receivers in foreign countries as of March 1, compared with approximately 51,000,000 in U.S.

By dint of some pretty dogged correspondence with ministers of communications—some of whom are mighty indifferent communicators—we obtained official facts & figures from overwhelming majority of world's TV nations. In addition, we've backstopped such reports with the gleanings of U.S. Information Agency & commercial establishments—so we're satisfied that the estimates are about as authoritative as we can get, and we believe our Foreign Directory is the most accurate and complete of its kind.

World's top 10 TV nations after U.S. are as follows: United Kingdom, 10,000,000 sets; Canada, 3,250,000; Russia (probably next, though estimates vary greatly), 2,600,000; West Germany, 2,100,000; Japan, 1,660,000; France, 1,000,000; Brazil, 850,000; Australia, 480,000; Mexico, 450,000; Czechoslovakia, 340,000.

There are 763 foreign stations, if you include all boosters and satellites, compared with 548 regular U.S. stations, as of March 1. If foreign boosters and the like were excluded (as in the U.S. count), foreign station total would be less than that of U.S. For example, Italy has 226 satellites. (For tabulation of foreign stations & sets, see p. 24.)

Factbook's Foreign TV Directory runs 9 pages, includes licensee, power, channel and starting date of each station—operating or planned. In addition, it shows the technical standards employed in each country, the specifications of each set of standards, frequency of each channel (latter in handy tabular form).

SEC. 315 GOES TO COURT: Broadcasters' political equal-time dilemmas, sharpened by the FCC's newscast ruling in the already-celebrated Chicago Lar Daly case (Vol. 15:8-12), became lively issues in Supreme Court as well as in Congress this week.

Unrelated to the Chicago ruling—but relevant to TV-radio problems it underscored for Congress—were Supreme Court arguments on this long-troublesome question: Under Sec. 315 of the Communications Act, are stations legally liable for libel committed on the air by candidates who take advantage of obligatory equal time?

Rep. Cunningham (R-Neb.) gained support on the Hill, meanwhile, (HR-5839) to amend Sec. 315 so that newscast appearances by candidates won't be regarded as campaign appearances for which opponents must be given equal time. He was afraid, in fact, that so much support for changing the law was developing that Congress would end up by floundering in attempt to do complete rewrite job.

For details of latest developments on equal-time front, see p. 4.

Immunity bill advances: Ohio's senate has voted 26-0 for a bill extending to TV & radio newsmen the legal privilege—now limited in the state to reporters for publications—of refusing to disclose sources of information (Vol. 15:6). The amendment to the state law now awaits House action in Columbus,

Service for radio delegates: The House this week approved a measure (S.J. Res. 47), already passed by the Senate (Vol. 15:11) to waive FCC regulations so that free radio & telephone communications can be furnished delegates to International Radio Consultative Committee sessions April 1-30 in Los Angeles,

The FCC

More about

ACTION ON PAY-TV FRONT: After many fits & starts, the FCC and House Commerce Committee got together this week to resolve the hot pay-TV issue. They joined in challenging subscription-system proponents with, in effect: Okay, go ahead & demonstrate what you've got. But you'd better have lots of money and you'd better behave if you don't want to lose it.

In consultation with arch-pay-TV enemy Chairman Harris (D-Ark.) of the House Committee (Vol. 15:12), the FCC promulgated its 3rd report on the subject. The 12-page single-spaced document (Docket No. 11279, to be available from the Govt. Printing Office) supersedes the FCC's first report of Oct. 1957 inviting toll-system applications (Vol. 13:42) and 2nd report of Feb. 1958 holding off approval of tests pending congressional action (Vol. 14:9).

Main points of the 3rd report, bringing FCC policies in line with stipulations wanted by Harris to ward off quick establishment of any pay-TV system: (1) Applications for pay-TV tests limited to one market per system and one system per market will be accepted. (2) No pay-TV program may be broadcast simultaneously over more than one station. (3) Viewers of test programs must not be required to buy any special equipment which they don't need for free TV. (4) Trial operations will be permitted for 3 years only. (5) Test authorizations will be confined now to 20 markets with 4 or more commercial TV stations.

In spelling out its test terms, the FCC noted at the outset: "It is our belief that the action herein proposed would be consonant with current congressional consideration of the subject."

The Commerce Committee promptly met in executive session, voted 11-10 for a committee resolution proposed by Harris, concurring with the 3rd report. It said test results "could be helpful to the Congress in determining whether or not legislation should be adopted to authorize subscription TV on some extended or permanent basis."

* * * *

Put on the shelf by Harris—but not formally withdrawn by him—was his sweeping resolution (H.J. Res. 130) against all forms of pay TV (Vol. 15:3). As drafted, it was aimed at wired systems (which weren't covered in the third report) as well as broadcast subscription transmissions. But it did permit rigidly restricted tests to see how the systems work.

After the close vote on his Committee resolution, Harris pointed out: "The vote here today shows that some individuals [on the Committee] are opposed to the system to the extent that they don't even want to permit any tests." The implication was that regular pay-TV operations were still far away, tests or no tests.

On the House floor later, Harris expressed his satisfaction with the way things were working out. He said "it would seem unwise to prevent the conduct of test operations of any new development," adding: "Under the limitations of the 3rd report, the financial risk is placed where it belongs—namely, on the promoters of subscription TV—and these promoters are on notice that there is no assurance that at the end of the test period of 3 years they will be granted authority for continued operation."

Harris said that the earlier FCC policies on the issue were "so broad" that there was "grave risk" permanent

pay TV might have been imposed on the country before it knew what was happening.

There was no immediate leaping for joy over the 3rd report by pay-TV promoters—and no rush whatever to apply for test authorizations. Principal proponents told us, however, they were proceeding with plans—without stating specifics.

Zenith public relations dir. Ted Leitzell: "It will require study, and we again have no comment on what we are going to do. But we have plans."

Teco pres. S. I. Marks: "We're working on our plans now. We aren't ready with a definite program, however, and there's nothing we can disclose now." Teco is Zenith-sponsored.

International Telemeter pres. Louis A. Novins: "I've just read the text of the FCC order. We're prepared either way—closed-circuit or on the air. We certainly intend to move ahead."

Spokesman for Skiatron Electronics & TV pres. Arthur Levey: "We have plans ready, but they can't be disclosed now. The decision on specifics is being studied very strongly now. The details as to specific time & place will come from Matty Fox."

Skiatron TV's pres. Matthew Fox, who holds U.S. rights to promote & market the Skiatron system, couldn't be reached for comment. Neither could senior v.p. Basil Estrich. Their N.Y. offices said they didn't know where either could be found this week.

Teleglobe issued the only formal statement on the new situation. Pres. Solomon Sagall said he "welcomes the decision," that Teleglobe "is ready to participate in such tests and will announce its detailed plans shortly." He elaborated for us: "We still have a long row to hoe, but this is the opening wedge. Maybe the public won't go for it. Maybe it will be a complete flop. But we'll find out."

Spokesman for CP-holder WSES (Ch. 29) Philadelphia, the only "applicant" for pay-TV test authorization under the FCC's previous policy (whose filing was regarded as incomplete by the Commission): "We're playing the same game of watchful waiting. We certainly aren't abandoning our application."

Meanwhile there was a West Coast echo to the Washington pay-TV controversy. A public utilities subcommittee of the Cal. state assembly drafted a law forbidding the charging of TV fees for any program available free "in any part of the state or in any other state."

Note: Jack Gould of the *N.Y. Times* summed up the situation as "another installment in the continuing situation comedy of pay-as-you-see TV." He wrote that "a new type of reward for adventurous free enterprise" was being offered by the FCC to pay-TV promoters. They "are invited to invest all sorts of millions of dollars" without knowing whether they'll ever get on the air regularly.

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Spectrum study to be conducted by the House Commerce Committee (Vol. 15:12) still has no staff chief, but one man being considered for the job is Dr. Irvin Stewart, FCC member 1934-1937 and retired as pres. of U of W.Va. He served recently as a member of the 5-man Presidential Special Advisory Committee on Telecommunications (Vol. 15:6). Meanwhile, military spectrum experts inform us they're working on their analysis of FCC's allocations proposals, as indicated at the NAB convention last week by Lt. Gen. Arthur G. Trudeau, Army chief of research & development (Vol. 15:12), and they expect to be through in a month or 2—after which their comments must go through the Dept. of Defense and OCDM.

More about

EQUAL TIME IN COURT: Supreme Court arguments were heard this week in an appeal by the N.D. Farmers Union from a state Supreme Court decision that WDAY Inc., Fargo (WDAY-TV & WDAY) wasn't responsible for a speech by A. C. Townley, an independent candidate for the U.S. Senate in 1956 (Vol. 15:7). In the course of attacks on his Republican & Democratic opponents, Townley had said the Farmers Union was "Communist controlled."

Represented by N.Y. lawyer Edward S. Greenbaum, the Farmers Union maintained that Sec. 315 doesn't relieve broadcasters from responsibility for seeing to it that candidates' speeches aren't libelous—even though the law forbids the stations to censor material broadcast under the equal-time requirement. Otherwise, Greenbaum argued, innocent third parties in campaigns (such as the Farmers Union) could be subjected to defamation without recourse.

WDAY Inc. pleaded through counsel Charles G. Bangert that Sec. 315 left broadcasters "helpless." He pointed out that WDAY had been forced to give Townley time—and had been prevented by law from editing the offending speech.

Appearing as a friend-of-the-court, NAB counsel Douglas A. Anello said that broadcasters were "under absolute control with no relief whatsoever" from their equal-time obligations, no matter how much a candidate might libel somebody else. He suggested that the court might want to go beyond the immediate libel issue at hand and "strike down" Sec. 315 as unconstitutional. But the court indicated that it wasn't prepared to pass on constitutional questions.

It was no clue to any decision in the WDAY case, but the court this week refused to hear another Sec. 315 issue. Rejected without explanation was a "pauper's" plea by Frank A. Barnes of Chicago, self-named Democratic candidate for the 1956 Presidential nomination, for damages from ABC & MBS. The networks had refused to give Barnes air time to match President Eisenhower's announcement that he'd run again.

Whatever the court may decide in the Farmers Union libel appeal, chances grew that there'll be action on Sec. 315 at this session of Congress. Before leaving Washington for the Easter recess, Chairman Harris (D-Ark.) of the House Commerce Committee instructed its staff to get ready for hearings on the subject. And he indicated he himself may introduce some legislation similar to Communications Act amendments he sponsored in 1956—to no avail—to clarify Sec. 315 (Vol. 12:6).

No date was set for hearings, but Harris sent word to Cunningham that they'd come "early," following the return of Congress from the Easter holiday April 7. No opposition to Cunningham's newscast amendment was heard in the House, and he was confident it would go through if it came to a vote there. Senate support was developing, too. Sen. Wiley (R-Wis.) said "there is indeed a need for clarification of the situation." He urged the Senate Commerce Committee to "closely re-examine the law."

"I'm only hopeful," Cunningham told us, "that there will be no attempt to overhaul the whole thing. We wouldn't get any legislation at all if that happened." He was particularly worried that the House might try again to define minor parties whose candidates are eligible for equal time under Sec. 315. Previous legislative attempts have failed.

"If we start working on minor parties, Southerners might get all riled up over whether a states' rights party would be ineligible for equal time," Cunningham said.

Meanwhile the FCC set April 7 as a deadline for Lar Daly to file answers to petitions & letters from CBS, NBC, ABC & NAB seeking reconsideration of the newscast ruling. A supplementary 30-page petition from CBS this week argued that the ruling was "inconsistent" with congressional intent & Commission precedents and unconstitutional when applied to "bonafide" newscasts.

And some powerful newspaper editorial voices were added to those already heard in support of broadcasters on the newscast issue (Vol. 15:12). They included the *N. Y. Times*, *Christian Science Monitor*, *Indianapolis News*.

Specific legislation covering off-the-record or "ex parte" presentations to FCC, and eliminating "honorariums" for Commissioners' speeches, papers, etc., was recommended to Congress by FCC this week. It suggested that Sec. 409 (C) (2) of the Communications Act be changed to read: "(2) In any case of adjudication (as defined in the Administrative Procedure Act) which has been designated for a hearing by the Commission, no member of the office of the General Counsel, or the office of the Chief Engineer, or any other person, shall (except to the extent required for the disposition of ex parte matters as authorized by law), directly or indirectly, make any presentation respecting such case to the Commission or any member thereof, any hearing examiner, any assistant to a commissioner, or any member of the review staff, unless upon notice & opportunity for all parties to participate: provided, that the provisions of this paragraph (2) shall not prevent consultations among the Commissioners, their assistants, and the review staff as provided in Sec. 5(C)." Sec. 4(B) should be changed, FCC said, by eliminating the words "But this shall not apply to the presentation or delivery of publications or papers for which a reasonable honorarium or compensation may be accepted."

Republican Comr. Rosel Hyde's chances for another term on the FCC after his current term expires June 30 are considered good, and he received an assist this week when Democratic Sen. Frank E. Moss from his native Utah introduced into the March 25 *Congressional Record* a resolution in favor of Hyde's reappointment adopted by the Utah Bestrs. Assn. Moss prefaced with the remark that "Mr. Hyde is a personal friend of mine whom I have known for many years." The resolution said, among other things: "Rosel Hyde has gained the respect & admiration of those engaged in the broadcasting & telecasting industries and is regarded by the broadcasters of Utah as one whose ability, character, and unique knowledge of the operations and problems of the broadcasting industry are such that the industry & the public are greatly benefited by Mr. Hyde's services as a Commissioner in the FCC."

Impatience with the FCC was expressed this week by vhf booster proponent Sen. Gale W. McGee (D-Wyo.), who asked why the Commission hasn't yet acted on its proposal to ease its ban on boosters (Vol. 15:5). Said he, in a Senate speech: "Thousands of people throughout the Rocky Mountain West are waiting for action. When is it going to be undertaken?" He also introduced into the record the full text of FCC Comr. T. A. M. Craven's Nov. 4, 1957 memo to his colleagues in which he recommended that boosters be authorized and classified as "limited radiation devices."

The addition of Ch. 10 for educational use in Appleton, Minn. was proposed by the FCC in rule-making initiated this week. The proposal was suggested by the Joint Council on Educational TV which said that a station in Appleton is needed as a link in the planned regional ETV network of stations in Ia., Minn., Neb., N.D. & S.D., and to serve an area which has no educational station.

Congress

TV Unfair to Senators? Guests on TV panel & interview shows don't get a fair shake, 3 regular Senate performers complained this week. When Sens. Humphrey (D-Minn.), Keating (R-N.Y.) & Mansfield (D-Mont.) were invited by the Washington chapter of American Women in Radio & TV to tell what they like & dislike about such programs, all agreed TV does a public service job, but all had beefs.

Humphrey: Guests get baited too much. Moderators should be "little dictators" to keep questioning in hand.

Keating: Guests are induced to appear under the pretext that specific subjects will be discussed. Then they are tossed "loaded questions" on issues which are intended to put them on the spot.

Mansfield: The same newsmen appear too often on panels, pursuing pet questions belligerently.

And all 3 Senators argued that discussion shows should be scheduled at a better time than Sun. afternoons, Humphrey suggesting that maybe networks should be required to set aside a portion of "good time" for public service programming. None advocated network-regulation legislation, however. Another point of agreement: Stations shouldn't be obliged to offer equal time to political candidates whose opponents appear in newscasts, as provided in the FCC's Lar Daly ruling (see p. 2).

Another congressional tribute—this one to news v.p. Ralph Renick of WTVJ (Ch. 4) Miami for his "thorough, comprehensive & brilliant" community coverage—was paid this week by Rep. Fascell (D-Fla.). Renick displays "courage, imagination & foresight" in presenting news & comment, Fascell said, inserting 2 station editorials (on Miami port problems and school integration) in the *Congressional Record* as examples of "thoughtful analysis."

Educational Television

Hagerstown Makes Progress: In the 30 months that have elapsed since the start of a 5-year, closed-circuit TV hook-up between schools in Washington County, Md., the system has grown to the point where it reaches 16,500 out of 18,000 pupils enrolled in the county's 49 schools with TV-taught courses ranging from arithmetic to current events discussion, reports William M. Brish, supt. of schools.

The ETV system, which receives much support from the TV industry, intends to hook in 5 high schools and 20 elementary schools in the county not presently covered.

Reaction of parents and teachers has been generally good toward the daily TV instruction program. In a study of 520 families by the board of education of Hagerstown, 78% of family heads endorsed the plan, and more than half (54%) felt it gave children "a better education." When teachers were quizzed, 83% said they preferred the aid of TV instruction, and 81% felt that the present schedule (ranging from 30 to 80 minutes per day) was "just right."

A Kansas ETV appropriation proposal drew more mail than any other before the 1959 session, state legislators reported. Just before adjourning March 23, the legislature approved \$25,000 for an ETV engineering survey to be conducted through the legislative council. A bill to create a 9-member ETV authority to make the survey and apply for channels (Vol. 15:11) was turned down.

To plan & develop a live ETV network in northeastern U.S., Fund for the Advancement of Education has granted educational WGBH-TV Boston \$15,000. Henry Morgenthau III, station projects mgr., will devote a year to the task.

ETV GRANTS AWARDED: The first 15 winners of federal audio-visual research grants under the National Defense Education Act (Vol. 15:11)—10 of them for TV projects—were announced this week by Health, Education & Welfare Secy. Arthur S. Flemming.

Picked from among 205 applications which met Feb. 1 deadline for the initial awards, the 15 projects will be financed from \$500,000 made available by Congress to start a 4-year \$18 million research program authorized by the act. Flemming reported that 89 of the 205 proposals had "high research value"—and 20 additional projects have been approved tentatively for later awards.

Meanwhile the House voted \$1 million more for the audio-visual program for the fiscal year ending June 30, rejecting a recommendation by the Appropriations Committee that no additional funds be authorized now. If approved by the Senate, the extra money will be earmarked for the 20 pending projects. A new batch of applications for research in uses of TV, films & recordings will be reviewed by an Office of Education advisory committee May 11.

The initial federal awards (exact amounts are being negotiated with the winners by Education Comr. Lawrence G. Derthick) go to:

Hunter College, N.Y. Use of TV for improving teacher training & measures of student-teaching performance.

Twin City Area Education TV Corp., St. Paul (KTCA-TV). Investigation of relative effectiveness of TV techniques on learning.

U of Miami, Coral Gables, Fla. Summer field experiment in open-circuit TV to bridge high school-college gaps.

U of Minn., Minneapolis. Effectiveness of closed-circuit TV in teacher education.

U of Houston, Houston, Tex. (KUHT). Study of uses of video tape recorders in improving college-level teaching.

Educational TV & Radio Center, Ann Arbor. Study of relative effectiveness of filmed demonstrations in teacher education for new course in high school mathematics.

U of Utah (KUED) & Salt Lake City public schools. Experimental use of TV to teach Russian language as part of elementary school curriculum for superior students.

Pinellas County Board of Public Instruction, Clearwater, Fla. Use of TV to orient & motivate children entering first grade.

Maine State Dept. of Education, Augusta. Evaluation of uses of TV in small secondary schools to provide intellectual stimulation for gifted pupils.

San Jose State College, San Jose, Cal. Utilization of TV in observation of practice teachers.

U of Okla., Norman. Effectiveness of audio-visual media in basic teacher training courses, substituting for actual classroom observation.

U of Minn., Minneapolis. Development & evaluation of sound filmstrips for improving teacher-pupil contacts.

Pa. State U, University Park. Experimental study of patterns for improving preparation of pre-service teachers in use of audio-visual materials.

John Tracy Clinic, Los Angeles. Study of audio-visual techniques to help parents in education of deaf children.

U of Wash., Seattle. Comparative evaluation of audio-visual aids and dialog approach in teaching language.

Handbook for ETV performers—*Television: Techniques for Planning & Performance* by U of Iowa TV & speech teachers Samuel L. Becker & H. Clay Harshbarger—is published by Henry Holt & Co., N.Y. Price \$4.

Future of ETV will be forecast April 2 at a one-day Washington conference sponsored by the National Educational TV & Radio Center. Discussion leaders include NET pres. Dr. John F. White ("They said it couldn't be done"); NYU exec. v.p. Dr. John E. Ivey Jr. ("The educational impact of TV"); NET station relations Dir. James Robertson ("Center to stations to people"); gen. mgr. James Day of KQED San Francisco ("The San Francisco story"); NET consultant Dr. John W. Dodds of Stanford U ("TV as a service to ideas"); exec. dir. Ralph Steetle of the Joint Council on ETV ("Future Unlimited").

TV stimulates a desire to learn, but doesn't create it, TV-radio research director Dr. John B. Ellery of Wayne State U (WDET-FM), Detroit, concludes in *A Pilot Study of Aesthetic Experiences Associated with Television and Its Place in Education*. The report, financed by the National Educational TV & Radio Center, Ann Arbor, details the results of tests of college & high school students who pressed switch buttons to record their reactions to programs. TV's "aesthetic appeal" is defined as "the latent content of a TV program that optimizes communication by pre-disposing the individual toward reception of the subject matter presented." Dr. Ellery has copies.

For the increasing numbers of teachers & other novice performers to be thrown before the TV cameras by ETV, Henry Holt & Co. has published a beginner's manual entitled *Television: Techniques for Planning & Performance* (\$4) by Samuel L. Becker & H. Clay Harshberger, professors of TV & speech at Iowa State U. The book also contains an educational program section, with sample assignments & suggested reading list.

NBC-TV's Continental Classroom will receive a special citation from the Detroit Advisory Council of Educational TV & Radio at the Council's annual awards meeting April 13. The award is for the program's "unique contribution to the field of educational TV as the first instructional series to be presented on a nationwide basis."

Networks

Television Communications Inc., 420 Taylor St., San Francisco (Ordway 3-2744), is the name of a new closed-circuit TV-production company headed by Lindsey Spight, ex-Pacific Coast mgr. of rep firms John Blair & Co. and Blair-TV. The company is taking over assets of American Television Communications which was organized last year by Joseph B. Durra, former industrial film producer & Ciba Co. adv. mgr., who becomes v.p. of the new corporation. Albert B. Sturges, ex-ABC, is production consultant, and Marian Cazier exec. secy. Local, regional & national network services are being offered, and a rate card, believed to be the first in closed circuit TV, has been issued. Sales offices are planned for Los Angeles & N.Y.

Farm & city audiences are equally sophisticated, argued William C. Gillogly, sales dir. of ABC-TV's central div., at a 3-way debate between TV, radio and farm papers on the medium best suited to sell the farm market. He told the Chicago Area Agricultural Adv. Assn. last week that "TV [with its unique capacity for product demonstration] sells them the same way it sells millions of city people." Bob Parker, dir. of agricultural sales & adv., WBAY Green Bay, Wis. spoke for radio. Gillogly's Exhibit A: Massey-Ferguson, who, with *Jubilee, U.S.A.*, on ABC-TV (costing them in excess of \$1 million), are selling tractors 10 times faster than a year ago.

New Mutual's New Headaches: The ink had scarcely dried on the sales contract for the Mutual Broadcasting System when the Smith-Davimos group which now owns the network faced a new problem: The defection of the West Coast Don Lee Network to ABC Pacific Network.

The 34-station network, radio's largest regional, will go out of existence April 26, ABC Pacific taking over its 6 quarter-hour sponsored programs and absorbing 32 of the stations into ABC radio network. KHJ Los Angeles & KFRC San Francisco will become independent outlets. Don Lee, affiliated with Mutual, had been operating in the red, its affiliates dropping from a high of 46 stations.

The new lineup at MBS: Malcolm E. Smith, pres. of Harrison Home Products Co. and Grand Award & Waldorf Records, is board chairman; Richard H. Davimos, an associate of Smith and partner in Victor & Richards Adv. Agency (house agency for Smith's enterprises), becomes pres. Holdovers from old regime are Robert F. Hurleigh, vice chairman of the board, and Blair Walliser, exec. v.p.

Board members include TV-radio producer Theodore Granik, former bandleader Enoch Light, now musical director for Smith's record companies, and 3 members of the Mutual Affiliates Advisory Committee: Victor C. Diehm, WAZL Hazelton, Pa.; George C. Hatch, KALL Salt Lake City, and Carter C. Peterson, WCCP Savannah. Hatch, whose station switched from MBS to ABC affiliation, is expected to resign from the board.

The purchase price of the network was understood to have consisted of assumption of Mutual's \$1,000,000 in liabilities plus the establishment of a "time bank" providing \$1,300,000 worth of advertising time for former owner Scranton Corp. & its subsidiaries over a 4-year period.

Meanwhile, Hal Roach Jr., who resigned as pres. of Scranton Corp. last week, was removed from the presidency & board of subsidiary Hal Roach Studios by the new board of Scranton. The new board of Hal Roach Studios: Robert Rittmaster, chairman of Scranton Corp.'s executive-finance committee; Robert Todd Lang, Scranton attorney; Robert W. Lerner, Los Angeles attorney; Herbert Gelbspan, v.p. of Hal Roach Studios; Charles Meacham, studio's treas.

Eight TV-radio newsmen have received CBS Foundation news & public affairs fellowships for a year's study at Columbia U: Marvin L. Kalb, John Merriman and John A. B. Tiffin of CBS news; Barry R. Nemcoff, news editor of WCAU-TV Philadelphia; Charles V. North, news director of KGGM-TV Albuquerque; Charles R. Reeves, WWVA Wheeling news dir.; Jack D. Summerfield, asst. gen. mgr., WGBH-TV & WGBH Boston, and James L. Wood of the news staff of WSBT-TV & WSBT South Bend.

To find & encourage TV writers, 5 grants-in-aid of \$5,000 each are to be awarded this year by CBS-TV. Information regarding application may be obtained from Edward B. Roberts, CBS-TV Production Center, 524 W. 57th St., N. Y. 19. The selection committee will include dramatist Robert Alan Aurthur, chairman Erik Barnouw of Writers Guild, and CBS-TV exec. v.p. Hubbell Robinson.

Pipedream of U.S.-to-Europe TV relay "ready next fall in time for the Rome Olympics" cropped up in trade press again this week. A re-check of engineering specialists in over-the-horizon communications reveals that (1) no work has been started on such a relay, and (2) it would take 2-4 years to build the northern Atlantic relay described in this week's reports.

Programming

TAPE INNOCENTS ABROAD: What amounts to a small-scale bonanza in European tape assignments for network shows and TV commercials is being struck by Intercontinental TV, the newly-organized production firm that intends to be the European production base for U.S. video interests.

On Tuesday (Mar. 24), NBC-TV and ITV announced a deal to tape 5 two-hour live shows in Paris to be aired on Dave Garroway's *Today* during the week of April 27-May 1. Shooting will cover 5 different location points in Paris, and will use ITV's new 15-ton \$300,000 Ampex-equipped mobile unit. The shows, which will cost about \$75,000, will be televised just 24 hours after shooting. Many of the *Today* commercials will be produced in Paris during the location week—largely at the request of sponsors.

Several other overseas tape deals are currently brewing for Intercontinental, according to ex-NBC producer David A. Lown, pres., and Hugo Seiler, exec. v.p.:

Ed Sullivan is discussing a taped spectacular of Soviet talent to be shot in Moscow in late Sept., using the ITV mobile unit and flying the tapes by jet to the U.S.

Jack Paar has changed his mind about a Paris junket and is now planning a Garroway-fashion tape session in Europe with ITV for late May & early June covering some 2 week's worth of shows. Also being discussed is a fortnight of tape shows with Elsa Maxwell in Rome.

ITV will also function as the "pool" facility for the 3 U.S. networks in live TV coverage of the upcoming foreign ministers' meeting & the future "summit meeting" in Geneva starting in May, the tapes to be flown to U.S.

* * *

The first Europe-and-U.S. closed-circuit telecast, for a leading firm in the medical field, is also set. ITV will tape segments in Europe, with the footage being spliced into an over-all program due to be aired later this year on closed-circuit in both Europe & in this country.

At least 2 U.S. sponsors are discussing European-taped music spectaculars with ITV. Pontiac is planning a one-man spectacular starring Victor Borge, appearing in concert this summer in Copenhagen. Special Pontiac commercials may also be taped at the same time. Also in the works is a live jazz spectacular, featuring European artists for Timex. Being discussed with NBC, but not set because of lack of sponsor commitment, is a plan for ITV to tape a Gian-Carlo Menotti music festival in Spoleto, Italy, starring ballerina Nora Kaye and the Modern Jazz Quartet.

Intercontinental is also eying the outside-U.S. TV market. One plan due for exploration is to tape weekend bullfights in Madrid & Seville, and then rush the highlights by plane to tape-equipped stations in Mexico City, Havana, Caracas and other Latin-American markets.

Lown and his group may take a plunge into packaging on their own. Already being discussed with ABC and CBS are 2 taped dramatic shows, one a cloak-&-dagger series and the other a romantic comedy. Both would be produced on location throughout Europe. Lown is also considering deals to tape full-length operas in such famous centers as La Scala & l'Opera de Paris for telecasting here.

Intercontinental expects to have a \$100,000 "translator depot" in Geneva ready by July to process tapes from European to U.S. video standards, and vice-versa (along with necessary voice dubbing) as international program exchanges develop.

Things are equally busy for Intercontinental in the field of overseas-lensed commercials. One of the U.S. auto majors now importing a French-built car has scheduled a series of commercials to be done in France for U.S. network use. Oasis cigarets is developing its "Oasis takes you away" theme, wants a set of tape commercials taking U.S. viewers to such spots as Venice, Rome, Paris and London. A leading aluminum firm has scheduled a set of TV commercials which ITV will shoot in Switzerland featuring aluminum skis, poles and other winter gear. And, discussions have been held with NTA's Telestudios (N.Y.) and Tapix Productions (Hollywood) for ITV to function as a location facility for both tape programs & commercials.

"Just a few weeks ago, we didn't know if this tape operation would get off the ground," Lown told us. "Now, we have well over \$1 million in orders and our open dates are rapidly disappearing."

More about

NEXT SEASON'S SHOWS: Hour-long filmed shows are finding favor among Hollywood producers who are now mapping next season's plans. About 10 such projects are under way, they tell us. This development is surprising, because the hour-long series haven't done too well this season. (Exceptions: *Wagon Train*, *Maverick*, *77 Sunset Strip*. Initially 20th Century-Fox TV had planned its *Adventures in Paradise* as a half-hour series, but ABC, when ordering the show, insisted it be expanded to the hour-long segment.

The sad part of the frantic pilot activity in Hollywood is that while almost 200 pilots will be made before the rush is over, only a fraction of them will sell, with the losers taking big financial lumps. A few companies have solved this problem by shooting a pilot, then tossing it into an on-the-air anthology series. Revue Productions has been following this practice for years. Four Star does it, is currently shooting a film starring Julie London which is a pilot, but will be showcased on its *David Niven Show*. Screen Gems observes the same practice. And any telefilm producer with an anthology series would do the same. As it is, the millions to be lost by shows that don't make the grade (only about 12% will sell) are inescapable. Just how high the total loss will be is difficult to estimate, but a minimum figure would be \$7,000,000—on average pilot cost of \$40,000.

The most noticeable fact about program trends in the many pilots already in production or about to be is that they are all pretty much on a play-it-safe, bread-&-butter level. You can't really blame the producer, who is already sticking his financial neck all the way out. But it's revealing as to why viewers are not apt to see much of anything different by way of film on their screens next season.

Producers argue that if they try something different it gets a cool look from Madison Ave., and has only a slim chance of selling. Look at what they're buying (Westerns, whodunits, etc.) and who can rebut their contentions? Madison Ave., on the other hand, contends they're offered nothing different. So it's a Mexican standoff.

We checked Hollywood's film makers for a breakdown of their pilot activities, and while the following list is as accurate as such a check allows, it represents the minimum in pilots. Reason: Some companies, like MCA's Revue, won't talk about their pilot activity. And Bill Dozier, CBS Coast v.p. who has at least 12 pilot projects, won't talk. However, we did get some Revue and CBS items elsewhere.

Hollywood's Candidates for Next Season's Programs

Following is our company-by-company breakdown of pilots, none of which have been sold at the time of this report. (It does not list pilots such as *Doby Gillis & River Boat*, which, having been purchased, have now graduated to

the status of series.) All are 30-minute shows unless indicated otherwise. *Italicized titles* are ready now for showing or already are being shown to prospective sponsors. All others are in preparation:

Company	Series Title	Category	Producer	Stars
Adirondack (Douglas Morrow)	<i>Kitty Hawk</i>	Adventure	Douglas Morrow	Kathleen Crowley
Batjac (John Wayne)	<i>The Wildcatters</i>	Adventure	Burt Kennedy	Claude Akins, Sean McClory, Justice McQueen
Brad-Jacey (Wilbur Stark, Jerry Layton)	Johnny Eager (For Metro TV)	Action	Wilbur Stark, Jerry Layton	Larry Pennell
Bryna (Kirk Douglas)	Report from Space	Science fiction	John Fulton	Not cast
	The Indian Fighter	Western	John Fulton	Not cast
California Nat'l.	<i>War Birds</i> <i>Outpost in Space</i>	Action	Al Simon Jack Rabin, Irving Block	Not cast Robert McQueeney
CBS	Dog Face	Action	Sam Fuller	Luke Anthony
	Conquest of Space	Science fiction	Rip Von Ronkle	Not cast
	<i>Woman in the Case</i>	Anthology	David Lewis	Maureen O'Hara
	<i>World in White</i> (Tape & Film)	Drama	Peter Kortner	Dick York
	<i>The Lawyer</i>	Drama	Julian Claman	Cameron Mitchell
	Hotel de Paris	Western	Julian Claman	Not cast
	<i>My Name Is Savage</i> (60 min., Tape & Film)	Melodrama		Barry Sullivan, Pat O'Brien
	The Law Breakers (60 min.)	Action	John Houseman	Not cast
	Flanagan Barbary Coast (60 min.) (With Sam Goldwyn)	Action Action-Adventure	Herbert Brodtkin	
Jack Chertok NBC (partial)	Trace Hunter (60 min.)	Western		Edmund O'Brien
	Johnny Midnight	Detective		
	Untitled	Comedy		
	Untitled <i>Hennessey</i>	Adventure Comedy		Jackie Cooper
Jackie Cooper- Dan McGuire				
Bing Crosby (ABC)	<i>Lincoln Jones</i>	Action		James Whitmore
Desilu (Lucille Ball, Desi Arnaz)	You're Only Young Twice	Comedy	Ed Jurist	George Murphy, Martha Scott
	Man Nobody Knows	Mystery-Adventure	John H. Auer	Steve Peck
	Guestward Ho! (With CBS)	Comedy	Ralph Levy	Vivian Vance, Leif Erickson
	La Fitte	Adventure	Mort Briskin	Fernando Lamas
	<i>Where There's Smokey</i> (With ABC)	Comedy	Rod Amateau, Sid Dorfman	Soupy Sales
	Galaxy (60 min.) (With Cordell Prod.)	Science fiction		
	<i>Caballero</i> (With Rorvic)	Adventure		Cesar Romero
	<i>No Place to Stop</i> (With Rorvic)	Western		Chuck Wassil
Robert J. Enders (Enders & Jack Wrather)	Frontier Correspondent	Adventure	Enders	Leslie Nielsen
	Untitled	Western	Enders	
Don Feddersen	<i>The Quiet Man</i>	Western		Jack Lord

Company	Series Title	Category	Producer	Stars
Filmasters (Bob Stabler)	<i>Skagway</i>	Adventure		Don Megowan
Four Star-Hal Hudson (Four Star—Dick Powell, David Niven, Charles Boyer)	<i>The Trailsman</i>	Western		John Ericson
	<i>Johnny Ringo</i>	Western		Don Durant
	<i>Winchester</i>	Western		Brian Keith
	The Man from Denver	Western		Mark Miller
Four Star-Vincent Fennelly	Secret Orders	Western		Not cast
	<i>Stagecoach West</i>	Western		Jim Best
	<i>The Outrider</i>	Western		Jim Coburn, Jean Willes
Four Star-Martero (Martero—Danny Thomas, Lou Edelman)	The Julie London Show	Drama-Music		Julie London
	<i>The Judy Canova Show</i>	Comedy		Judy Canova
Four Star	Jeanne Carson Show	Comedy		Jeanne Carson
	<i>Tales of the Plainsmen</i>	Western	Arthur Gardner, Jules Levy, Arnold Lavin	Michael Ansara
Ben Fox	Anchorage	Action		Grant Williams
	Criminal Attorney	Drama		Not cast
Fryman Enterprises (Mickey Rooney, Red Doff)	The Lariat Kid	Western		Johnny Weissmuller Jr.
	Untitled	Anthology		Mickey Rooney
Sam Gallu	The House on K Street (For CBS)	Action	Sam Gallu	Dean Jagger, Sarah Hay- den
Alex Gottlieb	Zsa Zsa in Paris	Comedy		Zsa Zsa Gabor
Goodson-Todman	Barbary Coast	Adventure		Not cast
	Untitled	Situation comedy		Not cast
	Jade O'Hara	Western	Bill Froug	Not cast
	The Rebel	Action-Adventure	Andrew Fenady, Irving Kershner	Nick Adams
	Heave Ho Harrigan Detective at Large	Comedy Comedy	Norman Retchin	Not cast Tom Poston
Gross-Krasne	Rogue for Hire	Action-Adventure	Seton Miller	Jerome Thor
Russell Hayden	<i>The Tiger of Sonora</i>	Western		Britt Lomond
	The Bandit Queen	Western		Jackie Blanchard
Hecht-Hill-Lancaster (Harold Hecht, Jim Hill, Burt Lancaster)	Bachelor Party	Human interest	Nat Perrin	Not cast
	Vera Cruz	Adventure	Nat Perrin	Not cast
	His Majesty O'Keefe	Adventure	Nat Perrin	Not cast
Hutton (Betty Hutton, Stanley Roberts)	Goldie	Comedy	Stanley Roberts	Betty Hutton
Interstate TV (Allied Artists)	<i>Barbary Coast</i>	Adventure	Ben Schwalb	Larry Fennell, Alison Hayes
Jaguar (Alan Ladd)	<i>The Ivy Leaguer</i>	Comedy	Everett Freeman	Bill Bendix
Jaguar-Caron (Ladd, Aaron Spelling)	Box 13	Melodrama	Aaron Spelling	Bill Leslie
	Third Platoon	Action	Aaron Spelling	Page Slattery
	The Gun	Western	Aaron Spelling	Not cast
Jody-Pam (Wilbur Stark, Jerry Layton)	Brothers Brannigan	Action-Adventure		
	The Sergeant & the Lady	Action-Adventure		
Joshell (Joe Morhaim)	The First Ward	Drama		
Kenlaw (Peter Lawford)	<i>Head of the Family</i>	Comedy	Carl Reiner	Carl Reiner
Key (Marty Ross, Bob Lippert)	Magic Carpet			Jackie Coogan
	Squad Car	Action		
	Will to Return	Drama		Bill Stern
	The Fantastic Strange Assignment			
La Mesa (Al Scalpone, financed by CBS)	<i>Man on the Beach</i>	Action-Adventure	Al Scalpone	Gavin McLeod, Lucy Marlow, Max Baer, Nobu McCarthy, George Shibata
	Untitled	Situation comedy	Scalpone, Sol Saks	

Company	Series Title	Category	Producer	Stars
Ida Lupino-Howard Duff	The Powder River Boys Mace (For ABC) Untitled	Western Action-Adventure Police-Drama . .		Ted & Tom Le Garde
John Loveton	Cloud 9	Fantasy		Not cast
Mark VII (Jack Webb)	Series-One The Black Cat	Anthology Adventure		
Sam Marx	<i>The Jan Clayton Show</i>	Human interest		
McCadden (George Burns)	<i>Claudia</i> <i>Mr. Ed</i> <i>Theodora</i>	Situation comedy Comedy Comedy	Armand Deutsch Arthur Lubin	Anne Francis Hermione Gingold
Metro TV	Father of the Bride Maisie Amigo The McGonigle Jeopardy (60 min.) Penelope You're Only Young Once The Wrangler Peter V	Situation comedy Comedy Action Comedy Suspense anthology Drama Situation comedy Western Adventure	Al Lewis Tom McKnight Don Siegel Ray Singer, Dick Chevillat Andrew & Virginia Stone Bob Welch Dick Bare Paul Monash Paul Monash	Jim Backus Janis Paige Gilbert Roland Mickey Shaughnessy Nita Talbot Jim Hutton Not cast Not cast
Ted Mills	<i>Confessions of Willie</i> (With ABC & Screen Gems)	Comedy		Robert Morse
Mirisch Co.	Wichita Town Iron Horseman	Adventure Adventure		
NBC	June The Jacksons Bonanza (60 min.) Fibber McGee & Molly	Comedy Comedy Western Comedy	Jess Oppenheimer Jess Oppenheimer David Dortort Bill Asher	Edie Adams Joan Blondell Lorne Greene Bob Sweeney, Cathy Lewis
Northgate (Irving & Norman Pincus)	The Haunted (With ABC)	Mystery anthology	Irving Pincus	
Revue	<i>Johnny Staccato</i> The Deputy Bringing Up Katy Coronado 9	Drama Western Comedy Action-Adventure	Dick Lewis Everett Freeman Richard Irving	John Cassavetes Henry Fonda Gisele MacKenzie Rod Cameron
Sheldon Reynolds	Appointment with Fear	Adventure		John Dehner
Hal Roach Jr.	<i>Sword and Arrow</i>	Adventure	Helen Ainsworth	Guy Madison
Sam Rolfe	Proud Land	Western		Not cast
Screen Gems	<i>Dear Mom, Dear Dad</i> Private Eye Pacific The Long Green Secret Life of James Thurber Peace Is Our Profes- sion Slightly Fallen Angel The Big Walk Cry Fraud The Blandings Cissie The Best of Families It's a Living Underworld Fat Man (60 min.) The Astronauts Nightstick Mother's the Governor of Texas	Comedy Mystery Adventure Comedy Action Comedy Drama Action-Adventure Comedy Comedy Comedy Comedy Comedy Comedy Melodrama Detective comedy Science fiction Drama Comedy	Paul Harrison Jules Goldstone Robert Carlisle-Herd William Sackheim Gene Roddenberry Herb Meadow James Fonda Alvin Cooperman Winston O'Keefe Clarence Greene, Russell Rouse E. J. Rosenberg Alvin Cooperman	Bob Trumbull Arthur O'Connell Walter Slezak Richard Shannon Robert Rockwell Maggie Hayes Molly Bee Madge Kennedy Sid Caesar Not cast Constance Bennett

Company	Series Title	Category	Producer	Stars
Sharpe-Lewis (Warren Lewis, Don Sharpe)	Night Patrol	Action-drama	Boris Sagal	Not cast
	Untitled (60 min.)	Action-drama		
	Untitled (60 min.)	Action-drama		
Shotgun (Nat Holt, Frank Gruber)	<i>Shotgun Slade</i>	Western	Nat Holt, Frank Gruber	Scott Brady
Al Simon	Joe Domino	Adventure		Joe Moross
	The Women	Comedy		Not cast
Sindee (I. H. Levin, Manuel Duke, Henry Erhlich)	Pancho Villa	Action		Pedro Armendariz
Twentieth-Fox TV	<i>Whodunit</i>	Melodrama anthology	Martin Manulis	
	Profile (60 min.)	Human interest anthology	Dominick Dunne	
	<i>5 Fingers</i>	Intrigue	Martin Manulis	Al Hedison
	Helimarines	Adventure	Herbert B. Swope Jr.	Not cast
	Peggy Lee Show	Comedy-Drama-Music	Herbert B. Swope Jr.	
	Arsenal Stone	Western	Dominick Dunne	Not cast
	Mr. Belvidere	Comedy	Dominick Dunne	Hans Conried
	Formula for Adventure	Adventure	Dominick Dunne	
	Festival (90 min.)	Dramatic anthology	Martin Manulis	
	The Gunfighter	Western	Herbert B. Swope Jr.	Not cast
The Last Frontier	Adventure	Dominick Dunne	Not cast	
Van Praag	Untitled	Action-Adventure		
Warner Bros.	Torrid Zone	Action-Adventure	Charles Hoffman	
	War Against Crime (60 min.)	Action		
	Bourbon Street Beat (60 min.)	Adventure	Charles Hoffman	
	Doc Holliday	Western		Adam West
	Public Enemy	Action		
The Alaskans (60 min)	Action		Not cast	
Westwood (Edmund Hartmann)	My 41 Babies	Human interest comedy	Edmund Hartmann	Not cast
Collier Young-Larry Marcus	Virginia City	Adventure-anthology		Not cast
Ziv TV	<i>Space</i>	Outer space		Bill Lundigan
	<i>Bravo</i>	Adventure	Douglas Heyes	
	Klondike Fever	Adventure		
	Lock-up	Drama		Macdonald Carey
	<i>This Man Dawson</i>	Action	Jon Epstein	Keith Andes
	Untitled	Action	Ivan Tors	George Nader

Proponents of repeats got more research ammunition this week when Hallmark's re-staging (not a tape) of "Green Pastures" on Mar. 23 earned a 24.9 Trendex—almost exactly double the Oct. 17, 1957 original rating of 12.5, when the same show had to compete with the much-criticized but higher-rated "Mike Todd Party" on CBS. Share-of-audience was also doubled, scoring 42.1% against the original 20.5. Earlier this season, the taped repeat of a Fred Astaire special also topped the original by 40%.

Kids watch too much gunplay when they should be out playing, said pres. Fred A. Roff Jr. of Colt Patent Firearms Co., a man who admits to enjoying an occasional TV Western. In Washington for the National Rifle Assn. convention, he confessed to a certain professional appreciation of the Western craze—sales of old-fashioned 6-shooters went up 35% last year.

Communications history from primitive times to TV is recounted in a new series, *The Corridor*, presented on Metropolitan's WTTG, Washington, by American U in cooperation with the Greater Washington Educational TV Assn. Willard R. Jeffrey, Jr., ex-CBS-TV, is producer.

Cultural old BBC landed one of its TV shows in the "top 10" rating bracket last week for the first time this year, and showed that 2 can play at the culture-vs.-mass-appeal game. The contest came when Britain's commercial TV stations presented Vivien Leigh's TV debut in Thornton Wilder's Pulitzer Prize-winning "The Skin of Our Teeth." Crafty old non-commercial BBC dusted off Fred Astaire & Ginger Rogers' 25-year-old movie, "Follow the Fleet," and televised it at the same time. It won hands down. Chairman Sidney Bernstein of Granada TV Network, which originated the cultural spectacular, said the BBC "ought to be ashamed of itself."

"If you were to compare the mass of TV programming to the mass of magazines on your newsstands, books published in America, the percentage of good plays produced on Broadway to the failures, the number of fine films made in Hollywood against those that are ill-conceived or built on bad taste, I personally think TV would win out in comparison. And TV continually desires to upgrade . . . to better its creative role and the quality of its programs." —Herbert Sussan, NBC director of special programs.

Stations

Time & the Timeless Westerns: The Compton Agency-inspired magazine campaign to play on viewers' alleged "guilt complex" (Vol. 15:12) is getting no help from the Luce publications. *Time* magazine's March 30 issue ran six TV Western heroes on its cover, said in its story, "... In its finest expressions [the TV Western] is an allegory of freedom, a memory and a vision of the deepest meaning of America." And, thoroughly alerted to the selling power of Westerns, sister publication *Life* announced it would start a 7-part (starting April 6) series on "How the West Was Won." Meanwhile *Life* continued its show business cover binge—on March 30 it was Debbie Reynolds who adorned the cover.

Meanwhile, other magazines whose advertising departments have turned to fighting TV more than each other, continued to try to reap rewards of circulation appeal of TV and show business personalities. The *Sat Eve Post* March 28 issue is carrying a Mary Martin story, with its newspaper circulation-promotion ads advising readers to tune in both of Mary's March 29 NBC shows. The *Post* also will shortly get into the subject of Ed Wynn. Sister *Ladies Home Journal* for April is featuring Dave Garroway at home with his wife, 2 youngsters and 8 recipes and advising readers of its newspaper ads to tune Dave in on NBC-TV. Another woman's magazine, *McCall's*, is issuing its April issue with Fred Astaire's life story.

In other media news this week, *SatEvePost* announced an all-time high in ad revenue for its April 4 issue (\$3,364,417) and *Look's* house organ, *The Lookout*, pointed out that *Life's* cut-price newsstand price of 19 cents, currently being tested in some areas, will be made available at least twice in a 12-month period.

Macfadden Publications announced 1958's gross revenue at \$17,194,354, off from 1957's \$18,782,755; and net '58 earnings as \$616,089, off from '57's \$737,689. Newsstand circulation was announced as "a little soft" for Macfadden, but "somewhat better" than the corresponding period of last year.

Media Records announced that its annual tabulation of 397 morning, evening and Sunday newspapers in 132 important cities showed 1958 news content up, and ratio of advertising to total content down—to 58.7% from 59.9%.

Alfred I. duPont TV-radio awards for "meritorious service to the American people" during 1958 were presented to KLZ-TV Denver for giving "clear evidence in its programming policies of a sense of obligation to participate intimately in community life," to radio WSNY Albany for "its acceptance of responsibility for progressive leadership," and to NBC-TV commentator David Brinkley for "exemplifying the best qualities of broadcast commentary."

TV is "the only advertising medium called upon to produce research material every day of every week," Julius Barnathan, ABC-TV research v.p. told graduate students at Syracuse U. TV-radio center this week. "The measuring of advertising effectiveness is the job of all media, and not limited to TV alone," he declared.

"Brilliant" TV series on the air age—*Flight*, produced by NBC's Cal. National Productions—was recommended to Congressional viewers this week by Sen. Goldwater (R-Ariz.). He lauded CNP "for having had the foresight & sense of national dedication to produce such a costly TV film series."

TV Defense Start: The "initial exploratory session" of the 9-man committee organized to draft a new, nationwide information program for TV was held in N.Y. this week (March 27), with C. Wrede Petersmeyer of Corinthian Stations presiding. All committee members (Vol. 15:12), with the exception of KPRC-TV Houston's Jack Harris, were present. Petersmeyer told us the meeting was primarily a get-acquainted-with-the-situation session, with most of the all day meeting devoted to discussion of the present condition of TV's "industry image" in the eyes of the public. No announcement was made of subcommittee formation or of committee members assigned to head such groups. "We expect to meet our own April 30 deadline for reporting back to NAB on this project," said Petersmeyer. "At that time, we'll be in a position to spell out more details of our plans."

Plans for April 17 Conelrad test were made final this week, after FCC's Comr. Lee & top staff members met with industry's advisory committee (headed by CBS's Davidson Vorhes) this week. The drill will run 11:30-Noon EST. About 1200 participating AM stations will remain on the air, while all TV, FM and non-participating AMs will go off. Each station leaving the air is to announce: "This station now leaves the air to cooperate with the U.S. Govt. in conducting a Conelrad drill. Please tune your radio to 640 or 1240kc for a special civil defense program. Normal broadcasting will be resumed in approximately 30 minutes." One difference from previous tests: Conelrad stations in each "cluster" will remain on the air 3 to 5 minutes instead of 30 seconds. The drill is part of "Operation Alert—1959" to be conducted by the Office of Civil & Defense Mobilization.

Mr. & Mrs. Samuel I. Newhouse, who own or have interests in 6 TV & 4 radio stations and 14 newspapers, have acquired controlling interest in Condé Nast Publications Inc., international magazine firm which publishes *Vogue*, *House & Garden* and other U.S. magazines as well as publications in Britain & France. The seller was Amalgamated Press Ltd. of London, and the price reportedly was \$5,040,000. Condé Nast operated at a loss during 1957 & for the first 9 months of 1958, the last period for which an earnings statement has been issued. The Newhouses own WSYR-TV & WSYR Syracuse, satellite WSYE Elmira, WTPA Harrisburg, WABT & WAPI Birmingham, 50% of KOIN-TV & KOIN, Portland, 25% of KTVI, St. Louis.

Modification of monochrome cameras for color may be possible using the system developed at Iowa State College and described by W. L. Hughes at this week's IRE convention. Based on Iowa State's already-demonstrated color TV film system, the method may make possible a 2-tube color camera or modification of existing b&w image orthicon for color cameras by adding a vidicon pickup tube and associated circuits. The technique uses one pickup tube for luminance information, the other alternating between red & blue pickups. Hughes said this system, now being constructed at Iowa State, should bring "significant" cost reduction in live and taped color TV.

The personality of political candidates and their ability to "project themselves through the screen," says John P. Cunningham, have given TV an "extremely important" role in political campaigning. That was the conclusion of the board chmn. of Cunningham & Walsh, in revealing details of the first research study by an ad agency which has attempted to measure how TV helps voters to judge political aspirants.

FAST START FOR BUFFALO ETV: WNED-TV (Ch. 17) Buffalo begins March 30, having been given special temporary authorization by FCC March 25 for permission to operate until May 29, carrying 2 hours of in-school programming in the afternoon, 2 hours of adult education in the evening. It's the 42nd non-commercial outlet and boosts the on-air total to 553 (87 uhf).

WNED-TV, operated by non-profit Western N.Y. Educational TV Assn., is using the transmitter of off-air WBUF (Ch. 17) donated by NBC. It also is being given use of WBUF's former tower by current owner WBEN-TV (Ch. 4), which doesn't plan to move studios to that site until later in the year. After WGR-TV (Ch. 2) moves to its new transmitter site, that station is turning over its tower on Lafayette Hotel, along with a 5-year lease on space, to WNED-TV which plans to start again in the fall after the move. Frank Harms, ex-WBUF, is gen. mgr.; Leslie Martin ex-WTHS-TV Miami, program mgr.; Mike Collins, ex-Mich. State TV-radio dept., promotion mgr.; Gordon Knaier, ex-WBUF, chief engineer.

Splitting their operations after a 15-year association, J. Elroy McCaw and John D. Keating last week revealed terms of the division. McCaw receives Keating's 25% interest in Gotham Bestg. Corp. (WINS N.Y.) and Keating takes over McCaw's 50% interest in Island Bestg. Co. (50% owner of KONA Honolulu) and 100% interest in KDAY Santa Monica, Cal. Keating also gets \$355,000 in notes from sale of KYA San Francisco to the Bartell group last year for approximately \$1 million. After the deal is approved by the FCC, McCaw will own all of WINS N.Y., KTVW (Ch. 13) Tacoma-Seattle, 50% of KELA Centralia, Wash. He will also own all of KTVR (Ch. 2) Denver, FCC this week having approved the sale of 50% held by Radio Hawaii to Gotham Bestg. Corp. Also revealed this week was sale of McCaw's 33 1/3% interest in KALE Richland, Wash., to Gen. Mgr. L. G. Dix and Harold Deutsch for \$150,000. Keating will own 50% of KONA (Ch. 2) Honolulu and 100% of KDAY Santa Monica.

Loew's Theatres Inc. is the latest film organization planning to expand into multi-station ownership, following the same path planned by Screen Gems (Vol. 15:12) and already explored by NTA. The theater circuit, now divorced officially from Loew's Inc. (MGM), intends to buy radio stations, primarily independents, up to the FCC limit, and may acquire TV outlets in the process. Loew's Theatres already owns 36-year-old WMGM N.Y., which grossed over \$2,500,000 last year. Movie-producing Loew's Inc. owns 25% of KTTV Los Angeles, once held 25% of KMGM-TV Minneapolis (now KMSP-TV, owned by National Theatres' NTA) and 25% option on KTVR Denver.

Fred W. Miller, Jr., a dir. of Headley-Reed rep firm of which his father is chairman, this week bought radio WRVM Rochester, N.Y. from Harry Trenner for \$358,750. The sale was handled by Allen Kander & Co., whose first radio station sale, in 1944, was to Frank W. Miller Sr. (WSAR Fall River, Mass.).

CBS is selling WXIX (Ch. 18) Milwaukee, which goes off air April 1 (Vol. 15:9), to newly formed WXIX Inc., headed by Gene Posner, pres. & principal owner of radio WMIL—which held CP for Milwaukee's Ch. 31 in 1953.

Storer Bestg. Co. is selling WAGA Atlanta, to remain within the 7-station limit after buying KPOP Los Angeles for \$900,000, (Vol. 15-11).

Status of 'Influence' Cases: The trial of ex-FCC Comr. Richard A. Mack and friend Thurman A. Whiteside on charges of "conspiracy" in the Miami Ch. 10 case (Vol. 15:8) will start as scheduled on April 7, Federal District Court Judge F. Dickinson Letts ruled in Washington.

Judge Letts rejected defense attorney's claims that they won't be able to subpoena certain Representatives & Senators for the trial while Congress is in session, saying that he had never had any difficulty obtaining Congressmen's testimony—in session or out. He also declined to postpone the trial on the grounds that Mack is still in no physical or mental condition to stand trial. Said the judge: "It is my belief that Mack is emotionally concerned and that this will not be relieved as long as these charges hang over his head."

Deferring to Judge Letts' desires, meanwhile, FCC postponed its own oral argument on the Ch. 10 case from April 23 to May 21. The judge had expressed fear that publicity over the Commission's proceedings might prejudice the criminal trial.

In the Orlando Ch. 9 case (Vol. 15:44), FCC this week decided that it will conduct an evidentiary hearing similar to those of the Miami Ch. 10 & Boston Ch. 5 cases but that it won't start until the court of appeals acts in the case—which was sent back to it by the U.S. Supreme Court. The Orlando case involves allegations that representations in favor of Ch. 9 winner WLOF-TV had been made to Comr. Mack by Orlando attorney William H. Dial, who had once done some work in Florida for WLOF-TV.

In the Orlando Ch. 9 case (Vol. 14:44), FCC this week closed the records & set April 20 as the deadline for the filing of briefs, May 1 for oral argument.

Courtroom camera bans under the American Bar Assn.'s Canon 35 should be reviewed & revised by a joint committee of lawyers & newsmen, National Press Photographers Assn. chairman Joseph Costa said this week. Participating in a Ford Foundation-financed Northwestern U course for reporters of crime news, he said: "The reason the Bar Assn. is so insistent about keeping photographers & broadcasters out is because the Assn. is prejudiced against all the media. They can't keep out the word reporters in general, so they take it out on photographers."

A CP for Ch. 12 Aguadilla, P.R. should be granted to Western Bestg. Corp. of P.R., FCC examiner Millard F. French recommended in an initial decision this week, following the merger of Western and its competitor—a partnership comprising Jose A. Bechara Jr., A. Gimenez-Aguayo & Reynaldo Barletta. Western is headed by Hector Reichard, operator of WABA Aguadilla; v.p.-treas. is John G. Johnson, part owner of WAPA-TV (Ch. 4) San Juan.

Cancellation of CP for KDSJ-TV (Ch. 5) Deadwood, S.D. was threatened by the FCC this week, unless the grantee requests a hearing and proves that conditions beyond its control have prevented it from starting construction for the last 2 years. The Commission also raises a question about the CP-holder's financial qualifications.

Single application filed this week for a new TV station was for Ch. 13, Panama City, Fla. by a local group headed by contractor C. H. Chapman Jr. This brings the total number of applications pending to 90 (17 uhf).

Portland Ch. 2 hearing is now 2-way—KPOJ withdrawing, leaving as contestants, Fisher Bestg. Co. (KOMO-TV Seattle) and Tribune Publishing Co. (KTNT-TV Tacoma).

Pre-Print Orders for New TV Factbook

TELEVISION FACTBOOK No. 28, Spring-Summer edition of the TV-radio & other electronic entertainment industries' first, most widely used & most frequently quoted data book, will be off the presses early next month. Completely indexed, this nearly 500-pp. semi-annual "almanac" provides ready access to a wealth of basic data on all U.S., Canadian and world TV stations and networks (including complete rate cards of the U.S. & Canadian networks and digests of all station rate cards); data on all CPs outstanding and applications pending; updated allocations tables. All other depts. have been updated, too, including directories of the FCC, TV sales reps, program producers & distributors, manufacturers of TV-radio sets, tubes & transistors, TV-radio attorneys, consulting engineers, specialized consultants, electronics labs, etc. Also included with each FACTBOOK is a revised copy of our 34x22-in. Map of TV Cities and Network Interconnections, in color, suitable for framing. One copy of the FACTBOOK goes to each of our full-service subscribers. Extra copies are \$5 each.

An unusual TV transmitting setup is planned by WJZ-TV (Ch. 13), Baltimore. Along with WMAR-TV (Ch. 2) & WBAL-TV (Ch. 11), it is installing its antenna on a candelabra structure. WJZ-TV is using an RCA traveling-wave antenna for video but will hang a GE helical below the crossarm for audio-only. However, the helical is broadband and can be used for both video & audio in an emergency. GE designed the helical but WJZ-TV engineers are fabricating it. GE reports that the following stations are using or installing helicals: WVUE (Ch. 13) New Orleans. KIRO-TV (Ch. 7) Seattle. KLOR-TV (Ch. 11) Provo, Utah. WTEN (Ch. 10) & WAST (Ch. 13) Albany. WMSB (Ch. 10) Onondaga, Mich. WQED (Ch. 13) & WIIC (Ch. 11) Pittsburgh. WVET-TV & WHEC-TV (Ch. 10) Rochester. WKTV (Ch. 2) Utica. KMOX-TV (Ch. 4) St. Louis. KVIE (Ch. 6) Sacramento.

Rep Avery-Knodel, a late entry in our spot study (Vol. 15:11), tell us that their business prognosis is "somewhat below the most optimistic, and a few percentage points above the most pessimistic." Writes dir. of TV sales Thomas J. White Jr.: "We do anticipate an increase of business in 1959, and can report that in the first 3 months of 1959 our increase over 1958 is just short of phenomenal."

Station mgr. Harold Froelich of WTVO (Ch. 39) Rockford, Ill. is buying 5% of the station (25 shares) for \$2500, according to application filed with FCC this week. Owners H. & E. Balaban Corp. and Dubinsky Bros. Theatre Corp., who retain 47.5% each, will hold the 5% in trust.

KWJJ Portland, Ore., and KLRA Little Rock, will affiliate with ABC radio April 1. KWJJ has been an independent since its founding in 1925, and KLRA is re-affiliating after a month's operation as an independent.

WREX-TV (Ch. 13) Rockford, Ill., will become a primary ABC-TV affiliate Sept. 18, it was announced by Louis E. Caster, pres. of WREX-TV, and Alfred R. Beckman, ABC v.p. in charge of TV station relations.

Broadcasters' Promotion Assn. will hold its 4th annual convention Nov. 2-4 at the Warwick in Philadelphia, says pres. Charles A. Wilson, WGN sales promotion-ad mgr.

Auxiliary Services

Application for Ch. 70 translator in San Jon, N.M. should be denied because the applicant built the facility without receiving an FCC permit, Commission examiner H. Gifford Irion recommended in an initial decision issued this week. David W. Erwin, principal stockholder of applicant Tucumcari TV, had testified that he had built the translator without FCC permission because "unauthorized transmissions of TV signals are commonplace" in the area and that he later closed down operations after concluding he had shown "poor judgment." After he took the translator off the air, the FCC wrote him and noted he had been operating without a grant. Erwin responded: "We are not operating a translator as stated in your letter. I do not know who your informant was, but they were confused as well as misinformed." Irion also pointed out that the translator had served to relay the signal of KFDA-TV Amarillo to Erwin's community-antenna system in Tucumcari. Irion concluded that the application should be denied because of Erwin's "lack of candor" and because his primary purpose for the translator was to use it as a CATV relay—contrary to FCC policy.

That unusual translator proposal—a double-string of 8 stations to relay signals 140 miles from Duluth-Superior to International Falls, Minn. (Vol. 14:46)—was granted by FCC this week to Minneonto TV Inc., a non-profit organization of 2314 stockholders. Grantee, headed by Leroy E. Phaklides, an employe of Minn. & Ontario Paper Co., plans to build 2 translators each at Virginia, Orr, Kabetogama & International Falls, giving each town the programs of WDSM-TV & KDAL-TV Duluth-Superior. Biggest translator project to date, it will cost \$102,759. Minneonto TV must give up its CP for regular station KIFS (Ch. 11) International Falls. FCC also granted the following translator CPs: (1) Ch. 74 Athol, Mass. and Ch. 74 Claremont, N.H. to WWLP (Ch. 22) Springfield, Mass., both of them to repeat the programs of WWLP's satellite WRLP (Ch. 32) Greenfield, Mass. (2) Ch. 70, 74 & 81, to serve towns of Paw Paw, Largent, Levels, Okonoko & Points, W. Va., to Panhandle TV Corp. of W. Va. (3) Ch. 73 Eureka, Nev. to Eureka fire dept.

Grant of a translator in Laramie, Wyo. to Albany Electronics Inc. was again affirmed by the FCC this week as it denied a petition for reconsideration filed by KFBC-TV (Ch. 5) Cheyenne. KFBC-TV had alleged that the translator would provide unfair competition and that the guarantee wasn't financially qualified, but the Commission concluded that Laramie needed the translator's service because mountains blocked the reception of an adequate signal from KFBC-TV. The Commission also stated that KFBC-TV hadn't proved its assertions about Albany's financial qualifications.

On-channel experimental 500-watt booster in N. Greenbush, N.Y., sought by WTEN (Ch. 10) Albany (Vol. 14:45, 47), was endorsed this week by the broadcasting & closed-circuit TV & equipment committee.

Elmira Video Inc., community antenna system in Elmira, N.Y., has been sold by Boston electronic equipment manufacturer Spencer-Kennedy Labs to Utilities & Industries Management Corp., 425 Park Ave., N.Y., for an undisclosed amount.

Two educational translator applications were filed this week by the U of Utah, which seeks Ch. 71 & 74 to supplement its regular KUED (Ch. 7).

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Advertising

People: Thomas McDermott, TV-radio v.p., Benton & Bowles, elected senior v.p. . . . Howard Chase resigns as pres. of Communications Counselors Inc., McCann-Erickson p.r. affiliate, to form his own p.r. firm . . . Alan Pottasch & Lawrence C. Puchta elected v.p., Kenyon & Eckhardt . . . Richard C. Butler, account exec., A. C. Nielsen, appointed broadcast media mgr., Lever Bros. . . . Sol Katz promoted to research dir., Donahue & Coe. George H. Guinan, ex-Robert W. Orr Adv., named v.p. . . . John S. Williams, senior v.p., Cunningham & Walsh, resigns to become v.p. & creative dir., Henderson Adv. . . . Gene Austin named mgr. of the Puerto Rico office of Young & Rubicam . . . Harry Parnas resigned as media dir., Doyle Dane Bernbach. Albert Petcavage, ex-Ted Bates & Co., succeeds him . . . John M. Weiler resigns as v.p. in charge of adv., Manhattan Shirt Company. Eric Younger named adv. & sales promotion dir. . . . H. B. (Buzz) Le Quatte, v.p., Grant Adv., will retire April 1, continuing as a consultant to Grant's N.Y. office . . . Carl Rigrod, TV-radio dir., Donahue & Coe, and George H. Guinan, ex-Burke Dowling Adams, made v.p.'s . . . Courtney Moon & Robert Footman, ex-Guild, Bascom & Bonfigli, named v.p., Johnson & Lewis, San Francisco . . . Robert W. Castle elected v.p., Ted Bates . . . Norman Frank, former NBC-TV producer, elected v.p., Lynn Baker . . . Deane Uptegrove appointed senior v.p., Harold O. Nadler & A. W. Sage named v.p., Reach McClinton & Co. All 3 were with H. B. Humphrey, Alley & Richards before the merger of these 2 companies . . . Pamela Wood elected v.p. & copy dir., Silton Bros., Callaway . . . Hudson F. Meyer named v.p., Bozel & Jacobs . . . Tom Jones elected v.p., Getz & Sandborg Adv. . . . Ray J. Mauer named creative dir., Geyer, Morey, Madden & Ballard, succeeding Wirt McClintie Mitchell, now chairman of the creative plans board . . . David L. Howlett elected v.p., publicity & p.r., *Western Advertising*, Chicago . . . Marshall Hawks, TV-radio dir., Emery Adv., Baltimore, elected v.p. Mrs. Grace C. Tavenner named treas. . . . Paul R. Jordan appointed exec. v.p., Hixson & Jorgensen . . . James Raker appointed to head the new West Coast div. of Charles Schlaifer Adv. in Los Angeles . . . Joel Squire, ex-CBS film dept., joined Dancer-Fitzgerald-Sample Hollywood office as production supervisor.

Personals: Howard Kany named dir. of international business relations, CBS-TV stations div., effective April 1. Kany will continue to serve as supervisor of CBS newfilm sales, domestic & foreign . . . Samuel R. Elman, gen. mgr., WATR-TV Waterbury, reelected pres., Connecticut State Network. Charles Bell elected v.p., Paul Baumgarth, exec. secy . . . Lionel F. Baxter, v.p., and managing dir. of WIBG Philadelphia, named director of radio operations for all Storer stations . . . Jack Hardesty, RAB v.p.-gen. mgr., named mgr. of San Francisco office of brokers Hamilton, Stubblefield & Twining, succeeding W. R. Twining who is resigning to establish commercial & industrial real estate brokerage & financing operation in San Francisco . . . Leon Peck appointed asst. comptroller, NTA, N.Y. . . . Rodric M. Smith named business mgr., TV Advertising Reps. Inc., new firm handling the Westinghouse outlets . . . Charles S. Steiner, CBS-TV dir. of information services, named v.p. . . . Art Breecher named Midwestern sales mgr., Official Films Inc. . . . Herb Jacobs elected pres. of TV Stations Inc., a station-owned film purchasing co-op which now services 109 TV markets . . . Edward Bleier returns to ABC-TV as an account exec. after 1½ yrs. as v.p., Tex McCrary Inc. . . . Tom W. Mahaffey named adv.-promotion dir. WJXT Jacksonville, succeeding Phil McMahon . . . John Serrao named Western div. mgr., Lee Cannon, Midwestern mgr., Alton Whitehouse, Southeastern mgr. and Leonard A. Warager, Northeastern mgr., Independent TV Corp. . . . Herschell G. Lewis, formerly pres. of Lewis & Martin Films, Chicago, named v.p. in charge of Fred A. Niles Productions' new industrial program div. . . . Milt Fishman appointed dir. of radio & TV news, ABC's Western div. . . . Alexander (Sandy) Stronach Jr., ex-MCA, named sales v.p., Flamingo Telefilm Sales . . . Newell T. Schwin promoted to new post of production sales dir., CBS-TV network operations.

Canadian Assn. of Broadcasters this week reelected Pres. D. Malcolm Neill (CFNB Fredericton, N.B.) at its annual convention in the Royal York Hotel, Toronto. Tom Burham (CKRS-TV Jonquiere, Que.) was named v.p. for TV, Murray Brown (CFPL London, Ont.) v.p. for radio. Among CAB policy resolutions adopted was one supporting Royal Commission recommendations encouraging licensing of non-govt. stations in competition with CBC-operated stations. Others called for promotion of Canadian talent & more competition with U.S. programming.

Obituary

Pat Barrett, 70, known in radio's heyday as Uncle Ezra, died March 25 in a Harvard, Ill., hospital. A star of the Saturday night *National Barn Dance* in the 1930's, he also had his own 3-times-weekly 15-min. program of home-spun humor, *Uncle Ezra's Radio Station*, 1934-39, variously on NBC and the Blue Network, originating from his hypothetical "powerful little 5-watter, station EZRA." He lost his sight about 5 years ago.

Harold Robertson Carson, 64, pres. of All-Canada Radio and Television Ltd. (station rep.) died March 17. He was also pres. of Quality Records Ltd. He is survived by his wife and son.

John B. Reynolds, 62, asst. & acting FCC secy. from 1930 to 1941, since then operator of radio WKWK Wheeling, W.Va. died of heart ailment March 22. His widow & son survive.

Sidney E. Leipzig, 55, formerly dir. of WOV N.Y. Artists' Bureau and member of Broadcast Pioneers, died March 16 in N.Y.

ABC-TV Revamps Daytime: A full-scale revamping of ABC's "Operation Daybreak" has been completed, and will go into effect early in April, according to Giraud Chester, ABC-TV v.p. in charge of daytime programming. Currently 60% of the 70 quarter-hours are sold, with additional orders pending.

The main program changes: Out go *The Peter Lind Hayes Show* (11:30 a.m.-12:30 p.m.), *Play Your Hunch* (12:30-1 p.m.), *Liberace* (1-1:30 p.m.). *Hayes* and *Liberace* may re-appear this fall in nighttime ABC-TV half-hours. In go, on April 13, *Buddy Deane Show* (audience participation show built around WJZ-TV Baltimore's TV disc jockey), reruns of *The Gale Storm Show* (ITC). *Music Bingo*, *Day in Court*, *Beat the Clock* and *Who Do You Trust* are still in the noon-4 p.m. lineup, which is followed by Dick Clark's *American Bandstand*.

To drum up sales for the revamped daytime schedule, ABC has named Harold Day as dir. of daytime sales, a newly created post. His first sales coup: a sale of 6 additional quarter-hours per week starting April 13 to General Foods—a sponsor that had made a sharp reduction in its "Operation Daybreak" spending, and now has been wooed back for a total of 10 quarter-hours weekly.

The new firm of SRO Productions (Frank Wayne & Mace Neufeld) sold *Laugh Line*, a new live comedy show, to NBC-TV this week. It will start April 16 for Anacin (Ted Bates) starring Mike Nichols & Elaine May—to replace *Behind Closed Doors* (Screen Gems). Wayne & Neufeld are network veterans who decided this season to stick their neck out in the tough rivalry of network packaging. They scored a fast sale on their first venture.

Du Pont will continue its blue-chip TV series designed to create a good "corporate image" for the huge chemical firm. A total of 9 *Show of the Month* spectaculars, blending adaptations of theatrical & literary properties with some original teleplays, has been scheduled, via BBDO, on CBS-TV for the 1959-60 season, starting in Sept. Periodic surveys reportedly show an increasingly favorable public attitude toward DuPont dating back to the start of its old *Cavaleade of America* series on radio.

Campbell's Soup is renewing the *Donna Reed Show* for next season, but producer Tony Owen has notified ABC if it won't give Donna a better time slot, she'll quit TV and return to movies. Owen, husband of Miss Reed, told us the sponsor is also dissatisfied with the present Wednesday-night time slot. Contracts for next season are due to be signed April 1.

A TV saturation campaign in 5 consecutive days and on all 3 major networks has been blueprinted by Eastman Kodak for mid-June. The five shows include two specials: a telecast of the USGA open golf championship and a 90-min. Walt Disney spectacular celebrating the 5th anniversary of Disneyland. Kodak will feature home movie & still photography and Kodak synthetic textiles.

Chesterfield, sponsoring *Steve Canyon* on NBC, asked Pegasus Productions producers Mike Meshekoﬀ & David Haft for an extension on the renewal date, to May 1. Producers okayed the request.

Station Rate Increases

Station:	Base Hour	Minute	Date
KRLD-TV Dallas, Tex.	\$1100 to \$1200	\$300 to \$325	March 1
KTVI St. Louis, Mo.	\$1000 to \$1150	\$250 to \$287	April 1
KFSD-TV San Diego, Calif.	\$850 to \$950	Remains \$250	
WTWV Evansville, Ind.	\$160 to \$215	—	
WCNY-TV Carthage-Waterstown, N.Y.	\$250 to \$450	\$70 to \$100	March 1
*WCOV-TV Montgomery, Ala.	\$250 to \$300	\$50 to \$60	April 1

*Added Class AA Hour (7:29-10 P.M. Mon.-Sat., 6:29-10 P.M. Sun.). Class A remains \$200.

Film & Tape

New York Roundup: NTA's latest fall plan involves shifting the firm's film network to a tape operation. At the recent NAB meeting, independent TV outlets were told of an NTA' plan to provide 20 hours weekly of taped shows, which will be sold nationally or regionally by NTA, with stations holding option to sell locally in the event no multi-market sale is made . . . The deal for Buckeye Corp., Ohio firm expanding into the telefilm field, to buy Transfilm, N.Y. commercial production house, is virtually complete (Vol. 15:6) with final transaction details expected to be firm by early part of next week . . . Official Films reports a 56-market sale so far on its *The Big Story* syndication telefilm series, with exactly 100 markets still targeted to reach the position where the series will be producing a clear profit . . . Current shortage of feature film packages is causing brisk sales on the few available. ABC Films has sold its "Anniversary Package"—which, incidentally, includes the British-made "The Browning Version," a property also upcoming as a CBS spectacular—in 16 new markets within the past 10 days . . . John Housman, ex-Metro producer, will film an hour-long pilot in N.Y. of *The Lawbreakers*, in a production deal with CBS-TV. The series will be a "comprehensive study in depth" of American criminology, says CBS . . . Canadian TV audiences will have a chance to see the RCAF in action in a U.S. syndicated telefilm series, *Flight*, due for airing in both countries. California National Productions has scheduled "Jumping Sisters" as an episode, dealing with the Canadian Corps of parachuting flight nurses, and due to be filmed at Norton Air Base . . . Recently created Plandome Productions, N.Y. firm headed by former Kudner Agy. exec. James Ellis, has already lined up a dozen major clients, ranging from Borden's to Texaco, for its specialized service: the creation of background music or jingles for TV commercials, tape or film . . . Tempo of United Artists TV activities is increasing. Following a month-long survey trip in Europe & a visit to shooting site of *Tales of the Vikings* in Germany, UA-TV's Bruce Eells, exec. v.p., left N.Y. for Hollywood this week where four UA series are rolling.

Hollywood Roundup: Revue Productions has changed the name of its new Western series for NBC from *Laramie* to *Wyoming* . . . Milton Lewis resigned as talent chief at Desilu to form his own TV film company, Stardust TV Productions. First series is to be *Curtain Time* . . . *Peter Gunn* renewed by Bristol-Myers for second season on NBC . . . NTA added 6 more salesmen to its West Coast staff.

West Coast People: Jay Sheridan named to the newly-created post of West Coast production exec., Ziv TV, with Harry Koplan taking over his former job as Ziv commercial dept. head . . . Mickey Rooney will request CBS to release him from his 5-year TV contract which still has 3 years to go. He plans to star-host a series under the banner of the Rooney-Doff Company, Fryman Enterprises . . . Joan Crawford, who was to have starred in a TV film series for Goodson-Todman next season, has had to call off the project until 1960 because of previous commitments . . . Charles W. Fries, in charge of West Coast production for Ziv-TV, elected pres., Alliance of TV Film Producers for interim period ending Sept. 1, replacing Maurice Morton, resigned . . . Joe Sistrom & Warren Duff named co-producers of Revue's *Markham* series starring Ray Milland, following resignation of producer Willi Schorr.

Less than 1% of all video tape is now rejected by users after leaving the factory, according to Dr. W. W. Wetzel, gen. mgr. of Minnesota Mining & Mfg. Co.'s magnetic products div. The reduction in factory waste, due in part to the use of a new tape-quality-control machine developed by CBS-TV, may result in further cuts in the price of tape—currently \$282.90 per 60-min. reel, down from the early price of \$306.77. The only producer of video tape, 3M had a 20% field rejection rate as recently as last Jan., when networks tripled their orders for tape to guard against a possible strike. A year ago factory rejections averaged more than 50%; two years ago it was 80% (plus customer rejection of 88% of the remainder). Dr. Wetzel's comments are contained in a 63-page book, *The Changing Picture in Video Tape for 1959-60*, published by 3M (900 Bush Ave., St. Paul 6, Minn.), consisting mainly of trade-press comments and stories about video tape.

Newest tape independent is Visual-Tape Productions, N.Y., formed by a group of veteran production executives to service agencies with taped commercials. Staff includes Chris Valentine, former head of commercial production of McCann-Erickson; Ezra Stone, writer-actor-director; Chris Christenberry, former N. W. Ayer producer, and such former network producer-directors as Bob Evans, Tony Farrar, Bill Howell and Lee Jones. Firm will headquarter at 527 Lexington Ave., N.Y.

Taped "trailers" for sportscasts is the newest wrinkle in local programming. Westinghouse's Pittsburgh flagship KDKA-TV is building advance viewer interest in baseball telecasts of Pirates games by taping interviews between sportscaster Bob Prince & team stars in Fort Myers, Fla., and airing the tapes nightly in the station's sports & news shows. Later this season, Prince will do the play-by-play telecasts of Pirate games.

TV block-booking anti-trust suits filed by the Justice Dept. in 1957 against 6 film distributing companies (Vol. 13:13, 16) may go to trial soon before Federal Judge Archie O. Dawson in N.Y. May 1 is the deadline for answers to pre-trial interrogatories submitted by the Govt. to the defendants in the civil actions. The defendants are C&C Super, Screen Gems, Associated Artists Productions, NTA, United Artists, Loew's. Justice Dept. sources told us this week that the Anti-Trust Div. will be prepared then to set a trial date.

Second supplier of video tape may be Reeves Soundcraft Corp., which announced at this week's IRE convention in N.Y. that it plans "extensive production" of TV tape in its new Danbury, Conn., plant this year. To date, Minnesota Mining & Mfg. Co. is the only producer. OR-Radio Corp. (Irish tape), though partly owned by Ampex, does not yet produce video tape.

Ampex sold 23 Videotape Recorders at the NAB convention, its volume of equipment orders totaling about \$1,300,000. In addition to those reported last week (Vol. 15:12), Ampex announced the names of these purchasers: Termini Tape Productions, N.Y.; Intercontinental Productions, N.Y.; WLWT Cincinnati.

Seven TV people who don't want to see Americans lose interest in books are among the backers of a newly-formed book publishing house, Star Press Books. The concern will publish under the imprint of Bernard Geis Assoc., 527 Lexington Ave., N.Y. Random House will distribute. The 7—who had heard that more money is spent on repair of TV sets in the U.S. than on books of all kinds—are: Groucho Marx, Art Linkletter, Ralph Edwards, Mark Goodson, William Todman, Robert C. Temple and John Guedel.

Spanish Films Coming: Spain will be bidding this year for the marginal, rather than mass, U.S. telefilm audience, we are told by Jo Linten, dir. genl. of Madrid's movie-record and the largest producer of both cinema & TV film commercials in Spain. Linten, who also represents ZIV-TV for the still-infant Spanish market in Europe, has mapped a 39-episode film series called *Teatro Apollo*—half-hour adaptations of "zarzuelas," the popular Spanish brand of light opera—as his first project.

His plan: to sell the series to Spain's own 3-city Television Espanola and to the Latin-American countries to reach the break-even level, then sell it in a few U.S. markets with Spanish-speaking minorities or musically alert viewers, to move into a profit picture.

Due to an almost complete absence of unionization, costs for telefilming in Spain are low, Linten says. His firm is about to announce a network-level U.S. deal in which he supplies low-cost, high-quality animation and the network (believed to be NBC) is supplying a pre-recorded soundtrack.

Also in the works, with an eye on possible U.S. sales: a series based on Washington Irving's writings in Spain, a cloak-&-sword "Western" akin to "The Pride & The Passion," and half-hour adaptations of classical Spanish dramas. "We don't expect a U.S. payoff in less than 3 years, but it will come," says producer Linten.

Ida Lupino & husband Howard Duff are forming a new TV film company with Ralph Edwards to produce a Western series, *The Powder River Boys*. Ted & Tom Le Garde, twins, have been signed. Lupino & Duff also plan an untitled police-action series. In addition, producer Elliott Lewis wants Ida to host a whodunit anthology series, *This Is Murder*, and this may be a co-production with Lewis and the Lupino-Duff combine. The husband-wife producer team also has in preparation an action series, *Mace*, formerly titled *The Green Peacock*. ABC Film Syndication has invested in 17 scripts & 2 pilots. ABC Filmmakers are now talking to Miss Lupino about expanding it into an hour-long series. The *Mr. Adams and Eve* series hasn't yet provided any residual money for the actor-producers.

A side effect of Hollywood's failure to find a post-1948 TV formula can be seen in the current market-by-market sales strategy of MCA-TV, whose Paramount package is the last big block of pre-1948 features on the TV market. MCA's Lou Friedland, v.p. in charge of station sales, now contacts all TV stations in markets where the package isn't sold, furnishing a list of the films and MCA's prices. Then, MCA sits back & considers the offers. So far, the package has been sold in only 36 markets. But the annual gross level is said by MCA to be over the \$50,000,000 mark, thanks to growing scarcity of feature product and to station competition for the supply.

Thirty-six D. W. Griffith films & 16 scenarios in which the late producer's estate holds rights, were sought in Hollywood this week by Sterling Television, N.Y. TV distributor, with high bid of \$21,000. Petition for sale of the property to Sterling was filed in L.A. Superior Court this week. At the time of the open hearing in Probate Court in 2 to 3 weeks after the petition is filed, new bids, to start at 10% over \$21,000, may be made. Sterling plans use of the films on TV, and may also license them to art houses.

Hal Roach Studios, Guild Films, Scranton Corp. and Passing Parade Films are defendants in a suit filed in L.A. by producer Jerry Stag. He seeks damages in connection with his *Telephone Time* series.

New Look At Revue: Universal-International studios, acquired a few months ago by MCA and now being operated by Revue Studios, will soon undergo an extensive construction program, with 4 new stages to be built for TV filming. Revue is expected to move soon from Republic studios, where it's currently headquartered. UI is now using 7 stages at the lot it formerly owned for movie production, and 12 are being used by Revue for TV. However, that isn't enough to accommodate the demands for space, so Revue is partitioning 3 movie stages into 6 TV stages.

When construction is completed, there will be 23 stages at the Universal City lot. Meanwhile, a number of Revue's Westerns, still located at Republic (including *Wagon Train*, *Restless Gun*, *Wells Fargo*), are doing their exteriors at the newly-acquired lot.

Revue has announced it will quit making its Mickey Spillane's Mike Hammer series when the current cycle of 39 is completed. That will be the end of the second season and a total of 78 telefilms for this series. Darren McGavin, who plays Hammer, will take over the lead in Revue's new hour-long *River Boat*, for NBC. A sponsorship deal is close for Hammer's producer-director Richard Irving—Revue's *Coronado 9*, starring Rod Cameron. Falstaff Brewing, which sponsored Cameron's two previous Revue series, *State Trooper* and *City Detective*, over a 7-year span, is negotiating similar sponsorship of the new series in which Cameron would play a private eye.

Unlike N.Y. firms, Hollywood TV film makers have been cautious about the use of tape for their product, feeling too little is known about its operation. Revue Productions, however, is now exploring and experimenting with tape, we're told by Revue pres. Taft Schreiber.

Film men needn't fear video tape, says one of N.Y.'s veteran independent commercial producers, Tom Dunphy. "Such things as bad lighting & sloppy supers are excused in shows now just because they're done by people who think in terms of live production," the Wondsel, Carlisle & Dunphy partner told us. "Film producers," he added, "have been trained in studio discipline in the commercial field. The live people haven't. That's why we feel agencies will come to us to produce their tapes when the novelty of speed has worn off." Dunphy is an ex-Benton & Bowles producer. WCD has annual film gross over \$1,000,000.

First CBS mobile-tape show is due to start on April 27 as a 10-10:30 a.m. daytime strip. Titled *On the Go*, it will feature Jack Linkletter who "will travel America's highways in a specially-equipped bus" to tape conversational visits with "interesting people in interesting places." Packager is John Guedel.

Key Productions and Teleworld are new TV film firms headed by Martin Ross ex-NTA. Hollywood-based Key is now producing 5 series. Key's directors include Robert Lippert; David Robbins, former owner of Kling Studios; Charles B. Brown, former v.p. of Bing Crosby Enterprises. Teleworld will be Key's distribution arm.

New non-technical handbook, covering TV, film & video tape is *Screen Writing & Production Techniques* by Charles W. Curran, pres. of Times Square Productions, N. Y. (Hastings House, 151 E. 50th St., N. Y., 242 pp., \$4.95). Cost factors are treated, based on guild & union contracts.

Donald McGannon, pres. Westinghouse Broadcasting, is in Hollywood this week seeking TV film properties for his stations. McGannon tells us he's talking with several syndicators, but said no deals have been set yet.

TV Title Tangle: TV, unlike motion pictures, has no central clearing house for titles. This lack is pinpointed by the fact there are currently 3 *Barbary Coast* pilots in preparation or produced.

The first *Barbary Coast* pilot was made some months ago by Interstate TV, Allied Artists' TV subsidiary, in conjunction with ABC. Larry Pennell and Alison Hayes starred in the film which has not yet been sold.

More recently, Goodson-Todman announced they'd shoot a *Barbary Coast* pilot.

Not to be included out, Sam Goldwyn last weekend announced he'd produce an hour-long *Barbary Coast* series with CBS. He wrote Goodson-Todman not to proceed, claiming priority from his 1937 movie, "Barbary Coast," based on the Herbert Asbury book.

Goodson-Todman coast chief Harris Kattelman told us he plans to ignore this and proceed with his company's project. He hadn't heard from Interstate or Allied & dismissed their project by pointing out it hasn't sold yet.

Goldwyn's title claim thus may be a subject for litigation. When a motion picture title conflicts with a TV series title, it becomes a matter for the attorneys. In the past such conflicts have arisen, and invariably the parties involved have dropped their projects rather than take the risk of finding a series with the same title competing.

An Allied Artists spokesman said that on Tuesday a letter was being sent both to Goldwyn and Goodson-Todman, in which the studio legal department claimed their *Barbary Coast* series constituted "unfair competition."

Filmways Branches Out: "Diversify today, or you're dead," Martin Ransohoff told us this week, in describing the outlook for commercial film producers in the video-tape era. He's president of Filmways, a fast-growing N.Y. independent film-&-tape commercial house whose first year (1952) gross was \$128,000, is expected to do nearly \$5 million this year.

To Ransohoff, "diversify" means a four-pronged invasion of the TV field—film commercials & programs, tape commercials & programs—with a side excursion into co-production of theatrical features.

Currently, Filmways is completing new \$750,000 studios on Manhattan's East 127th St. for tape & film.

It has a film & tape liaison & "share facilities" agreement with Warner Bros. (Vol. 15:6). It plans to set up a program staff and has reactivated Filmways International, with an eye to half- & one-hour action-adventure telefilms. Ransohoff may also film & tape shows overseas.

Filmways is one of the top 3 film commercial producers. Film is far ahead of tape now, but Ransohoff expects that by fall, the present 90-10 ratio of film to tape should drop to 75-25.

A TV film-commercial festival, to be held in N.Y. March 1960, as "a marketplace for creative ideas & techniques" is the proposal of Wallace A. Ross, former publisher of *Ross Reports* & more recently p.r. counsel to Film Producers Assn. Ross leaves for Europe April 9 to represent independent producers of TV, business & documentary films at 5 European festivals. He hopes to line up the N.Y. Festival on an international level.

A \$4,000,000 gross in 1959 TV commercials, representing a 23% increase over 1958, is forecast by Robert Lawrence Productions in its 7th annual report. Lawrence whose volume places him in the top 5 independent commercial firms, adds that by contrast his gross in 1952, the company's first year, was \$420,000.

'TRUE PORTABLE TV' DEBUT THIS YEAR? First battery-operated transistor TV set may go on sale this year—but any marketing will be small-scale, tentative and exploratory. While cordless sets could be produced today, most manufacturers say they prefer to wait—even at risk of not being "first"—until price & weight can be reduced substantially and market can be adequately surveyed.

Transistor TV sets have passed from labs to production engineering depts.—but most receiver manufacturers are still quite bearish about possibilities of marketing a sanely priced set soon. There seem to be 2 major exceptions—one of them quite alarming.

Emerson plans to show production-model "true portable" in its new line this June, pres. Benjamin Abrams tells us. Output of this 17-in. model is slated to start some time this year, depending on distributor-dealer reaction. No details are available on circuitry or price.

Foreboding note comes from industry travelers returned from Japan—who report it is indeed true that Tokyo Shibaura Electric Co. (Toshiba), one of "big 4" of Japanese electronics, has started pilot production of 32-transistor battery-operated set, which it hopes to export to U.S. Some TV manufacturers shudder at thought that Japan might attempt to do in transistor TV what it did in transistor radio field (see comments by Admiral's Ross Siragusa, p. 23).

Compounding the alarm are rumors that price tag will be extremely low—some say under \$100—considered virtually impossible by American manufacturers at present state of art. Toshiba's U.S. representatives were unavailable for comment this week.

. . . .

Here's status of "true portable" TV today on basis of our conversations with most major set manufacturers, and with TV engineers at this week's IRE convention:

It can be produced with standard components now available, although some parts—notably batteries and certain transistors—aren't being produced in quantity. Transistor portable TV sets shown by GE, RCA, Motorola and others were, of course, extremely expensive lab models—not production prototypes.

Impressive progress has been made in reducing number of transistors required, developing rechargable batteries which will operate for required amount of time (about the length of a baseball game) and in cutting some costs. Among battery makers supplying sample units which can be recharged in the home are Yardney Electric Corp., N.Y., with its silver-cadmium & nickel-cadmium cells weighing 3-6 lbs. and capable of up to 300 recharges. Eveready is understood to be developing rechargeable version of its cathodic-envelope dry cell now used for portable radios.

Picture tube is big bottleneck. Today, an old-fashioned 70- or possibly 90-degree tube would have to be used—increasing bulk of cabinet—because of high power required to drive deflection circuits of short 110-degree tube. Attractive & compact transistor TV shown by GE last fall (Vol. 14:44) used experimental picture tube of unique design, not an existing production model. Where most transistor sets shown to date have weighed 24-30 lbs., GE's little beauty weighed 10.

Transistors required for portable set—anywhere from 22 to 32 of them—now average about \$6 each, as opposed to 50¢-\$1.50 for circuit tubes. Batteries in production quantities still will run about \$20 each.

If a set were to go into production today, it would be a Cadillac-class item. On limited mass-production basis, it probably would sell for \$400-\$500.

That's consensus, handed down as gospel by many manufacturers. But picture could change fairly rapidly. It's possible—but extremely unlikely—that there's been a closely guarded major breakthrough in somebody's lab. Most engineers, however, think that development of marketable cordless portable will be slow process of production engineering, refinement and cost-shaving.

There will probably be a few makes of battery portables on sale next year in trial-balloon marketing. If they catch on, at relatively high prices, costs will gradually come down—with mass market possibly developing around 1961 or 1962. But manufacturers aren't certain there'll ever be a mass market. "At the beach, there are plenty of things more exciting than TV to watch," was the way one put it.

Motorola is "going right ahead" with production engineering, says consumer products exec. v.p. Edward R. Taylor, but definitely won't have one for sale this year. He's aiming at "realistic" price of about \$300. He says Motorola has reduced number of transistors in its developmental set to 22 from 32 a year ago. Big problem now is "the right kind of picture tube with low battery drain." A set must be able to play 4-6 hours between recharges, he says. Batteries are available—"battery makers are knocking at our door."

Admiral pres. Ross Siragusa feels talk about transistor TV is "entirely premature." He adds: "There are several severe disadvantages now—the weight of the unit with battery is excessive; the cost is astronomical." Sheer bulk of presently adaptable picture tubes is unacceptable, he maintains. "You couldn't make such a set today for \$300 and cover costs, much less make a profit."

RCA is silent on its plans, except to reiterate its statement last fall when it unveiled 8- & 14-in. developmental sets (24 transistors each)—that they'd be on market "within 2 years" (Vol. 14:43). It was learned that, like most manufacturers, RCA has moved transistor TV development out of labs, to its set-making division, but it definitely doesn't plan 1959 introduction.

GE's market research dept. has the problem now, while engineering work also continues. Principal research sticklers: How big is market for "outdoor set?" How much will people pay for this type of novelty item? Until researchers come up with answers, GE has no specific marketing plans.

Transistor sets are coming—no doubt about it. But when they come, today's plug-in portables will still have big advantage in price, picture quality, and probably picture size. And nobody is quite sure whether cordless receivers will revitalize TV industry by creating whole new army of out-of-home viewers—or add up to a resounding transistor-age flop.

TV-RADIO PRODUCTION: TV set production was 94,648 in week ended March 20 vs. 96,653 in preceding week & 91,416 in same 1958 week, EIA reports. Year's 11th week brought production to 1,183,756 vs. 1,080,445 last year. Radio production was 269,051 (100,804 auto) vs. 275,592 (109,063 auto) in preceding week & 170,655 (40,218 auto) last year. In 11 weeks: 3,071,587 (1,164,009 auto) vs. 2,271,039 (754,841 auto).

Electronics' 'Billionaires': Seven companies active in electronics make the 1958 "Billion Dollar Club" list (45 companies doing a billion or more in annual sales) just compiled by *News Front* magazine. The 7:

Rank	Company	Sales (bil- lions)	Change from 1957	Profits (mil- lions)	Change from 1957	Em- ployes (thou- sands)	Change from 1957
3	AT&T	\$6.908	+ 6%	\$981	+15%	725	- 3%
6	GE	4.121	- 5%	243	- 5%	250	-11%
14	Western Electric	2.174	-12%	86	+ 1%	122	-13%
18	Westinghouse Electri	1.896	- 6%	75	+ 3%	115	-11%
25	General Dynamics	1.510	- 3%	35	-20%	92	0
34	RCA	1.176	0	31	-20%	78	0
35	IBM	1.172	+17%	126	+42%	61	+ 2%
Totals		\$18.957	-0.04%	\$1.577	+10%	1443	-5.5%

Although the full list of 45 companies (which, incidentally, produce one-fourth of the entire gross national product) was down 5.5% in 1958 sales from 1957, the 7 electronics-active organizations almost maintained the status quo, falling off less than 0.5%. Two, AT&T and IBM, were actually up, and RCA held even.

Electronics looked even better in the profit picture. With the entire list down 16% in 1958 from 1957, the electronics group was up 10%. All showed profit increases except GE, General Dynamics and RCA. Biggest profit percentage increases were IBM's 42% and AT&T's 15%.

The 7 firms were in line on employe numbers. Their combined percentage of 5.5% fewer employees in 1958 than in 1957 compared with the full list's 6% drop.

'Fair Trade' Blasted: Heavy govt. guns were wheeled into House Commerce Committee hearings this week to lay down a barrage against a federal fair trade bill (HR-1253) sponsored by Chairman Harris (D-Ark.). Carrying on a broad Govt. assault on the legislation which was launched last week by the FTC (Vol. 15:12), the Justice Dept.'s anti-trust troubleshooter Robert A. Bicks said the retail pricing measure would: (1) Infringe on states' rights. (2) Damage free enterprise. (3) Cost consumers \$1 billion or more per year. (4) Repeal anti-monopoly laws covering a wide area of retail business. Arguing back, Harris said that the Justice Dept. seemed to favor "cut-throat" competition by cut-rate retailers which is unfair to legitimate dealers. But in the face of Administration opposition, the bill's chance of passing seemed dimmer than ever.

RCA celebrated the 5th anniversary of production of the first color set March 25 by cutting another \$20 off the full-year installation & service contract for receivers, bringing the price down to \$69.50. It also announced it has started production on a new color set, known as the "Anniversary model," in the intermediate price range (estimated retail price, somewhat below \$700). At a civic luncheon in Bloomington, Ind., site of RCA's color set plant, group exec. v.p. Charles M. Odorizzi said the new model will reach dealers in a few weeks, 4 months ahead of time because of "a shortage of some models." He added that the plant has had to step up its production schedule.

IRE—VAST & TINY: As big as outer space, and smaller than a pinhead—that describes tomorrow's electronics as previewed this week to a record 57,709 engineers & other interested observers at IRE's convention & Radio Engineering Show in N.Y. The most exciting & significant trends in technical papers & exhibits were the emphasis on space electronics—all the way from the biophysical problems of space travel to missile design—and on micro-miniaturization of electronic circuits.

While the convention now is devoted largely to military, space and industrial electronics, many of the developments shown & discussed will eventually find their way into consumer products. Take, for example, the sensational developments in the field of micro-miniaturization. These make Dick Tracy's wrist radio look like a 1927 Atwater-Kent.

Texas Instruments, for example, revealed it's working on a technique for bunching the functions of as many as 12 components into a complete solid circuit the size of a match head.

Engineers of Varo Mfg. Co., El Segundo, Cal., in a paper before the IRE, told of a new technique of building up circuits by depositing thin films of magnetic and other materials in a "glob"—and they've already succeeded in putting "a room-full" of components (1,000,000) into one cubic foot of space.

RCA, which has been working on micro-module circuit construction, says it's now developing a new concept of "integrated electronics" which in the next few years might cram 100 million components into a cubic foot—approaching the compactness of the human brain.

There were no startling innovations unveiled with immediate and direct bearing on TV-radio. Industrial TV again was in the limelight, with a number of high-definition cameras (including GPL's 1000-line) being shown. Dage showed a closed-circuit "dial-TV" console, which permits users to dial for visual data as easily as making a phone call. Dage also demonstrated an "automatic TV camera" with no operating controls—a book-size model which electronically adjusts itself for light level & temperature. Other industrial-TV devices include various TV memory or storage tubes, shown by several manufacturers.

RCA disclosed a new multi-unit transistor—diode & triode in a single case—which it says will make possible cheaper, simpler and more sensitive battery radios.

A new electronic consumer product was demonstrated in a working model—an ultrasonic home dishwasher, shown by Narda Ultrasonics Corp., which is said to cut the washing cycle in half without hot water.

First 1960 TV sets have been introduced by GE—7 new models in the "Designer" line with short-neck 110-degree picture tubes. The controls have been relocated and serviceability has been improved by stamping wiring diagrams on the component side of printed circuit boards. The portable & table-model line includes five 17-in. and two 21-in. sets.

Use of parametric amplifiers in TV sets (Vol. 15:9) could lead to the elimination of outdoor antennas, RCA Labs engineer K.K.N. Chang is quoted in March 24 *Electronic News*. He is said to be one of 5 RCA scientists who have developed 2 experimental parametric amplifier circuits for TV receivers.

Emerson Radio enters hi-fi components field with Custom Crafted line of stereo amplifier-speaker combination, speaker, stereo amplifier-record changer, record changer.

EIA REVAMPS SETUP: A major reorganization of EIA's parts div.—"to serve better the needs of all components manufacturers"—is under way, exec. v.p. James D. Sereb reported this week.

Under plans approved at EIA's spring conference in Washington (Vol. 15:12) by the parts div. exec. committee headed by W. S. Parsons, major subdivisions will be set up, grouping related component sections. At the same time, engineering dept. electronic component committees will be revised to form a parallel group.

Members of the parts div. will be asked to name representatives to all EIA sections which have product interests. They also will recruit non-members to work with the sections.

In another move, parts div. Chairman Parsons formed a magnetic tape section with the admission to EIA of Minn. Mining & Mfg. Co. and Reeves Soundcraft Corp.

The name of the technical products div. headed by Ben Adler has been changed to the industrial electronics div., subject to membership approval at the EIA's 35th annual convention in Chicago May 20-22, when the scope of its jurisdiction will be fixed. Leslie F. Muter is the convention committee chairman.

Newly-named to the EIA's board is v.p.-gen. mgr. Dr. Louis N. Ridenour of Lockheed's electronics & avionics div., replacing L. E. Root. Maj. Gen. W. Preston Corderman (USA-ret.), Litton Industries v.p., replaces Litton pres. C. B. Thornton as a member of the exec. committee of the military products div.

EIA membership now totals 341, with the addition of 16 companies approved by the EIA board at its spring conference in Washington (Vol. 15:12). New members are: American Bosch Arma Corp., Hempstead, N.Y.; Andrews Tower Inc., Ft. Worth; Boulevard Electronics Inc., Chicago; Electrons Inc., Newark; Ets-Hokin & Galvan, San Francisco; Frequency Standards Inc., Asbury Park, N.J.; General Electrodynamics Corp., Garland, Tex.; Lancaster Glass Corp., Lancaster, O.; Merrill Lynch, Pierce, Fenner & Smith Inc., N.Y.; Minn. Mining & Mfg. Co., St. Paul; Miratel Inc., St. Paul; Pan-Electronics Corp., Griffin, Ga.; Reeves Soundcraft Corp., Danbury, Conn.; L. F. Rothschild & Co., N.Y.; Spox Co., High Point, N.C.; and Ungar Electric Tools Inc., Los Angeles.

EIA-sponsored symposium on value engineering will be conducted Oct. 6-7 at the U of Pa. Chairman will be R. S. Mandelkorn of Philco's Lansdale Tube Co.

Tubes fight back: An Electron Tube Information Council was formed this week by 8 large tube manufacturers, who invited other tube makers to join with them in fighting inroads by other devices on the use of tubes. The objectives of the council: "(1) To promote the use of tubes in those electronic applications where they offer superior properties. (2) To emphasize the engineering factors involved in the selection of alternative electron valve-type devices. (3) To focus attention on new trends & developments in tube technology." Representatives on the council, under acting chairman Kenneth A. Waldron, GE: G. H. Gage, CBS-Hytron; William Peltz, Philco; G. J. Janoff, RCA; Julius Dorfman, Raytheon; R. P. Clausen, Sylvania; C.E. Coon, Tung-Sol; Louis Martin, Westinghouse.

Labeling of TV sets & other furniture to show whether wood or imitation wood is used is provided in a bill (HR-5778) introduced by Rep. Bray (R-Ind.)

Electronics Personals: D. Brainerd Holmes, promoted from operations mgr. to mgr., ballistic missile early warning system (BMEWS), RCA missile & surface radar div., Moorestown, N.J. M. J. Shuman, ex-Cambridge plant mgr., appointed personnel mgr., missile electronics & controls dept., Burlington, Mass., and Fred M. Link, ex-Du Mont Labs, appointed full time consultant to communications and industrial electronic products div., Camden, N.J. . . . W. J. McGinley reelected pres., Institute of Printed Circuits. R. G. Zens elected v.p., R. L. Swiggett, treas. . . . Lt. Gen. James D. O'Connell, Army Chief Signal Officer, retires April 30 after 4 years in post; his successor not yet nominated . . . Jack F. Lepre named to new post of v.p. in charge of industrial relations & special projects, Reeves Instrument Corp., wholly-owned subsidiary of Dynamics Corp. of America . . . James Girdwood named McGraw-Hill publisher of *Electronics & Nucleonics*.

Trade Personals: William S. Baltz, Admiral assoc. gen. counsel, elected pres., Federal Excise Tax Council . . . Clifton W. Phalen, exec. v.p. of AT&T, will become pres., N.Y. Telephone, May 1. Phalen, a former N.Y. Telephone v.p., will succeed Keith S. McHugh, resigned (Vol. 15:11) . . . George H. Gage, ex-GE, named product planning mgr., CBS-Hytron . . . John M. Meyer named parts & accessories sales promotion mgr., Motorola consumer goods div. . . . Oliver J. Greenway, formerly with Westinghouse and International Resistance, appointed gen. mgr., Collins Radio subsidiary Communication Accessories Co. . . . Kenneth F. Petersen named to new post of mktg. mgr., Du Mont Labs industrial electronics div. . . . William R. Brittle appointed Magnavox regional sales mgr., eastern Southern California territory . . . F. William Monge, ex-Electro Tec, appointed plant mgr., Farnsworth Electronics-Pacific div., wholly-owned ITT subsidiary . . . Charles D. Small, ex-Emerson Electric Co., named mgr. of Washington district office of GE's new defense systems dept., will establish quarters in Wyatt Bldg. . . . Albert Preisman resigns as v.p. in charge of engineering, Capitol Radio Engineering Institute, to devote full time to his consulting practice . . . Albert V. Klizas named entertainment tube products dept. marketing adm. mgr., RCA electron tube div. He was formerly budgets & sales administrator . . . Edward Diamond, ex-assoc. gen. counsel, Atomic Energy Commission, appointed secy.-gen. counsel, Stromberg-Carlson div., General Dynamics.

Distributor Notes: Admiral appoints Southern New England Distributing Corp. for the Albany area and E. T. Donohue, Inc. for Syracuse, N.Y. territory . . . Brightman Distributing Co., St. Louis and Springfield, Mo., named Admiral Corp. distributor in Kansas City, Mo. and surrounding area . . . American Elite has appointed General Electric Supply Co., Cleveland, Columbus, Akron and Canton, Ohio, and J. V. Electronics Co., East Haven, Conn., for the Telefunken line of hi-fi and stereo products . . . Hoffman appoints Tubbs Electric, Spokane, Wash., for TV, stereo hi-fi and radio . . . Graybar names P.D. Barber Midwestern district sales mgr., M. A. Hooper Butte, Mont. branch mgr., S. L. Dye Portland, Ore., branch mgr.

Obituary

Julius Finkel, 72, founder and pres. of JFD Mfg. Co., manufacturer of TV, radio and electronic parts, died March 23 at his home after a long illness. Surviving are his widow, 7 sons, a brother and 9 grandchildren.

Financial

CBS SUMS UP PEAK YEAR: Filling in the details of 1958 —when its sales of \$411,800,203 & net earnings of \$24,428,812 both set records (Vol. 15:9)—the annual report of CBS Inc. gives this breakdown of last year's business by its various divisions:

Owned TV stations: Increased their combined revenues by 18% in 1958, and now account for about half of the profit from CBS TV activities (stations, network, CBS-TV Spot Sales, CBS Films Inc.).

TV network: Enjoyed its most profitable year to date, advertising revenues increasing 4% over 1957. Extended Market Plan stations rose from 34 to 40.

Radio operations: Profits from CBS-owned stations "more than offset losses from network operations."

CBS-Hytron: Sales were up 10%, despite a 15% drop for the industry as a whole. The div. increased its share of industry's original-equipment tube sales by more than 15%. Nevertheless, it continued to operate at a slight loss. But CBS-Hytron pres. Arthur Chapman predicted modest profits for 1959.

Columbia Records: Profits were 2nd best in its history, exceeded only by 1957's earnings. Sales of LP records were 25% ahead of last year, although 45-rpm discs declined because of inroads by small manufacturers and Columbia's reluctance to attempt to meet the demand for rock-&-roll records.

CBS International: Reported highest sales & profits since its formation in 1954, sales running more than 50% ahead of 1957.

CBS Labs: "Expanded its activities and facilities." (CBS Labs pres. Peter Goldmark last week said that only 25% of its activity is now devoted to CBS projects, the remaining 75% to research & development for other companies and the Govt.)

National Theatres' takeover of NTA officially became effective March 23. Up to the close of business March 20, NT announced, the holders of 846,962 shares of NTA stock (75% of those outstanding) and of 182,135 NTA warrants (39%) had accepted its exchange offer. Delivery of National Theatres debentures, purchase warrants & exchange warrants to NTA stockholders will begin April 1. The exchange offer to NTA stockholders expires April 6.

Decca Records reports a decrease in sales & earnings for 1958. Its net income included undistributed earnings of Universal Pictures which amounted to \$1,227,871 in 1958 & \$675,999 in 1957. For the year ended Dec. 31:

	1958	1957
Net sales	\$26,837,423	\$31,774,276
Net income	2,776,382	3,972,514
Earned per share	1.82	2.48
Shares outstanding	1,527,401	1,602,501

Stockholders of AMI Inc., Chicago manufacturer of jukeboxes & hi-fi equipment, have approved a merger proposal whereby Automatic Canteen Co. of America (vending machines) will acquire all AMI assets. Ten shares of AMI common will be exchanged for each 5¼ shares of AMI held.

Desilu Productions, for 40 weeks ended Feb. 7, reports net income of \$141,730 (12¢ a share) vs. \$26,082 (2¢) for the comparable period the preceding year.

Siegler Corp. has sold its Baby-Mate Co. div., manufacturer of juvenile specialty products, and is negotiating to sell other "small divisions outside of the core of our major business." Going progressively deeper into electron-

Admiral Profits Up: Despite a decline in sales, Admiral's net earnings in 1958 were substantially higher than in 1957. Pres. Ross Siragusa, in the annual report, said the company increased its share of TV industry sales in 1958—and that Admiral's position also rose in the white goods industry. He added that the company's sales of radios increased in 1958 but imports of small Japanese radios have "seriously affected profitability of U.S. portable radios."

He said Admiral "is currently engaged in negotiations which are expected to lead to the production of the corporation's products, both electronic and appliance, in several additional foreign countries." He said the company's exports & sales of its products made in foreign plants continued to increase. Govt. orders rose more than 13% in 1958 and the backlog at the end of the year was 15% greater than a year earlier.

Siragusa predicted an increase in both sales and profits in 1959, due to an increased volume, the disposal of its unprofitable plastics div. and consolidation of domestic manufacturing plants. The 1958 net income includes a deduction of \$473,966 net loss on operations of the West Chicago plastics plant (sold this week to General Mills), and \$100,000 deduction for adjustment of prior years' federal income taxes. The 1957 figure includes deduction of \$451,945 loss on the plastics operation. Admiral's report for the year ended Dec. 31:

	1958	1957
Consolidated net income	\$170,777,126	\$172,663,167
Net income	1,375,017	965,067
Earned per share	58¢	41¢
Shares outstanding	2,372,476	2,362,096

British Industries Corp., importer of hi-fi & electronic products, reports record sales for the 6th successive year, record earnings for the 3rd year in a row, in its 1958 statement. The company is the U.S. sales agent for Garrard phonos & changers, Wharfedale speakers, Leak amplifiers, Multicore solder, and other British electronic items. Pres. Leonard Carduner said first-quarter 1959 "should be the best in the company's history." For the year ended Dec. 31:

	1958	1957
Net sales	\$8,120,809	\$6,998,340
Net income	532,399	464,243
Earned per share	1.77	1.55

Zenith officers-&directors remuneration in 1958, as listed in proxy statement for April 28 stockholders meeting: Pres.-gen. mgr. Hugh Robertson received \$50,000 salary plus \$235,874 bonus. Exec. v.p. James S. Wright, \$40,000 & \$105,841. V.p.-sales director Leonard C. Truesdell, \$40,000 & \$105,841. V.p.-treas. S. Kaplan, \$35,000 & \$105,841. Stockholders will vote on an executive stock-purchase plan & the previously announced 3-for-1 split.

Philco registered with SEC this week a proposed offering of \$20 million of 25-year convertible debentures, to be made through underwriters led by Smith, Barney & Co. Some of the proceeds will be used to reduce the debt of the company and its subsidiary Philco Finance Corp.

Residual payments to actors in TV films have reached a peak and are running 33% above last year, it was revealed in Hollywood by Screen Actors Guild national exec. sec. John L. Dales. SAG collected & funneled to members, from Nov. 1, 1958, to Feb. 28, 1959, the record figure of \$1,189,9904. This raises the total amount of TV film residuals distributed by the Guild to date to \$8,691,657. Residuals to TV film actors have now reached an annual rate of about \$3.5 million. During the 12-month period ended last Oct. 31, residuals for actors totaled \$2,711,134.

Texas Instruments Inc. stockholders, meeting in Dallas plant April 15, will vote on acquisition of Metals & Controls Corp., involving increase in authorized common stock from 4,000,000 to 6,000,000 & cumulative preferred from 300,000 to 750,000. Officers pay & holdings: J. Erik Jonsson, chairman, 1958 remuneration \$85,000, common stock-holdings 426,680 (out of 3,256,988 shares outstanding). Patrick E. Haggerty, pres., \$99,000 & 125,429. Mark Shepherd Jr., v.p.-semiconductor components, \$48,750. Cecil H. Green, v.p. & chairman of Geophysical Service Inc., \$46,200 & 314,310. Fred J. Agnich, pres. of Geophysical Service Inc., \$46,500 & 27,305. Carl J. Thomsen, v.p. & pres. of M&C, \$42,500 & 14,297. Except for Shepherd & Agnich, foregoing are also members of board, which also includes following (with stockholdings): Eugene McDermott, chairman of exec. committee, 322,168 shares. Emory G. Ackerman, N.Y. management consultant, 1000. Ewen C. MacVeagh, N.Y. attorney, 250. Lloyd V. Berkner, pres. of Associated Universities Inc., 20.

General Dynamics' electronics & missile business increased in 1958, but overall sales & earnings were down from record 1957. The report for the year ended Dec. 31:

	1958	1957
Sales	\$1,511,456,261	\$1,562,538,900
Net earnings	36,729,113	44,278,763
Earned per share	3.71	4.80

General Telephone & Electronics asked SEC this week (File 2-14865) to register 572,301 common stock shares issuable under General's restricted stock option plan, together with its options, and under various plans of Sylvania Electric Products & Argus Cameras, which were assumed by General when Sylvania merged with it March 5.

Barnes Engineering Co., Stamford, Conn. manufacturer of infrared & electro-optical components, filed a registration statement (File 2-14855) with the SEC this week for public sale of 110,000 common stock shares through Hayden, Stone & Co. Price & terms are to be supplied by an amendment to the statement.

A secondary offering of 100,000 shares of Amphenol-Borg at \$41.875 a share is being made by a group headed by Hornblower & Weeks. The stock is being sold for George W. Borg, chairman of the exec. committee, who will continue to own 3.8% of the company's outstanding stock.

General Transistor Corp. is offering 40,000 shares of common stock at \$66.50 a share to the public through an underwriting group headed by Kidder, Peabody & Co. and Hayden, Stone & Co.

Reports & comments available: Philips of Eindhoven, a study by Joseph Mayr & Co., 50 Broad St., N.Y. . . . Daystrom and United Artists, comments by A. M. Kidder & Co., 1 Wall St., N.Y. . . . P. R. Mallory, a memo by H. Hentz & Co., 72 Wall St., N.Y. . . . Westinghouse, a review by Pershing & Co., 120 Broadway, N.Y. . . . General Precision Equipment, analyses by A. M. Kidder & Co., 1 Wall St., and by Joseph Mayr & Co., 50 Broad St., N.Y.

Common Stock Dividends

Corporation	Amt.	Payable	Stk. of record
Arvin Industries	25% stk.	Apr. 27	Apr. 4
Columbia Pictures	(No action)	March 24	
General Dynamics	\$0.50	May 10	Apr. 10
Gross Telecasting40	May 11	Apr. 24
Gross Testg. "B"07½	May 11	Apr. 24
Packard-Bell12½	Apr. 25	Apr. 10
Springfield TV Bestrs. .	.10	Apr. 17	Apr. 2
Western Electric90	Mar. 31	Mar. 20

Foreign

More about

FOREIGN TV PICTURE: The growth of foreign TV sets-in-use is such that—unless the pattern changes drastically in the U.S.—set distribution overseas will finally outstrip this country, probably within 5 years. It may be expected, therefore, that the international activities of U.S. film & tape producers will continue to expand, and at briskly accelerating rate.

The tabulation below, excerpted from our forthcoming spring-summer FACTBOOK No. 28, documents the spread of sets and provides a solid background for the frequent reports of film producers who return from overseas with predictions of enormous markets:

Country	Stations	Sets	Country	Stations	Sets
Algeria	2	19,500	Korea	1	3,000
Argentina	1	250,000	Luxembourg ...	1	3,000
Australia	6	480,000	Mexico	15	450,000
Austria	14	65,000	Monaco	1	11,000
Belgium	5	300,000	Netherlands ...	6	325,395
Bermuda	1	6,800	Nicaragua	1	2,000
Brazil	7	850,000	Norway	1	1,000
Bulgaria	1	500	Panama ⁴	—	8,000
Canada	55	3,250,000	Peru	2	12,000
China			Philippines ...	2	20,000
(Mainland) ..	1	200	Poland	5	80,000
Colombia	6	150,000	Portugal	5	20,000
Cuba	24	315,000	Rumania	1	12,000
Curacao	—	2,000	Saudi Arabia ..	1	2,000
Cyprus	1	1,000	Spain	1	35,000
Czechoslovakia	6	340,000	Sweden	5	200,000
Denmark	6	220,000	Switzerland ...	12	52,000
Dominican			Thailand	2	30,000
Rep.	4	13,000	Turkey	1	1,000
El Salvador ...	2	7,000	United K'dom..	29	10,000,000
Finland	6	10,000	Uruguay	1	15,000
France	33	1,000,000	USSR	77	2,600,000
E. Germany ...	10	274,000	Venezuela	8	200,000
W. Germany ..	84	2,100,000	Yugoslavia	5	9,000
Guatemala	2	22,000			
Hong Kong ³ ...	1	2,550	FOREIGN		
Hungary	1	12,000	TOTAL	537	26,479,945
Iran	1	2,000	U. S.	548	51,000,000
Iraq	1	6,000	U. S. Military ¹	34	—
Republic of			GRAND		
Ireland ²	—	20,000	TOTAL	1,119	77,479,945
Italy ⁵	25	1,010,000			
Japan	43	1,660,000			

¹Sets-in-use estimate unavailable. ²Viewers tune to British stations.
³Closed-circuit cable system. ⁴Viewers tune to Armed Forces stations.
⁵Also 226 Satellite stations.

Australian Govt. announces Brisbane & Adelaide will have 2 commercial TV stations. Target dates for opening additional non-commercial stations: Brisbane, Nov. 1959; Adelaide, Feb. 1960; Perth, March 1960; Hobart, May 1960. Total licensed TV receivers as of Aug. 31 was 357,787.

Rio de Janeiro's new TV station, licensed to Sociedade Radio Emissora Continental, is due on air shortly, and when it gets under way, city's other stations will also have to conform to decree ordering 60-cycle field instead of present 50.

To discuss proposals of a national TV service in Ireland with several American groups now competing for installation & operation of the system, Judge James Augustine Murnaghan will head a 3-man Southern Irish TV commission to the U.S.

Marconi's of England has consolidated U.S. offices at 750 3rd Ave., N. Y. (Telephone Yukon 6-9855). In charge is resident representative J. S. V. Walton, formerly at 23-25 Beaver St., N.Y. Aviation representative E. J. Hird moves from 1346 Connecticut Ave., NW, Washington.

British Radio Industry Council schedules 26th National Radio & TV Exhibition, Earls Court, London, for Aug. 26-Sept. 5, 1959.

Two-thirds of the British people—24,500,000 out of an adult population of 37,800,000—had TV sets at home in the last quarter of 1958, BBC announced. The report said 7,500,000 adults still could receive only the non-commercial BBC programs—either because they hadn't converted their sets for the commercial ITA channels or because they were beyond the range of ITA transmitters. The 17,000,000 who could receive both BBC & ITA telecasts spent an average of 66% of their viewing time watching ITA, 34% watching BBC. Average viewing time per person was 12½ hours a week. In a separate report, the Post Office reported there were 8,899,067 TV receiver licenses at the end of 1958, an increase of 168,370 during December.

British commercial radio, competing with BBC for audience as Independent TV Authority does now, will be reality in 6 years, predicts chairman Roy H. Thomson of commercial contractor Scottish TV Ltd. He also is publisher of *Edinburgh Scotsman & Dispatch*, has TV interests in Canada and newspapers in Canada & U.S. (Vol. 14:42). Envisaging "multitude of small companies" operating commercial radios in United Kingdom "for reasonable profits on reasonable capital," Thomson told Glasgow Publicity Club that they could succeed despite TV's popularity. In fact, he said, he would be ready to bring in capital from Canada to enter radio field—but doesn't expect to do so. He said it's likely that "commercial radio will be given consideration" by TV-radio committee to be set up by British Govt.

Five-year plan to bring TV in Sweden to 1,380,000 sets, serving a population of more than 6,700,000 by mid-1964, is proposed by Board of Telecommunications. Report to Commerce Dept. states transmitters now in operation or expected by mid-1959 will reach 4,400,000 persons in most heavily populated sections of country. Licensed TV sets now number more than 150,000. Annual cost to bring 5-year plan to fruition is estimated at approximately \$2,500,000. An additional \$7,600,000 will be spent for build-ings, including huge TV-radio center in Stockholm for which excavation already has begun.

Russian TV will cover areas in which more than ¼ of population lives by end of year, according to Boris Stepnov, deputy chairman of council of ministers' radio & TV committee, UPI reports from Moscow. He said at least 80,000,000 people will be within range of 62 "TV centers." Report gives no figures on set distribution; previous estimates put total at 2-2,500,000.

Commercial TV for Nairobi, Kenya, is proposed by Associated Broadcasting Co. (Africa) Ltd., which is also exploring possibilities of TV for other African countries and West Indies. Two of directors are Norman Collins, deputy chairman of Britain's Associated TV, and Leslie Knight, controller of ATV overseas div.

In a plea to ban fiction & cartoon films from Belgium's govt.-controlled TV network, theater owners cited a 2.5 million drop in Antwerp annual movie-theater attendance between 1956 & 1958. They stressed to Culture Minister Pierre Harmel that inasmuch as these film categories are cinema's backbone, TV could & should cover other areas, such as news, sports and quiz shows.

TV vs. movies, Japanese style: Govt. "white paper" evaluates impact of TV on nation's 6863 movie theatres, concluding: "A growing number of the theatres find it hard to make both ends meet, and the number has been falling off this year. By next spring, 108 TV stations will fill the air and will gravely hurt the movie houses."