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SUMMARY-INDEX OF THE WEEK'S NEWS — June 7, 1958

COMMUNITY ANTENNA operators, gathering in Washington for NCTA convention, working hard to counteract opposition's gains in Congress & FCC (pp. 1 & 4).

FM ALLOCATIONS TABLE abandonment may offer guide for TV in future. Observers differ in views on probable industry reaction, application flow (p. 2).

ALLOCATIONS SOLUTIONS sought by FCC, deintermixture discussion set. Craven suggests 25-channel vhf band. ABC proposes 3-vmf markets (pp. 2 & 8).

PRESSURES ON NETWORKS increase from Senate, House, Justice Dept. FCC urges all wait until network hearing is finished and evaluated (pp. 3 & 4).

HARRIS FCC PROBERS move to Boston for on-spot look at WHDH-TV, are greeted with Herald-Traveler blast denying any "influence" in award (p. 5).

BIG GAME HUNTERS in the industry who have enjoyed thrill of an African safari include Larry Gubb, Ed Meredith, Don Reynolds, Herb Hollister (p. 6).

Manufacturing-Distribution

DuMONT-DAYSTROM NEGOTIATIONS terminate, but talks now going on with other electronics interests, notably aircraft. DuMont stock falls, trading slight (p. 3).

FALL BUSINESS PICKUP seen by industry leaders as new 1959 lines of TV, hi-fi-stereo, radios move to market. Distributor conventions lively (p. 10).

COLOR TV's FAILURE to take hold attributed to public-bemad attitude of networks by Admiral's Ross Siragusa, who indicates manufacturers are ready (p. 12).

PHILCO SHIFTS TOP ECHELON, merges TV, radio, phonos into Consumer Products div. (p. 12).

CATV OPERATORS CONVENE, GEARED TO FIGHT: Community antenna system operators have been accustomed to putting out limited "brush fires" -- but, as their National Community Television Assn. holds convention in Washington's Mayflower Hotel Tues.-Thu., June 10-12, they know they have a real forest fire on their hands. Biggest turnout yet is expected -- about 400 vs. 300 at last year's convention in Pittsburgh.

CATV operators have won fights quite consistently with state regulatory agencies which sought to control them. And FCC has consistently held that it has no authority over them, is by no means sure they need to be controlled. Fact is, until recently, just about everyone was delighted with the systems.

But a group of small-town telecasters is up in arms and doing bang-up job of persuading Congress and FCC that they're being hurt; that public will suffer if stations do; that CATV systems are the villains (Vol.14: 18-19, 21-22).

CATV operators are up against a formidable foe -- the telecasters, their Washington attorneys and their skilled trade assn. NAB, all of whom have had decades of experience in persuading Congress and FCC. CATV operators, by and large, are men of considerable substance and agility, know their way around home states very well. They're now trying to catch up in Washington. They have money -- and now they have the determination.

Concept of "joining 'em if you can't lick 'em" hasn't had much attention from telecasters, up to now. CATV business has been considerably more profitable than small-market telecasting -- and a lot easier way of making a living.

But telecasters are waking up, too. We have the word of Bill Daniels, former NCTA pres. who operates several systems and recently started CATV brokerage firm in Denver (Vol. 14:17), that:

"We have more buyers than sellers. Prospective purchasers include a good number of TV & radio stations and movie operators. We have a lot of deals working.

More systems are being offered now; one good reason is that many are plumb out of depreciation, and taxes are eating them up; a purchaser can start the depreciation over again." His most recent sale was Oil City, Pa. system (about 5000 subscribers) to Nathan Levin firm in N.Y., whose CATV principal is W. Randolph Tucker, and which handles investments for Rosenwald family.

Senate Commerce Committee hearings on the station-CATV battle resume week of June 23, and CATV witnesses are busy sharpening up their testimony, since they didn't get to bat last week (Vol. 14:22). Recently, the political tide has been running against them; they're going to have to work hard to stem it. A good summary of telecasters' arguments and legal position was presented this week by Washington attorney James A. McKenna in speech before Colo. Broadcasters & Telecasters Assn. in Colorado Springs (for details, see p. 4).

TV IMPLICATIONS IN DROPPING FM ALLOCATIONS: If FCC finally abandons FM allocation table, as it proposed last week (Vol. 14:22) -- and it seems to be foregone conclusion that it will -- some lessons useful to TV may be learned. Reason given by the Commission was that plan is no longer needed to keep too many channels from gravitating to big cities, where immediate demand existed. Commission says that existing stations & CPs have settled pattern so this can't happen.

FCC last year proposed to drop TV allocation plan but rescinded proposal to wait for more accurate engineering data to come from TV Allocations Study Organization (Vol. 13:37). Curiously, FM and TV situations are quite similar, in terms of grants outstanding. FM has 668 licenses & CPs; TV, 719 (536 on the air).

FCC hasn't reissued an up-to-date FM allocations table since 1947, and we had been urged recently to publish a new table because of surge in FM applications (Vol. 14:13). There seems no point in doing so now. However, we do have a master up-to-date table and we'd be glad to prepare additional copies at nominal cost.

There's varying opinion among Washington attorneys & engineers as to impact to come from abandoning FM table. Some believe it won't cause a ripple. Others think prospective applicants may hasten to nail down CPs now rather than face possible competitive multiple-city hearings later. Currently, a channel may be used only in city to which it's allocated. Without plan, applicants could file for any channel anywhere, as long as it fits engineering-wise.

There will be somewhat greater expense in getting CPs without a plan. Engineers will have to conduct "channel searches" as they do in AM -- and hearings may be lengthened by "307(b) issues" -- to determine which city needs service most.

INTENSIFIED DRIVE FOR ALLOCATIONS SOLUTION: New FCC attack on allocations problems continues to shape up, following Commission testimony last week before Senate Commerce Committee (Vol. 14:22). FCC doesn't know tack it will take, but it's really working -- has special meeting on deintermixture scheduled for June 9. Among latest ideas it is considering are short-range and long-range suggestions of engineer Comr. Craven and ABC's new petition to convert 14 two-vhf-station markets to 3-vhf.

There's impetus among commissioners to get ball rolling toward alleviation of station shortage -- even before TV Allocations Study Organization (TASO) produces its refined technical data. At the moment, there seems to be a majority in favor of deintermixture -- but this is counterbalanced by a concern lest drastic reallocation deprive public of service in some areas.

Craven's proposal isn't intended as a finished plan, rather as a "starting point" for Commission discussions. He's thinking in terms of immediate answer to get 3 stations in major markets -- through drop-ins, channel shifts, deintermixture, etc. -- and a long-range (7-10 year) shift of all TV into a 25-channel contiguous band starting with present Ch. 7 (174-180 mc), dropping Ch. 2-6 and uhf. As an engineer and allocations specialist, his judgment commands attention from colleagues. Other engineering member, new Comr. Cross, hasn't said anything yet about allocations, and it will be interesting to see how his views jibe with Craven's. [For details of ABC's latest proposal, see p. 8.]

DuMONT MERGER TALKS STILL UNDER WAY: Daystrom-DuMont negotiations (Vol. 14:22) have fallen through -- but conferences looking to one form of merger or another, possibly with aircraft firm holding defense electronics contracts, were being continued this week. Difficulty now appears to be that aircraft interests, while possibly desiring DuMont's staff and know-how, notably in tubes & communications apparatus, aren't particularly interested in consumer products such as TV, radio, hi-fi. But negotiators think they can find way, if needed, to separate operations.

Said a spokesman close to both DuMont and major stockholder Paramount Pictures, shortly after DuMont Labs pres. David T. Schultz told newsmen that "discussions [with] Daystrom Inc. have been discontinued":

"I guess Jones [Thomas Roy Jones, pres. of Daystrom] has his problems, too. But I would guess that some kind of deal will be worked out with somebody within the next 60 days." He said Wall Street Journal quote of Paramount Pictures pres. Barney Balaban, which indicated that 26% stockholder Paramount was considering taking over itself, was incorrectly interpreted. Balaban didn't mean that at all, he said.

Only thing definite right now: All parties in interest -- DuMont, Paramount, prospective alliances, bankers -- are maintaining discreet silence. Trading in stock of DuMont Labs this week totaled only 3300 shares vs. 69,000 week before. It closed at 4%, down from last week's 1958 high of 5%.

CREEPING GOVT. THREATS TO NETWORK PRACTICES: Washington gave the networks another uncomfortable week. Pressure to restrict them increased from several quarters:

(1) Network witnesses were given brisk going over by Sen. Bricker (R-O.), as he conducted hearings on his bill (S-376) to require FCC to exert direct control over networks. Sole Senator present most of time, he made it clear to reporters after hearing that he wasn't pressing for passage of bill this season -- but he also made it plain that he believes networks are too powerful, may be able to get across their own "philosophies," have too much influence concentrated "in one section of the country," may be able to deny advertisers vital "access" to TV, hold life-&-death control over affiliates.

(2) Asst. Attorney General Victor Hansen gave opinion that certain network practices -- option time, must-buy, alleged program "tie-ins" -- are illegal "per se" (automatically wrong, like sin), and he received wide publicity. He gave us exactly same view over month ago (Vol. 14:18) but several newspapers, notably June 1 N.Y. Times, gave it prominence on eve of Senate Commerce Committee hearings.

(3) Rep. Emanuel Celler (D-N.Y.), chairman of House Judiciary Committee, decided time was ripe for another jab at FCC, told Commission that Hansen is right and it had better outlaw the practices or he'll do something -- like hold hearings.

* * * *

FCC Chairman Doerfer isn't panicked by these developments. In testimony before Senate Commerce Committee this week, he emphasized that S-376 is "premature" until Commission finishes network hearings and evaluates them; that Hansen's opinion is "tentative" and "informal"; that some of Hansen's information came from anonymous witnesses who ought to be cross-examined in the open.

Doerfer said FCC would "have no choice," on other hand, but to outlaw practices referred to by Justice Dept. if latter offers "formal opinion" that they're illegal. "I've always felt," he said, "that FCC is not particularly expert on anti-trust matters." But he's by no means ready to buy Justice's opinion yet, and Justice has agreed, he said, to wait until FCC finishes network hearing. No dissent from Doerfer's view was expressed by other Commissioners during Senate hearing.

Hansen sounds quite firm in his opinion, which he said has been cleared by Attorney General Rogers, so it's thought he'll stick by it "formally." This raises the persistent question as to whether Hansen might go for a "compromise," such as that proposed on option time by Station Representatives Assn. (Vol. 14:21-22). Some

lawyers think that he might -- and call off his attack -- though SRA plan for "Station Reserved Time" is actually an extension of option time formula.

Basic fear of the 3 network v.p.'s, as they testified before Senate Commerce Committee, was that Bricker bill would provide "wide open door" to FCC, now or in future, to step into the dangerous area of network program control and interference with business practices. [For details of testimony, see below.]

The Anti-CATV Position: Representing KLTV, Tyler, Tex. (Ch. 7), one of strongest opponents of community antenna systems, Washington attorney James A. McKenna summarized stations' position in speech before Colo. Broadcasters & Telecasters Assn. in Colorado Springs June 6.

"Whether we (as broadcasters) like it or not," he said, "CATV systems have become a significant instrumentality by which TV programs are being brought to a substantial portion of our population. The impact of CATV operations on our TV broadcasting is so immediate and direct that in my opinion they should be subject to regulation. And the character and impact of their operations are such that they should be regulated by the Federal Govt. rather than by the separate states . . .

"The Commission is not required to accept the theory that a broadcaster can be a party to frustrating and perhaps even nullifying the normal expansion of TV in other areas by permitting his signal to be used by CATV systems in areas where local TV might otherwise develop and prosper. The Commission can in all probability attach limitations or conditions to his license, recognizing that the TV broadcast station has a property right in the use of its signal and program material, which would require the licensee so to use that right to avoid frustrating the Commission's overall objectives . . .

"The Commission's power to grant or refuse micro-wave licenses to CATV systems in order to protect the table of allocations seems clear. The Commission's power to regulate 'rebroadcasts' of a station's signal in another area cannot be seriously questioned. The Commission's authority to refuse licenses to a person who pirates or unlawfully appropriates the property rights of others seems plain . . .

"If experience shows that those powers are inadequate to insure local live free TV stations in small communities, the Commission should at that point seek additional legislation from Congress."

Since CATV operators challenge virtually all these points, it would seem that some pioneering litigation is in the offing.

New Haven's giant redevelopment program, cynosure of city planners throughout the country and involving reconstruction of Oak St. area, will embrace new \$1,400,000 office & studio building to be erected by WNHC-TV (Ch. 8) and WNHC. Roger W. Clipp, Triangle group v.p. & gen. mgr., announcing plans to integrate TV-radio expansion with \$40,000,000 civic project, said building will also house Union-New Haven Trust Co. and Metropolitan Life offices.

Jerrold Electronics Corp. moves headquarters to Jerrold Bldg., 15th St. & Lehigh Ave., Philadelphia 32, Pa. (Tel. Baldwin 6-3456).

Ampex Videotape shipments: 2 to WGN-TV, Chicago; one to KOTV, Tulsa; one to WTAR-TV, Norfolk; one to WFAA-TV, Dallas.

Sen. Wayne Morse (D-Ore.), no punch-puller, speaks at next luncheon meeting of Federal Communications Bar Assn., Willard Hotel, Washington, June 19.

The Embattled Networks: FCC chairman John Doerfer's consistent philosophy came to fore again this week, as he testified before Senate Commerce Committee on Sen. Bricker's bill to impose direct FCC regulation on networks (see above).

As he did last week in hearing before same committee on station-CATV fight (Vol. 14:22), he demonstrated belief FCC's main job is to provide facilities, minimize electrical interference. He showed he doesn't go along with those who feel that Commission should keep close tabs on programs or arbitrate economics.

Doerfer was reluctant, therefore, to go along with Bricker bill. Besides urging bill be held up pending conclusion of Commission's network hearings, he expressed concern with broad nature of measure. Bricker and Committee counsel Kenneth Cox argued that bill would merely empower FCC to do directly what it now does indirectly. But, said Doerfer:

"S-376 in its present form is silent with respect to the substantive purpose of the proposed measure. Nowhere does it spell out the specific evils which the bill is designed to correct or the standards to be used in making regulations applicable to network organizations. Past hearings and Committee documents dealing with this subject do not, in the opinion of the Commission, provide sufficiently clear legislative history of the purposes of S-376. Lacking such Congressional direction, the Commission would have no basis for determining how the bill should be administered."

Bricker pooh-poohed this worry, said FCC has no more explicit Congressional direction on how to regulate stations, asserted that if Congress has to spell out details it may as well abolish Commission. As for Doerfer's fear of "program control," Bricker said: "The Constitution takes care of censorship and freedom of speech. There's no attempt here to set that aside, I assure you."

Doerfer was careful to emphasize that Asst. Attorney General Victor Hansen's opinion on option time, must-buy and program tie-ins (p. 3) was tentative. He added, however: "Recent Supreme Court opinions certainly have changed my opinion on anti-trust violations. It's up to the industry to change Congress' mind if certain practices do violate the law."

Rest of commissioners said they agreed with Doerfer's formal statement, but Comr. Craven said that he doesn't go along with Doerfer's view that Commission has authority to weigh stations' "program balance"; that Congress never intended FCC to touch programming at all.

* * * *

CBS v.p. Richard Salant said CBS would have no objection to Bricker bill if it definitely limited FCC to do only what it can now do indirectly. "What troubles us," he said, "is that it does not define the areas, scope or

extent of potential regulation." On surface, bill looks innocuous, he said, but it's ominous when coupled with FCC's network study staff (Barrow) report. "A reading of that Report as a whole," he asserted, "confirms that its authors contemplate deep Federal entry into areas hitherto left to the free competition of the market place"—in relations with advertisers, with affiliates and in programming. He noted, for example, Report's statement that Govt. ought to "counteract" the dangers of "uniform social, economic and political viewpoints."

Bricker's questions showed he thinks there are such dangers. Salant insisted that public won't let that happen: "Our job is to find everything significant, let the public decide. You can't force any ideas down anyone's throat."

Bricker said that he'd have little concern if there were 6 or 12 networks, plenty of "diversification," but that 3 networks represent too much "concentration." Salant's worries, he said, "are in the realm of fiction."

* * * *

NBC exec. v.p. David Adams expressed similar fears: "This would extend govt. supervision to a whole new area of private enterprise in the fields of entertainment, information and advertising. The scope and content of this new authority are not defined in the bill. As a result it could be used by the FCC to regulate the services, economics and business dealings of the networks in accordance with whatever views that agency might have now or in the future."

FCC already can regulate what goes over air through its station licensing function, he said. It makes no more sense to regulate networks, too, he stated, than it would to let FCC regulate other program suppliers—film syndicators & distributors, program packagers, advertising agencies, national spot reps.

"The fact that an enterprise involves an important service to the public," he asserted, "certainly does not mean that it requires govt. regulation. On such an argument, govt. regulation should be imposed on the newspapers and magazines of this country, because they too provide a valuable service to the public."

Among other points made by Adams: (1) It would be "suicidal" for networks to be "unfair" to advertisers. (2) Affiliates have testified they neither need or want any "protection" from networks. (3) Network business already has "built-in controls"—from public, affiliates and advertisers. (4) There are great dangers foreshadowed by Barrow Report's statement that "it is not possible to predict the complete range of potential future regulation."

* * * *

ABC v.p.-gen. counsel Mortimer Weinbach's main point was that station scarcity is responsible for whatever problems FCC and Congress find in networking, and he strongly urged Committee to consider ABC's new allocations proposal (see p. 2). But he also saw dangers in Bricker bill.

"If you give FCC the power," he said, "it will use it. The bill would superimpose on the networks the whole licensing principle without examination by Congress. This is regulation of a business—instead of regulation of use of the air waves. FCC doesn't know what Congress might have in mind." FCC already has ample powers to deal with networks, he said.

"If further legislation is necessary at all," Weinbach stated, "it should take the form, after full and adequate hearing, of a comprehensive bill with proper safeguards and standards directed to the specific subject matter."

He also argued that consideration of bill is "premature," should await conclusion of FCC network hearings: "At most, the timeliness of S-376 appears to be reduced in its simplest terms to whether the advantages of eliminating this claimed procedural awkwardness outweigh the disadvantages flowing from the introduction of a system of regulation which, however limited it might appear to be on its face, might radically change the character of American broadcasting. Such a grave undertaking at this time hardly seems justified under the circumstances."

Bricker wasn't exclusively critical by any means, in fact spoke up several times to congratulate networks on their contributions—but he always coupled this with observation that there are dangers of "concentration of power."

No Influence, Says Choate: Categorical denial — "without reservation"—by *Boston Herald-Traveler* publisher Robert B. Choate that he or anybody else ever tried "outside influence" on FCC to win hotly-disputed Ch. 5 award for WHDH-TV enlivened hop-skip-&-jump proceedings of House Commerce legislative oversight subcommittee this week.

And anybody who has given contrary information to subcommittee headed by Rep. Harris (D-Ark.) is an "unmitigated liar," added Choate (who is WHDH Inc. pres.) in blistering statement to press as House investigators shifted from Washington to Boston for on-spot look at Ch. 5 case—and excursions into SEC & FTC cases.

Included in "influence" denial by Choate was "any director, officer, counsel, or employe of the *Boston Herald-Traveler* or any other person working with them." Directly challenging Rep. Williams (D-Miss.), acting subcommittee chairman at Boston hearing, Choate said there were no trips to Washington, no telephone calls there "or any other place in the world in the furtherance of any such non-existent plan."

Immediate purpose of Boston trip by Williams and ranking minority subcommitteeman Rep. Wolverton (R-N. J.) was to explore reasons why *Herald-Traveler* refused to comply fully with subpoena demanding all WHDH-TV records (Vol. 14:22). Citing Fourth Amendment against unreasonable search & seizure, newspaper protested sweeping terms of subpoena, arguing they weren't relevant to subcommittee's investigation of conduct of 6 Federal regulatory agencies.

Williams said there'd be no objection if subpoena were narrowed to exclude *Herald-Traveler* staff newsgathering activities—"provided, however, that if any such activities were directed at attempts to influence the decision of the FCC in the award of Ch. 5, then such papers must be produced."

Subcommittee "has information" that such activities were engaged in by *Herald-Traveler* officers, lawyers & staffers, Williams asserted. He listed trips to Washington, "telephone calls to persons in Washington, St. Louis and Manchester, N. H. in furtherance of the same plan." Ex-FCC Chairman McConaughy had testified in April that he had lunch in Washington with Choate himself while Ch. 5 case was pending, but that he had steered conversation away from it (Vol. 14:14).

Most of 2-day 2-man Boston hearing was devoted to diversion from FCC matters into SEC & FTC decisions

which Williams said were "predicated upon maladministration, inefficiency and possibly even corruption." He said they involved Boston millionaire Bernard Goldfine, "ex-parte pressures by high govt. officials," such firms as East Boston Co., Boston Port Development Co., Northfield Mills Inc., Strathmore Woolen Mills Corp.

It was first time subcommittee had interrupted its pursuit of FCC scandals long enough to dig publicly into other Federal agencies. Among names brought into SEC-FTC inquiry: Presidential Asst. Sherman Adams, who has been mentioned in connection with FCC cases, too. Williams said Adams and some Senators had occupied Boston hotel rooms paid for by Goldfine.

Earlier in week Chairman Harris said in Washington—following one day of potpourri testimony about behind-scenes contacts in TV cases—that subcommittee aims at winding up FCC phase of investigations in about a month, then will begin drafting bill.

Harris wouldn't indicate just what proposed corrective legislation would cover, but staff reports have assailed such alleged FCC practices as permitting "payoffs" and "trafficking" in station sales & transfers. Subcommittee itself has issued one interim report criticizing FCC (Vol. 14:14).

Nobody cited in this week's Washington proceedings was called to testify for himself. But subcommittee staffer Stephen J. Angland spread many names into record, assert-

ing each either approached FCC members about pending cases or was aware that others were doing so.

Among those named by Angland in professed effort by him to buttress evidence of "pattern" of backstage influence on FCC: CBS Inc. chairman Wm. S. Paley, CBS Inc. pres. Frank Stanton, ex-NBC pres. Niles A. Trammell and *Miami Herald* publisher John S. Knight of Miami's WCKT, Sen. Bricker (R-O.), ex-GOP Chairman Leonard W. Hall, TV-radio commentator Tex McCrary, ex-Senate investigating (McCarthy) subcommittee counsel Roy M. Cohn, Tampa lawyer Miles H. Draper.

In all, Angland's testimony (accompanied by batches of documents) touched on 9 TV cases. They ranged—in who-said-what-to-whom fashion—from Miami to St. Louis to Cheboygan, Mich.

Subcommittee was scheduled—always subject to change—to be back at old stand in Washington week of June 9, resuming hearings on case of Springfield (Ill.) Ch. 2 and its deintermixture shift to St. Louis & KTVI (Vol. 14:22), leading into complex station situations there. Case had been listed for this week, but got sidetracked. First witness called for June 9: KTVI pres. Harry Tenenbaum. Angland told us at end of this week that he wasn't sure, but thought 2 days would clean up pending St. Louis inquiry. Subcommittee had no firm plans for where it goes next.

Do You Know That . . .

BIG GAME HUNTERS in the industry who have enjoyed the rare privilege of going on African safari are relatively few—especially those who have had as their guide the legendary Harry Selby, of famed Kerr & Downey Co., Nairobi, Kenya Colony. We know only 4 of them, one being Larry Gubb, retired former Philco chairman, who went in 1956 but did most of his shooting with color camera. Some of his spectacular footage has been shown publicly and, for our money, would make a splendid TV film show.

Most-publicized African safari, of course, was Arthur Godfrey's a few years ago. Most modest hunter we know is Bill Balderston, also ex-Philco pres. & chairman, who has a ranch at Moose, Wyo., where he hunts moose and caribou and an occasional bear and where he says the rainbow trout fishing is incomparable.

Edward T. Meredith, the Des Moines magazine publisher (*Better Homes & Gardens, Successful Farming*), whose firm also has 4 TV & 4 AM stations, has hunted in Africa, as has Donald W. Reynolds, the Arkansas-Nevada newspaper publisher, also a group TV-radio station operator. Their enthusiasm for the sport knows no bounds. In fact, it was Ed Meredith who persuaded Don Reynolds to try the same adventure.

Meredith took his young son with him to Kenya, East Africa, about 6 years ago for a 30-day hunt with Harry Selby. They shot lion, buffalo, leopard, elephant, rhinoceros, eland, impala, oryx, gazelle, gerenuk, water buck, dik-dik—the whole gamut of cross-word puzzlers.

They also shot some zebra and wildebeest (gnu) for lion and leopard bait. Ed's fondest memories of the hunt, as he related them to us: "Besides our white hunter, we had 13 native boys. They had prodigious appetites and we shot numerous plains animals for their food. We had no harrowing experiences and were attacked by no vicious animals, though we did have some exciting times . . . heard lions roaring fairly nearby at night, and a few times hyenas sniffed around our tents. The food was good, the weather both good and bad, and I assure you one gets to know his

son real well after 30 days in the bush—and, perhaps unfortunately, the son gets to know his father too well."

Don Reynolds devotes 7 chapters of his book *From Rhinos to Prime Ministers* to his hunting experiences in Kenya & Tanganyika, and you gather from it that the adventure is all the movies crack it up to be. But it isn't all easy and deluxe, as he relates it: "You kill your own dinner, wash in muddy river water, live in a tent and pay just about double the cost of a deluxe suite at the Waldorf for the privilege.

"You miss your first 2 chances [shooting at game] . . . then all of a sudden you almost fall over a little Thompson gazelle! The antlers look as big as an old-time Texas longhorn. You bang away and, wonder of wonders, he drops in his tracks. The native bearers run up, pat you on the back, shake your hand and brag about the fresh meat we will all have for dinner, thanks to the prowess of the mighty bwana. Brother, you're hooked . . . you are a sportsman!"

Lot of small game, first, then a crack at rhino which the guide said Reynolds shot with his double-barreled .470 rifle. Sticking out in mind is the after-dark scariness of Africa, the jackals barking, the lions roaring their coughing roars. Also, fresh in Reynolds' lively "Scotch memory" is the \$140 license fee entitling one to 2 of each species of certain specified animals, the \$70 fee for a rhino or leopard, \$56 for a lion, \$8.40 for a zebra, \$210 for an elephant. And the luxury of an iron cot after 10 hours on the veldt in a jeep.

Phil Lasky, v.p. and onetime part owner of Westinghouse's KPIX, San Francisco, tells us he couldn't get time enough away from his African cruise ship recently to do any shooting (he's a crack marksman) but he's now so hipped on the idea of an African hunt that he proposes to organize a group of congenial souls for a safari next year. But old-time broadcaster Herb Hollister, who still owns a small daytimer in Ft. Collins, Colo., along with a Chrysler agency in Boulder, Colo. and lots of valuable real estate, did get away for an African safari last year, recently regaled his fellow BMI board members with movies of his adventures.

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Personal Notes: Jack Reber, recently resigned director of NBC-TV Spot Sales and ex-sales mgr. of WRCA-TV, N. Y. on June 2 joined Cascade Broadcasting Co., Yakima, Wash. (Thomas C. Bostic, gen. mgr.) as exec. coordinator of its KIMA-TV, Yakima (Ch. 25), its 3 TV satellites and its 3 radio stations (see *TV Factbook No. 26*, p. 256) . . . Lester Bernstein, associate editor of *Time*, joins NBC July 14 as director of information, replacing Michael Horton, now director of CBS news dept. information, handling speeches, policy statements, etc.; Bernstein reports to exec. v.p. Ken Bilby . . . Frank Stanton, pres. of CBS, returns from European trip June 15, having left at end of May when chairman Wm. S. Paley returned from abroad; CBS-TV exec. v.p. Hubbell Robinson has gone to London and Paris to plan production of new film series, *The Invisible Man* . . . P. A. (Buddy) Sugg, NBC v.p., named a director of TvB . . . Gene Accas resigns as v.p. of ABC-TV to take executive post with Grey Adv., N. Y. . . . C. R. Watts promoted to new post of asst. gen. mgr. of KROD-TV, El Paso . . . Charles E. Denny, onetime mgr. of WSEE, Erie, named gen. mgr. of radio WBNY, Buffalo . . . Francis H. Conway promoted to sales mgr. of WDAU-TV, Scranton, succeeding Tony Moe, now gen. mgr. of radio KSO, Des Moines . . . John Cummins, ex-KFMB-TV, San Diego, named local sales mgr. of WFGA-TV, Jacksonville . . . Robert M. Flanigan, ex-midwest radio national sales mgr. for Storer stations, joins John E. Pearson Co. Chicago office . . . Beryl D. Hines, ex-CBS News, joins *Television Digest* as an associate editor . . . Wm. O. Tilenius takes extended leave of absence from rep John Blair & Co., succeeded by John Doscher, ex-NBC network sales . . . Bernard Kobres, ex-sales mgr. of WSUN-TV, St. Petersburg, forms Kobres Adv., Tampa . . . Martin Manulis, ex-producer of CBS *Playhouse 90*, named production mgr. of 20th Century-Fox-TV, Hollywood, succeeding Henry Asher, now sales mgr. in N. Y. . . . Robert O. Hall, takes leave of absence as head of cinema dept., U of So. Cal., to join program staff of Educational TV & Radio Center, Ann Arbor, for a year . . . Karl A. Smith has retired from Washington law firm of Hogan & Hartson, whose TV-radio specialists also include Duke M. Patrick, Lester Cohen, Corwin Lockwood, Parker Hancock, Stanley S. Harris.

FCC Comr. Robert T. Bartley was sworn in for second term June 5, Chairman Doerfer administering oath. As preface to ceremony, Doerfer noted jocularly that swearing in, in cases of reappointment, usually comes at end of term (June 30)—“but in this case we’re overruling Bob, as we usually do, and giving him a little overlap.” Reference was to Bartley’s policy of dissenting on grants of applications to multiple owners when coverage of their stations overlap.

Louis C. Stephens, from FCC rules & standards div., appointed legal asst. to Comr. John S. Cross; Bruce S. Longfellow, from technical & allocations branch, engineering asst.

ADVERTISING AGENCIES: Wm. D. Tyler, ex-Leo Burnett, named v.p. of Benton & Bowles . . . Kirk L. Billings, ex-Emerson Drug, named v.p. of Lennen & Newell . . . Vincent F. Aiello, ex-Kudner, named senior v.p. of MacManus, John & Adams . . . Harry C. Graybill promoted to v.p. of N. W. Ayer’s San Francisco office; Raymond W. Heffron to v.p. of Boston office, succeeding E. Craig Greiner, retired . . . Raymond J. Nason & Dudley R. Martin promoted to v.p.’s of Meldrum & Fewsmith, Cleveland . . . Tom McAvity became v.p. in charge of TV-radio programming in home office of McCann-Erickson June 1; George Haight named v.p. in charge of west coast TV-radio programming services . . . Russell C. Doyle promoted to pres. of Doyle, Kitchen & McCormick, succeeding H. B. Doyle who continues as chairman . . . James J. Tennyson promoted to v.p. of Sullivan, Stauffer, Colwell & Bayles . . . E. M. Sinclair, from Chicago office, elected v.p., Leo Burnett Co. of Canada Ltd., Toronto . . . Eugene I. Harrington, ex-pres. of Fletcher D. Richards, N. Y., named chairman of Honig-Cooper, Harrington & Miner, San Francisco . . . Eugene Hulshizer promoted to v.p. of Doherty, Clifford, Steers & Shenfield . . . Robert A. Mogge named v.p. of Arthur R. Mogge, Chicago . . . Douglas C. Manson, ex-v.p. Benton & Bowles, named director of public relations for Joseph Katz Co., N. Y. and Baltimore.

Frank M. Russell, NBC Washington v.p., has signed 5-year contract with network to represent it with own consulting firm after July 1. He opens offices then at 1737 DeSales St. NW, will also continue representing parent RCA on special matters. No successor to his vice presidency is planned. NBC pres. Robert Sarnoff stated that contract was made “to assure ourselves of his services beyond his normal retirement date in 1960.” Russell joined NBC in 1929 under its first pres., M. H. Aylesworth, having served as aide to several Secretaries of Agriculture after graduation from Iowa State and a period as a newsman.

Irl T. Newton Jr., ex-RCA mgr. of broadcast and TV antenna & tower equipment, 1945-52 associate of consultant Everett L. Dillard, has opened own TV-radio consulting engineering offices at 422 Washington Bldg., Washington (Executive 3-7165) and at 17 Grove St., Haddonfield, N. J. (Hazel 9-4986). He’s well known for planning work on multiple TV antenna installations, last year gave paper on subject at NARTB convention.

Rev. Clayton T. Griswold, who founded and has headed United Presbyterian Church’s TV-radio dept. since 1948, was paid high tribute and presented with commemorative plaque by dept. chairman Clair R. McCollough (WGAL-TV, Lancaster, Pa.) at Presbyterian union assembly in Pittsburgh this week. He retired recently, has been succeeded as exec. director by Rev. Lawrence W. McMaster Jr.

Herman D. Kenin, Los Angeles & Portland violinist-lawyer, personally chosen to be new pres. of American Federation of Musicians by retiring pres. James Caesar Petrillo, was formally elected at Philadelphia convention this week.

American Women in Radio & TV will meet June 13-15 in Washington for “summer jubilee” week end as guests of local chapter, Hotel Assn. of Washington.

Obituary

Thomas C. Rockwell, 56, chairman of General Artist Corp., died of a heart attack in St. Vincent’s hospital, N. Y., May 29.

William B. Henri, 71, retired pres. of Henri, Hurst & McDonald, died in Chicago May 21.

ABC's Major-Market TV Plan: Mileage cuts, directional antennas and precision offset are keys to ABC's new allocation proposal, filed with FCC this week, to add third vhf channel to 2-vhf-station markets (see p. 2).

Though petition says there are about 35 "problem markets" among first 125, current petition reports that ABC has completed study on only 14, submitting proposals on 12, still looking for answers on other 2. ABC insists that engineering techniques are sufficiently advanced to insure that co-channel and adjacent-channel stations will get proper protection despite mileage cuts—and it asserts that Commission needn't wait for TV Allocation Study Organization's findings. Some ABC proposals are new; some are now pending before Commission. Here they are:

(1) Louisville—Add Ch. 7. (2) Syracuse—Add Ch. 9 & 11, deleting Ch. 8. Substitute Ch. 8 for Ch. 11 in Kingston, Ont. (3) Rochester—Add Ch. 13. (4) Providence—Add Ch. 8 & 13, shifting Ch. 12 to New Haven.

(5) Jacksonville—Add Ch. 10 or shift Ch. 2 from Daytona Beach. (6) Knoxville—Add Ch. 2, shifting it from Sneedville, Tenn., or add Ch. 8. (7) Mobile-Pensacola—Move Ch. 3 to site about half-way between the cities.

(8) Birmingham—(a) Add Ch. 4 by shifting it from Columbus, Miss. Ch. 3 & 9 to be added to Columbus, Ch. 4 to be substituted for Ch. 9 in Dothan, Ala., or (b) Add Ch. 3. (9) Grand Rapids-Kalamazoo—(a) Add Ch. 11, or (b) Shift Ch. 13 from Cadillac, Mich.

(10) Oklahoma City—Shift Ch. 5 from Enid. (11) Shreveport—(a) Add Ch. 2, or (b) Add Ch. 4, or (c) Shift Ch. 10 from El Dorado, Ark., or (d) Shift Ch. 5 from Alexandria. (12) Greensboro-Winston-Salem-High Point—Add Ch. 8, substituting Ch. 13 for Ch. 8 at Florence, Ch. 7 for Ch. 13 at Charleston.

ABC said it hasn't come up with answers yet for Wheeling-Steubenville and Toledo.

Markets with one vhf station are really tough, ABC confessed, so it suggests "the Commission may desire to give consideration either to (1) deintermixture to all-uhf or (2) duplication on uhf of existing vhf services in order to prepare the way for later transition to uhf."

Weed Broadcasting Scholarship, first ever set up by a rep and possible forerunner of more to come, was bestowed for 8th consecutive year June 6 on meritorious student selected by the Iowa State U broadcast faculty—with Joseph J. Weed, SRA director and prominent TV-radio rep, as speaker at annual TV-radio training program dinner. Said Weed, a Fordham graduate, whose firm's list includes WOI-TV, Ames (Ch. 5), pioneer educationally-owned outlet, which operates commercially: "I believe our profession is being neglected. Most of the curricula in most of the universities in this nation, intended to train young folk for careers in TV broadcasting, are insufficient. They are second rate . . . TV gives promise of being the greatest medium of communications the world has ever known. What we need now are people—young, alert, creative people—who can program this medium constructively and sell it constructively. Our young people who show talent for selling must be given as much attention and as much encouragement as [those] who show talent for producing and creating."

New reps: WUSN-TV, Charleston, S. C. June 1 to Select Station Representatives (from Weed); WINK-TV, Ft. Myers, Fla. to Walker-Rawalt (from defunct McGilvra); upcoming CKOS-TV, Yorkton, Sask. names Devney Inc.

MBS Expansion Plans: Mutual's pres. Dr. Armand Hammer, accompanied by Washington v.p. Robert F. Hurleigh and new Washington counsel Jack P. Blume, of Fly, Shuebruk, Blume & Gaguine, called on 5 FCC commissioner's June 6 to assure them MBS has no intention of folding and to outline plans under new regime in which George Vogel resigns as exec. v.p. and Larry Field, ex-Petry, joins network June 16 as Hammer's aide. The millionaire art gallery co-owner and oil operator has taken personal charge of the network, has acquired options on stock of ousted co-purchasing group led by Paul Roberts and Bertram Hauser (Vol. 14:9), thus presumably avoiding stockholders suit (Vol. 14:16). Big radio network presently is providing 5-min. news every half hour, with 15-min commentaries at 8 & 9 a.m., 1 & 7 p.m., and plans new nightly 25-min. news shows from June 9—*The World Today*, 8:05-8:30 p.m., with Westbrook van Voorhies, ex-*March of Time*, and *Capital Assignment*, 8:35-9 p.m., with top Washington newsmen. Nucleus of staff now includes, besides Hurleigh as chief newsman, Sydney Allen, sales v.p.; Joseph Keating, program director; Phil Lampkin, music director; Charles Godwin, station relations. Vogel becomes managing director of Ethos, 141 E. 44th St., N. Y., which continues to act for MBS as merchandising-promotion consultant.

Rate increases: WNTA-TV, Newark-N. Y., May 7 added Class AA hour (7:30-11 p.m. Mon.-Fri.) at \$2000, min. at \$300, Class A hour changing from \$1500 to \$1200. WTTG, Washington, June 1 raised base hour from \$1000 to \$1300, min. remaining \$120. WSM-TV, Nashville, May 1, hour from \$825 to \$900, min. \$165 to \$180. KFEQ-TV, St. Joseph, Mo. June 1, hour \$400 to \$500, min. \$80 to \$100. KTSM-TV, El Paso, June 1, hour \$325 to \$375, min. \$65 to \$75. Spot increase: WCAU-TV, Philadelphia, adds Class AAA 20 sec. rate (8-11 p.m. daily) at \$800, Class AA rate (7:30-8 p.m. Mon.-Fri., 7-8 p.m. Sat. & Sun.) going from \$750 to \$600. Rate cut: WVUE, Wilmington-Philadelphia, May 1, cut base hour from \$1600 to \$1200, min. \$375 to \$250.

TV & radio station revenue will be better this year than last despite downturns in national economy, according to NAB survey of 200 TV & 800 radio operators. Replies to questionnaires from fourth of industry—excluding networks—indicated most TV stations expect 1958 revenue will rise about 3.5% above 1957, most radio stations anticipate 2% increase. Stations based estimates on first-quarter 1958 trends. Of TV stations in survey, 66.8% expected increase, 19.4% decrease, 13.8% no change. Of radio stations, 54.6% expected increase, 22.2% decrease, 23.2% no change.

Modern radio audience is "predominantly adult," radio rep Adam Young Inc. claims in new brochure, based on Pulse data on 10 top markets, intended to refute trade arguments audience is "actually non-adult, and therefore of little import to the national advertiser." Report is available from Adam Young offices.

Billings increase of 35% by WABC-TV, N. Y., in 2nd 1958 quarter over 1957 period is reported by v.p.-gen. mgr. Robert L. Stone of ABC o-&o stations. He forecast "even healthier summer record."

TvB sales advisory committee to coordinate strategy and check effectiveness of "research-oriented selling ammunition" is being set up by pres. Norman E. Cash.

United Lutheran Church, at annual convention of Pittsburgh Synod, revealed it has approved budget of \$500,000 with which to enter religious TV field.

Movie Shoe on TV's Foot? TV is running into same troubles that have beset movie industry since advent of rival entertainment medium—mounting production costs, shortage of sure-fire personalities, public's increasing selectivity of shows—Paramount Pictures pres. Barney Balaban told stockholders this week at annual meeting in N. Y.

TV's problems as "brash newcomer" in entertainment industry have been "temporarily alleviated" by release of 5000-odd pre-1948 features to home screens, but they'll be played out in 2-3 years, said Balaban—and what then? He said he knew of no major studio likely to sell out its post-1948 feature products, so:

"With production costs of live programming rising constantly, TV would seem to be facing some serious problems. What happens to TV is bound to affect the motion picture industry—favorably or unfavorably—as it has in the past." Balaban intimated that any decline in TV's popularity would be reflected in boxoffice upturn.

Paramount will continue to stress theatrical film production, Balaban said—but at same time it's not neglecting TV business. On top of big \$50,000,000 deal with Music Corp. of America for pre-1948 feature package (Vol. 14:6, 17), he reported company has cleaned out library of shorts & cartoons—including post-1948 stock—in \$1,700,000 sale to TV following earlier deals totaling \$4,500,000. Buyer is Harvey Publications, publisher of comic books.

And Balaban assured stockholders that Paramount's International Telemeter is moving quickly into pay-TV operating void left by suspension of Bartlesville cable-theatre experiment (Vol. 14:22). He said Telemeter has right cable-theatre formula—meters giving living room spectators their choice of movies, sports, other programming. Present plans are to go into 3 of 6 markets now being considered for closed-circuit pay system—"those easiest to go into," said spokesman, who declined to reveal cities.

No "presiding officer" has been selected yet to conduct FCC's hearing on Miami Ch. 10 (Vol. 14:22), due to start June 23. Commission is still thinking of getting someone outside FCC, possibly a judge or retired judge. FCC general counsel Warren Baker is expected to handle burden of Commission's presentation, though FCC's broadcast bureau will also be represented. One party, L. B. Wilson Inc., has shifted counsel from Leo Resnick to Paul Segal. Justice Dept., announcing it will participate in hearing, said it would strive to be fair, avoid overlap with its proceedings before grand jury which has been hearing witnesses in same case.

Experimental Ch. 6 grant, sought by WITV, Ft. Lauderdale, Fla. (Ch. 17), was missed by just one vote this week on station's petition for reconsideration. Comrs. Doerfer, Bartley & Craven would have given WITV go-ahead on simultaneous use of Ch. 17 and Ch. 6. Majority reiterated belief WITV's program wouldn't make "substantial contribution to the TV art," would produce "merely cumulative" data. WJMR-TV, New Orleans (Ch. 20) has been conducting simultaneous telecasts on Ch. 12.

Final decision on 770-kc clear channel was foreshadowed this week when FCC announced it has instructed staff to draft document affirming examiner's recommendations: Change classification from 1-A to 1-B, authorize both KOB, Albuquerque & WABC, N. Y. to operate with 50-kw, unlimited time, with directionals at night to protect each other. KOB has been operating with 50-kw day, 25-kw night; WABC has been 50-kw day & night.

Gimbel's radio WIP, Philadelphia (5-kw, 610-kc), founded in 1922 by big dept. store family and managed by Benedict Gimbel, is subject of current sale negotiations—but no deal has been made yet, according to Mr. Gimbel. Asking price for pioneer independent with its FM is said to be \$2,500,000 and among prospective purchasers is Todd Storz group. Rumors of sale apparently began with Gimbel's recent gall bladder operation, but he says he has no intention of relinquishing management. Station once held CP for TV Ch. 3, which it dropped, reapplying before freeze for Ch. 12, losing out post-freeze when that channel was assigned to Wilmington. Note: Following discussions this week, Todd Storz left for Miami, planned to be in Ciudad Trujillo, Dominican Republic, week of June 9.

Radio WFTL, Ft. Lauderdale, Fla. (1400 kc, 250-U), formerly affiliated with off-air WFTL-TV (Ch. 23), has been sold for \$300,000 by *Ft. Lauderdale News* to company in which 25% of stock is held by Joseph C. Amaturro, 20% owner & gen. mgr. of radio WESO, Southbridge, Mass.; 25% by Walter B. Dunn, account executive with H-R Representatives Inc., N. Y.; 50% by 19 other stockholders, including Henry A. Loeb, Thomas L. Kempner & Armand Erpf, of Carl M. Loeb, Rhoades & Co., investment bankers identified with Metropolitan Broadcasting Co. (formerly DuMont). [For other radio station transfer applications and grants, see *AM-FM Addenda W.*]

Hugh Halff Jr. will control WOAI-TV, San Antonio (Ch. 4) and WOAI, according to application filed with FCC. Station asks permission to buy 360 shares (24%) of stock from the National Jewish Hospital at Denver for \$1,145,000 and retire it to treasury, which will boost Mr. Halff's holdings (600 shares) from 40% to 52.6%. Holdings of Hugh A. L. Halff estate, Catherine H. Halff executor (180 shares), will go from 12% to 15.7%; those of G. A. C. Halff Foundation (360 shares) from 24% to 31.57%. Pres. & gen. mgr. of Southland Industries Inc., licensee of the Halff stations, is James M. Gaines, ex-NBC v.p.

CBS executives Frank W. Nesbitt and Howard W. Cann have purchased WLAK, Lakeland, Fla. (5-kw, 1430-kc) for \$300,000. Nesbitt is director of CBS network sales development, Cann an account executive, and they will retire from CBS to operate station when sale is consummated. Seller S. O. Ward retains his interest in WHUB, Cookeville, Tenn. Broker: Allen Kander & Co. [For week's other radio station sales and transfers, see *AM-FM Addenda W.*]

Site-change CP of WTVD, Durham, N. C. (Ch. 11) was reinstated this week after protest was dropped by WFLB-TV, Fayetteville (Ch. 18) [Vol. 14:22]. WTVD is moving from 9 mi. north of Durham and 20 mi. north of Raleigh to 32 mi. southwest of Durham and 10 mi. southeast of Raleigh.

Salesmen Howard E. Kalmenson of WABC-TV, N. Y. and Richard N. Jacobson, WABC radio, are buying 50% of KMOP, Tucson, Ariz. (500 watts D, 1330 kc) for \$60,000. Present owners Ray Odum & A. V. Bamford retain 50%. Broker: Allen Kander & Co.

Two applications for new TV stations filed this week were for Ch. 10, Terre Haute, Ind. by owners of WLBH, Mattoon, Ill. and for Ch. 39, Bakersfield, Cal. by auto and truck dealer D. S. Stricklen. This brings total pending to 119 (30 uhf). [For details, see *TV Addenda 26-S.*]

One CP granted by FCC this week—Ch. 3, Sterling, Colo., to Bi-States Co., owners of KHOL-TV, Kearney, Neb. (Ch. 13) and KHPL-TV, Hayes Center, Neb. (Ch. 6).

MAKERS SHOW 'ANTI-RECESSION' LINES: TV's master merchandisers showed their new 1959 lines to distributors this week with customary fanfare -- apparently convinced business is headed for a pickup this fall. What some of the big-wigs had to say about state of the industry, potential in TV, radio, more especially stereo, was in many instances more important than the wares shown.

Admiral, Philco, RCA, Zenith exhibited new 1959 TV sets, radios, hi-fi phonos equipped for stereo. Stromberg-Carlson announced stereo conversion kit and console.

There was plenty of optimism. And, convention speech-makers backed up their words with new features, fancy styling, much gadgetry -- all designed to titillate the fancy of prospective customers. The thin, thin look was apparent everywhere -- portables shrinking so much they look like briefcases. As predicted, remote control was generally featured. And, blond and walnut finishes were liberally sprinkled among the customary mahogany models. Picture tubes are shallower, chassis smaller.

Longer discounts pleased distributors most. Said Henry Bowes, newly appointed Philco marketing v.p.: "We can't make money until our dealers do." It was apparent that the plight of distributors and dealers was of much concern to all.

Color got the brush-off from all save RCA which backed up its lonesome color drive with 6 models priced from \$495 to \$1200, extended factory warranty on color parts and tubes from 90-day to one-year, showed a "wireless wizard" remote control device which turns set on or off, changes channel, adjusts tint & color controls, selects volume, locks in fine tuning from any point in the room. Philco advised its distributors there would be fewer color sets sold in 1958 than 1957, but said it's ready to go if life appears in color trade. Said Zenith sales v.p. L. C. Truesdell: "Color is still in the conversation stage at both consumer and dealer level." And Admiral pres. Ross Siragusa blasted networks for blocking color (see p. 12).

But Siragusa was most enthusiastic about stereo and he predicted that retail hi-fi sales would reach \$750,000,000 by 1963, said potential sales "in this already booming industry are almost unlimited." Admiral's new stereo line includes TV-stereo combination series on which prices start at \$400. We told you about RCA's big stereo package last week (Vol. 14:22) which was well received by distributors June 2.

Stromberg-Carlson announced a stereo conversion kit as well as a consolette with the required second-channel amplifier-speaker system. Sylvania announces its stereo line (along with TV's) in Buffalo, Mon., June 9; Westinghouse will be out in mid-Aug. with stereo line and conversion kits.

Zenith, industry's top money maker and believed to rank now with GE-Hotpoint right after RCA in unit sales, told distributors it has set sights on still bigger share of both TV & radio markets. Truesdell boasted Zenith has upped TV sales 14%.

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Philco piqued industry interest by revealing "semi-flat" tube. It's a standard 110-degree tube with 2 inches chopped off neck, gun shoved into glass envelope. Depth is only 12½ inches. Bowes told distributors development went on in subsidiary Lansdale Tube plant so tube makers couldn't spill the beans. Another Philco first is "floating tube" connected to chassis & controls by 25-ft. wired tape. Set is designed as an end table. And, Philco has table & console in which picture tube is perched starkly on top. It defies description, must be seen.

Also among week's developments was announcement that Hoffman has pocket-size, solar-powered, 6-transistor radio which goes on market June 15.

[For further details on new 1959 lines, see p. 12.]

Production: TV output was 64,957 week ended May 30, reflecting Memorial Day holiday, compared with 73,468 preceding week & 72,770 in 1957. Year's 21st week brought TV production to 1,798,357 compared with 2,118,361 last year. Radio production was 147,506 (43,099 auto) vs. 161,882 (52,119 auto) preceding week and 167,781 (59,041 auto) in 1957. For 21 weeks, production totaled 3,874,852 (1,230,485 auto) vs. 5,888,046 (2,418,618 auto) for same period last year.

Trade Personals: Douglas C. Lynch, ex-Brush Electronics, named managing director of RCA International, succeeding v.p. P. B. (Pinky) Reed, who on Aug. 1 transfers to Camden to set up new educational electronics equipment div.; Wm. G. E. Vreeland, ex-GE, named director of RCA export operations, succeeding M. F. Dowley, now div. mgr. of distribution & consumer products . . . Frank W. Walker promoted to new post of v.p. & govt. sales mgr., Motorola communications and electronics div., with headquarters in Washington . . . Dr. Elmer W. Engstrom, RCA senior exec. v.p., awarded Industrial Research Institute Medal for 1958 . . . Charles K. Reiger, v.p. of GE's TV & appliance div., re-elected chairman of NEMA's major appliance div. . . . A. B. McCloskey promoted to marketing v.p. of Westinghouse International; R. L. Jeans to products v.p. . . . Herbert I. Ackerman, ex-Bendix, named district sales mgr. of Motorola semiconductor div. for N. E. & N. Y.; Roy O'Brien promoted to same post for N. J., Pa., W. Va. & southeastern states . . . Clarence F. Van Epps promoted to mfg. director of Stromberg-Carlson electronics div., Rochester . . . W. L. Garrett promoted to East Central regional mgr. of RCA, with headquarters in Cleveland . . . Ralph P. Parker promoted to new post of govt. sales mgr. of International Resistance . . . Robert W. Bergen, ex-Harshe-Rotman, named public relations director of Hoffman Electronics . . . Andrew Sakardy, Ex-Zenith mgr. of sales statistics, ex-Leo Burnett agency, Chicago, has joined Westinghouse Metuchen staff as market researcher.

DISTRIBUTOR NOTES: John Hawkins, for several years gen. mgr. of Philco Distributors, heads new Philco independent distributorship in Phoenix . . . Motorola appoints Tecca Distributing Co., Cleveland, for TV, radio . . . DuMont appoints Flavin & Torrey Co., Omaha, for TV, phonos . . . Joseph M. Zamoiski Co., Baltimore, promotes Harry Schwartz to mgr. of Zenith div.; Martin Caldwell to operations mgr.; Irvin Gomprecht to mgr. of new Gibson dept. . . . GE promotes I. P. Pruitt to district mgr. of new Dallas TV-radio distributorship . . . Webcor appoints All-State, N. Y., replacing Sanford Electronics Corp. . . . Capitol Records, which recently entered phono business, appoints 8 distributors: Farman & Seemann, Los Angeles; General Merchandise, Milwaukee; Ft. Orange Distributing Co., Albany; Johnson Electric Supply, Cincinnati; Coffin & Wimple, Bangor, Me.; Emmons-Hawkins Co., Huntington, W. Va.; G & W Distributing Co., Youngstown, O.; Providence Electric, Providence.

Obituary

Sir George Sterling, 79, born in a N. Y. tenement, who went to England 55 years ago to go into the gramophone business, amassed a fortune in phono-radio fields, retiring in 1939 as head of big British Electrical & Musical Industries Ltd., died in London June 2. He was noted for his charities, his interest in the theatre, his close affiliation with the Labor Party. He was knighted in 1937. Surviving is his wife.

Henry E. Hallborg, 74, retired RCA radio communications engineer, died in Mountainside, N. J., June 3.

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

Allied Artists—George D. Burrows bought 1000, holds 34,686; Sherrill C. Corwin bought 1000, holds 14,000.
 C&C TV—Matthew Fox bought 1400, sold 1700 by pledgee, holds 615,300 of which 605,300 are collateral against loans.
 CBS Inc.—Henry C. Bonfig bought 200, holds 200; Louis G. Cowan bought 100, holds 100.
 Corning Glass—Wm. C. Decker sold 6000, holds 12,237; Thomas Waaland sold 700, holds 1800.
 GE—Donald L. Millham sold 1000, holds 7209; Jack S. Parker bought 244, holds 1181.
 Guild Films—John J. Cole bought 30,000 in private transaction, holds 30,000; Nicholas Reisini sold 4700 through Robin International Inc., holds 173,000 in Robin International, none personally.
 Hoffman—Bruce L. Birchard exercised option to buy 200, holds 200.
 Loew's—Charles C. Barry bought 100, holds 200; Louis A. Green bought 1500 through Stryker & Brown, holds 144,035 in Stryker & Brown, none personally; Jerome A. Newman bought 340 and 340 more through Graham-Newman & Co., holds 5670 personally, 6465 in Graham-Newman; Joseph Tomlinson sold 20,000 and 1600 more through Corp. A, holds 160,000 personally, none in Corp. A.
 Magnavox—Richard A. O'Connor bought 2755, holds 57,917.
 P. R. Mallory—Leon Robbin sold 300, holds 643; Ray F. Sparrow sold 200, holds 22,966.
 National Telefilm Assoc.—B. Gerald Cantor bought 1000, holds 110,000; T. H. Sword sold 600, holds 200.
 Raytheon—Wm. Gammell Jr. bought 752, sold 100, holds 15,702.
 Storer—John E. McCoy sold 500, holds 5500.
 Trans-Lux—Harry Brandt bought 1000 and 385 more through H. Brandt Foundation, holds 140,300 personally, 13,405 in H. Brandt Foundation, 200 in Bilpam Corp., 1000 in Brapick Corp., 300 in Marathon Pictures Corp., 12,350 in G. Brandt Foundation, 17,700 in Holding Co. A, 200 for wife.
 Warner Bros.—Robert W. Perkins sold 400, holds 100.
 Webcor—John H. Ihrig bought 1000, holds 1577.
 Westinghouse—Robinson S. Kersh bought 275, holds 935; W. O. Lippmann sold 400, holds 1421.

IT&T pres. Edmond H. Leavey drew 1957 remuneration of \$112,881, v.p. Ellery W. Stone (also pres. of American Cable & Radio Corp.) drew \$69,550, according to proxy statement issued in advance of recent annual meeting in Hotel Commodore, N. Y. Their IT&T common shareholdings total 286 & 105, respectively. Exec. v.p. Charles D. Hilles Jr. drew \$78,520, held 580 shares with 7-year option on 2500 more at \$35.25; exec. v.p. Fred Farwell, former exec. v.p. of S. C. Johnson & Sons Inc. and later pres. of Underwood Corp., who quit latter post to join IT&T last year, drew \$40,350 from July 1, 1957, holds 1000 shares, has 7-year option on 7500 at \$30.

RCA European executives will meet with headquarters chiefs in Brussels June 18-19 for first management meeting under new pres. John L. Burns. Among other N. Y. executives who will participate in meetings in Hotel Amigo: Frank M. Folsom, chairman of exec. committee; Charles M. Odorizzi, exec. v.p., sales & services; Douglas C. Lynch, new managing director, RCA International; P. B. Reed, v.p., international sales (see also Trade Personals). Burns and family left June 7 for vacation preliminary to meeting. Chairman David Sarnoff plans European visit starting later in month.

Armed Forces Communications & Electronics Assn., in 12th annual convention at Washington's Sheraton-Park hotel this week elected: pres., Rear Adm. (USN-ret.) Frederick R. Furth, v.p. of IT&T; first v.p., Maj. Gen. James D. O'Connell; 2nd v.p., Rear Adm. Frank Virden; 3rd v.p., Maj. Gen. Howard W. Grant, USAF; 4th v.p., John Inwood, district mgr. of Western Union, Los Angeles; 5th v.p., Ben H. Oliver Jr., v.p. of N.Y. Telephone Co., Albany; gen. counsel, Ralph L. Walker, Washington; treas., T. B. Jacocks, GE, Washington; exec. v.p., Wilfred B. Goulett, Washington.

Philco Top Echelon Shifts: Philco distributors, in convention at Philadelphia this week, learned of a complete reorganization of the company's Consumer Products div., de-centralization of the sales-advertising-promotion functions, separation of product planning from manufacturing. Tom Kennally, longtime Philco sales head, came back from semi-retirement to tell the gathering new setup heralds return of Philco's merchandising heyday. Arthur D. Little Inc., Boston management consulting firm, blue-printed new organizational structure.

Larry Hardy, veteran of more than 25 years in all Philco operations, heads new Consumer Products div. as v.p. & gen. mgr., with his protege, youthful Henry Bowes, who headed TV div. until mid-March, as his No. 2 man in the v.p.-marketing spot (Vol. 14:12). Formally announced were appointments of 4 regional sales mgrs.—James McMurphy, Philadelphia; John Ramsay, Atlanta; Reese Llewellyn, Chicago; Paul Burks, Los Angeles—and Gibson Kennedy as gen. sales mgr. (Vol. 14:18).

James J. Shallow was shifted from gen. mgr. of radio div. to gen. mgr.-merchandising, assuming most of the duties previously handled by Raymond B. George, now adv. & sales promotion mgr. for home laundry equipment. Fred Ogilby continues as a v.p. in sales but now reports to Bowes.

Henry T. Paiste, another 25-year Philco veteran, formerly v.p. for product performance, becomes director of consumer relations & service. Max Enelow, formerly director of adv., becomes director of adv. & promotion on Bowes staff. John Utz, shifts from mgr. of marketing, Eastern region, to mgr. for special accounts with responsibility for sales to associate distributors.

Other changes announced: Armin E. Allen from TV product mgr. to v.p.-product development & planning, for electronics; Harold W. Schaefer from v.p. & gen. mgr. of appliance div. to v.p.-product development & planning for appliances; E. S. Brotzman from mgr. of TV operations to v.p. of electronics operations; William A. McCracken from manufacturing mgr. of radio at Sandusky plant to v.p. appliance operations, Philadelphia.

RCA's 1959 TV sets will be known as the "10 Million Line," recognizing fact that RCA will make its 10,000,000th TV set this fall. Line comprises 26 black-&-white models, 6 color. Highlight is "wireless wizard" remote control which handles all functions of color set and is adaptable to some black-&-white sets. It's described as 3rd of 6 major product developments which pres. John L. Burns told stockholders May 6 RCA would announce this year, others being stereo tape cartridge and line of stereo disc & tape players (Vol. 14:19). TV line includes 7 new 17-in. portables claimed to have been tested for satisfactory performance aboard a Boeing 707 jet at 35,000 ft. Black-&-white sets range \$200-\$370; color, \$495-\$1200. RCA also introduced 2 new all-transistor radios designed to play 5 years on single rechargeable battery, priced at \$40 & \$50.

Philco showed new 1959 lines of TV, radio, stereo-equipped hi-fi to 1000 distributor executives in convention this week at Philadelphia. There are 17 basic models in new "Predicta" and deluxe lines of table models & consoles priced from \$190 to \$425. All portables, incorporating new "briefcase" styling have 17-in. picture tube and are priced at \$180 and \$190. Philco's stereo line of 12 basic models ranges from \$140 to \$1200. Some models incorporate new type electrostatic speaker. One tape recorder is included in 1959 line. Also shown were complete lines of table & clock radios, portables and transistor sets, 2 AM-FM combinations.

Color: Public Be Damned? Admiral's Ross Siragusa blames the networks for failure of color TV to take hold, saying they're not giving it enough exposure and charging them with an attitude of "public-be-damned." He half-excuses NBC, though he notes sarcastically: "NBC stands almost alone, and its color programming shows up more in publicity than it does in actuality. CBS has done nothing worth mentioning, ABC nothing at all."

"The American people," he told his distributors convention, "can thank the networks for the lack of imagination and guts that it will take to bring beautiful color into their homes. The most important reason for the lack of color TV sales is the selfish attitude—the public-be-damned attitude—of the TV networks.

"The manufacturers . . . have been spending huge sums to bring the wonder of color TV to the people [and] have time and again made serious marketing efforts. [But] we dare not bring out new color TV sets with our technological advances while the networks filter out the rainbow." He said Admiral is pointing to June, 1959 for introduction of a new color chassis and new merchandising techniques.

NBC's reply to Siragusa: "If the other networks would do what NBC is doing, we'd have color all over the dial." Spokesman noted that the networks are facing summer with high gaps in sponsor schedules, and merely chuckled at Siragusa's characterization of networks as "money-hungry, profit-hungry." Summer color on NBC will include 2 daytime half hours daily, and a half hour to 2 hours nightly—its biggest summer schedule yet. CBS is not now carrying color, during season did carry some spectaculars, some Red Skelton shows and all Lowell Thomas *High Adventure* films in color. CBS fall plans are uncertain, but spokesman said they probably will be same as last season.

Note: RCA color TV is one of features of American Pavilion at current Brussels Fair. This week, RCA has staff of 6, headed by James P. McCarvill, members of its special exhibits dept., demonstrating also at Polish International Trade Fair in Poznan, doing live programming with one camera, 12 receivers—one of few times color TV has been shown behind Iron Curtain.

New Ampex music systems are equipped to play tape or records, include AM-FM tuner, according to announcement by pres. Phillip L. Gundy in address before Magnetic Recording Industry Assn. in Chicago. He said phonos will play either 2 or 4-track stereo tape, provide up to 3 hours-12 minutes of music on a single 1800-ft. tape. No suggested list prices were announced. Also introduced was \$65 kit to convert existing models for new 2 or 4-track tape cartridges.

Featured in Admiral 1959 line, introduced to distributors in Chicago this week, is combination TV-stereo-phonos only 14½-in. deep. Showings covered TV, radio, stereo-hi-fi. Sales mgr. Alfred Medica reported that sales of hi-fi phonos for first 4 months of 1958 were 25% ahead of year ago; that "Son-R" remote control is improved and incorporated in more sets than ever before. Styling includes finishes in walnut, mahogany, fruitwood.

Zenith's 1959 lines of TV, radios, stereo phonos were shown to distributors in Chicago this week. Included are 31 TV receivers priced from \$140 to \$575 and 37 stereo record players. All TV sets have short-neck 90-degree tubes & hand-wired chassis. Also announced was an improved version of the "Space Command" remote control which sales v.p. L. C. Truesdell said had been standard equipment on 30% of Zenith sets in last 3 years.

Financial Reports:

PARAMOUNT PICTURES pres. Barney Balaban, reporting to stockholders meeting this week, again promises DuMont color receivers with "improved tube" by "end of this year." It owns Lawrence one-gun tube, which both Paramount & DuMont executives insist is "more economical and more practical" than the RCA shadow mask tube—and DuMont pres. David Schultz added that forthcoming color sets are nicer looking, have shorter-neck tubes, will be priced lower. However, Schultz added, "I don't know if there will be many of them. We'll practically have to hand tool them."

Paramount owns about 26% of DuMont Labs, presently considering merger deals (p. 3), and largely dominates DuMont board. Balaban pointed out that DuMont broadcasting interests, spun off DuMont Labs several years ago, have been expanded and are now profitable. He also noted that Paramount is now also disposing of some 250 shorts and cartoons for \$1,700,000 (p. 9), will also soon sell its N. Y. newsreel lab for \$1,200,000 cash.

In 8 years since divestment of theatres under govt. consent decree, he told stockholders, Paramount has bought in 1,464,000 shares of its own common stock in open market at cost of \$35,300,000 plus \$2,000,000 interest, leaving about 1,839,000 shares outstanding on which \$2 dividend has consistently been paid.

Besides windfall out of pre-1948 films it has sold (p. 9), Paramount may have struck it rich, as did Warner Bros., on oil diggings on its Hollywood lot which Union Oil Co. begins drilling June 16 under 20% royalty contract. Paramount also has joined Union Oil on another project involving 50-50 cost and profit-sharing on explorations on 890 acres elsewhere.

Guild Films acquires controlling interest (3,400,000 of 5,000,000 authorized shares) in Standard Sulphur Co., Houston, in deal by which latter—changing name to Inter-World TV Films Inc.—obtains foreign residual property & distribution rights to Guild Films' library of 2500-odd programs. Guild Films also receives \$5,000,000 in 10-year 7% debentures redeemable out of 50% of Inter-World TV's net income. Guild Films pres. John J. Cole becomes chairman of Inter-World, which will start distribution with 1100 RKO shorts, *Minutes of Prayer* series, 20 specially-produced TV series. Guild Films lost \$463,227 in last fiscal year (Vol. 14:21).

Reports & comments available: On RCA, Raytheon, American Bosch Arma, Sperry Rand, in progress report on military electronic markets by Goodbody & Co., 115 Broadway, N. Y. On Litton, in review by L. F. Rothschild & Co., 120 Broadway, N. Y. On Philips Lamp, in report by Burnham & Co., 15 Broad St., N. Y. On E. J. Korvette, in study by Cady, Roberts & Co., 488 Madison Ave., N. Y.

Sparton Corp. upped first quarter sales to \$6,377,638 vs. \$5,693,026 in same 1957 quarter, but incurred net loss of \$144,441 vs. \$117,957 last year. Sales for 9 mos. ended March 31 were \$20,805,347 (net loss \$31,462) vs. \$19,595,201 (net loss \$18,184) same period last year.

Columbia Pictures lost \$227,000 in first 1958 quarter vs. net income of \$175,000 last year; lost \$1,047,000 for 9 mos. ended March 31 vs. net income of \$1,504,000 same period year ago.

Microwave Associates Inc., in 6 mos. to March 29, earned \$37,300 (9¢ per share) on sales of \$1,917,000 vs. \$63,300 (19¢) on \$1,282,000 last year.

Jerrold Electronics Corp., specializing in community antenna and closed circuit systems, grossed \$6,055,647 and netted \$105,281 (10¢ per share) in fiscal year ended Feb. 28, 1958 vs. \$5,142,702 & \$166,133 (15¢) in preceding year—but despite decline in profit, pres., Milton J. Shapp reports to stockholders that "our company's position has never been more promising." Besides building community antenna systems, Jerrold owns 9 of them with total of 24,000 subscribers, up 20% in year; they're in Richland, Walla Walla & Wenatchee, Wash.; Ukiah, Cal.; Key West, Fla.; Dubuque, Ia.; Flagstaff, Ariz.; Pocatello, Ida.; Ventnor, N. J. Among its close-circuit installations: Ft. Monmouth, N. J. & Ft. Huachuca, Ariz.; Case Tech, Cleveland; Pocatello school system; Pennsylvania Eastern Psychiatric Hospital; N. Y. Hudson Guild (settlement house-school-apartment hookup); recently suspended Bartlesville (Okla.) Cable Theatre. Stock outstanding totals 1,096,660 shares, traded over the counter (see p. 14), pres. Shapp (1957 salary: \$50,000) owning 347,726 and Mrs. Shapp 300,599 shares, or 59.12%.

Officer-director remunerations for 1957, as reported by General Instrument Corp. in proxy statement with notice of June 23 annual meeting in Robert Treat Hotel, Newark: Martin H. Benedek, chairman, \$57,000 (owns 94,186 shares out of 1,373,273 outstanding); Abraham Blumenkrantz, director & consultant, \$54,000 (12,000 shares); Monte Cohen, pres., \$50,000 (3718); Moses Shapiro, exec. v.p., \$45,000 (38,950); Alexander P. Hirsch, pres. of Micamold, subsidiary, \$57,200 (89,270), with Mrs. Hirsch owning another (63,455); J. Gerald Mayer, v.p., \$45,000 (38,850).

Siegler Corp. earned \$964,814 (64¢ per share on 1,515,306 shares outstanding) on record high sales of \$57,450,025 in 9 months ended March 31 vs. \$747,427 (\$1 on 746,200) on \$22,688,892 year earlier, prior to merger of Unitronics (Olympic Radio & TV, David Bogen, Presto Recording) and Hufford Corp. In 3rd fiscal quarter Siegler earned \$207,033 (14¢) on \$18,170,219 vs. \$207,474 (27¢) on \$9,101,043 in 1957 period. In report to shareholders, pres. John G. Brooks said Olympic div. increased TV shipments 5% in first 1958 quarter compared with same period last year, termed hi-fi & radio sales "excellent."

ORRadio Industries, magnetic recording tape manufacturer, earned \$113,836 (24.62¢ per share on 462,301 shares) on sales of \$2,284,400 in fiscal year ended Feb. 28 vs. \$103,118 (24.36¢ on 423,175) on \$1,528,931 year earlier. Pres. J. Herbert Orr said tape sales increased 35-60% each of last 3 years.

Emerson Radio reports consolidated earnings of \$165,090 (8¢ per share) in 26 weeks ended May 3 vs. \$66,900 (3¢) year earlier. For 13 weeks ended Feb. 1 net income was \$297,699 (15¢) vs. \$196,509 (10¢) in 1956-57 period.

Dividends: RCA, 25¢ payable July 28 to stockholders of record June 20; Telechrome, 7½¢ June 18 to holders June 4; Clevite, 25¢ June 27 to holders June 16; Corning Glass, 25¢ June 30 to holders June 16; Canadian Westinghouse, 25¢ July 2 to holders June 13; Avco, 10¢ Aug. 20 to holders Aug. 1.

Sale of stock in Selectivision Inc., Queens, was permanently enjoined by order of the N. Y. Supreme Court this week (Vol. 14:11). Attorney General Lefkowitz said corporation was found to have fraudulently distributed promotional literature stating it had invested millions in pay TV enterprise when such was not the case.

Andre Meyer, senior partner in Lazard Freres & Co., and Paul M. Mazur, partner in Lehman Bros., both N. Y. investment bankers, elected NBC directors.

COMMON STOCK QUOTATIONS

Week Ending Friday, June 6, 1958
Electronics TV-Radio-Appliances Amusements

Compiled for Television Digest by
RUDD & CO.

Member New York Stock Exchange
 734 15th St. NW, Washington 5, D. C.

NEW YORK STOCK EXCHANGE

1958					1958				
High	Low	Stock and Div.	Close	Wk. Cbg	High	Low	Stock and Div.	Close	Wk. Cbg
10 1/4	7	Admiral	9 7/8	-1/8	357	300	IBM 2.60	352	+3 1/4
24 1/2	19 3/4	AmBosch .30e	24 7/8	-1/2	35 3/8	29 1/4	IT&T 1.80	35 3/8	+5/8
18	13	AmBcatg-Par 1	17 3/4	+1 1/4	41 1/2	36 1/4	I-T-ECIRB .90e	38	+1/2
37 3/8	32 1/4	AmMy&F 1.60	34 1/4	-3/4	7	7	6% ListIndust 1/4e	7	-
178 3/4	167 3/4	AT&T 9	177 1/2	-1 3/8	50 1/4	36 7/8	Litton Ind.	50 1/4	+2 5/8
27 3/4	23 3/4	Amphenol 1.20	25 3/4	-1 1/4	17 1/2	12 7/8	Loew's	16 3/4	+3/4
29 3/4	22 3/4	Arvin 2	23 3/4	-1/4	37	30 1/4	Magnavox 1 1/2b	35 3/4	+1/4
7 1/4	5 5/8	Avco .20e	6 3/4	+3/8	28 3/4	23 3/4	Mallory 1.40b	25 3/4	+1
25 3/4	18	BeckInst 1 1/4f	19 3/4	-1/2	91 7/8	76	Mpls.H'll 1.60s	90 1/2	+3/4
53 1/2	44 1/2	BendixAv. 2.40	53 1/2	+2	42 1/4	35	Motorola 1 1/2	38 3/4	+1 1/4
34 1/4	27 3/4	Burroughs 1	34 1/4	+2	9	7 3/8	Nat'l Thea 1/2	8 7/8	+1 1/4
18 3/8	15 3/4	Clevite 1/4e	17	-	38 3/8	30 3/8	Paramount 2	37 3/8	+1/4
32	24 1/2	CBS "A" 1b	31	+7/8	17 1/2	12 3/8	Philo	15 1/4	-1/4
31 3/4	24 1/2	CBS "B" 1b	30 1/4	+3/8	35	30 1/4	RCA la	34 3/4	-1/4
18	12 1/2	Col Pict 3/4t	16 3/4	+3/8	28 3/4	21 1/2	Raytheon 1 1/4t	28 3/4	-1/4
35 1/4	27 3/8	Cons Elec .40	30 3/4	-5/8	7 1/4	5	Republic Pic	6 7/8	+1/4
26 3/4	19 1/2	Cons Electron	24 1/2	+1/4	34 3/4	26 3/8	Sang Elec 1.80	26 1/4	+3/4
16 1/2	12 3/4	Cor-Dub .20e	15 1/2	-1/2	16 1/8	13 1/4	Siegler .80	13 3/4	+3/8
86 3/4	74 3/8	CornGlass 1a	84 3/4	+1 1/4	4	2 3/4	Sparton	3 5/8	+1/4
3 3/8	3	Davega	3 1/4	-	20 5/8	17 1/4	SperryRan .80	18 1/2	+3/8
35	30	Daystrom 1.20	33	-1/4	8 3/4	6	Standard Coil	8	-5/8
16 1/4	13 3/8	Decca 1	15 1/4	+3/8	18	14 1/2	Stanley-War 1	16 3/8	+3/4
24 1/2	14	Disney .40b	24 3/4	-1/4	34 3/4	29	Stew Warn 2b	33 3/4	-1/4
108 3/8	97 3/4	EastKod 1.55e	108 3/4	+3 1/2	25 3/4	20	StorBcatg 1.80	23 3/4	-1 1/4
37 1/4	29	EmerElec 1.60	37 1/4	-5/8	37 1/2	31 1/2	Sylvania 2	35 1/2	-3/4
6 5/8	4 1/4	Emerson Radio	6 1/2	-1/4	37 3/4	26 3/4	Texas Instru	36	+7/8
8 1/2	7	Gabriel .60	7 3/4	-1/2	55 1/4	41 3/8	ThomProd 1.40	46 3/4	+1 1/4
65 3/4	55	Gen Dynam 2	59 1/4	+1 5/8	26 7/8	23 1/4	Tung-Sol 1.40b	25 3/4	+3/4
64 1/4	57	Gen Electric 2	60 3/4	+5/8	31 1/4	21 3/4	20thC-Fox 1.60	30 3/4	-1/4
9 1/4	4 5/8	Gen. Inst. .15g	8 7/8	-1/4	23	15 1/4	UnitedArt. 1.40	22 3/4	-7/8
41	28 3/8	GnPrEquip.85e	28 3/4	+1 1/4	22 3/4	18 1/2	Univ. Pict.	20 1/4	-1/4
30	22 1/4	Gen Tire .70b	25 1/4	+1/4	19 1/2	16 7/8	WarnBros 1.20	19	+1 1/4
49	40 3/4	Gen. Teleph. 2	48 1/2	+1/4	65 1/2	57 1/4	Westingh El 2	57 1/4	-3/4
28 3/4	21	HoffmanElec 1	28	+1/4	79 3/4	67 1/2	Zenith 1/2b	80 1/4	+7/8

AMERICAN STOCK EXCHANGE

4 1/4	2 7/8	Allied Artists	3 7/8	-1/4	39 1/2	30 1/2	HazletInc 1.40b	39 1/2	+2 5/8
45	34 1/2	Allied Con 1a	38 3/4	+1 1/4	2 7/8	2	Herold Ra .20	2 7/8	-
15 1/4	12 3/8	AmElectro 1/2	12 3/4	-1/4	4 3/8	3 3/4	Int Resist .20	4	-
10 1/4	8 3/8	AssocArtProd	9 1/4	-1/4	6 1/4	4 1/4	Lea	6 7/8	+7/8
12 1/2	7 1/4	AudioDev	10 3/4	-1/2	3 1/4	3 1/4	Muntz TV	5 1/4	-1 1/16
10 1/4	7 3/4	BelockInst 1/4t	8 3/4	-1/4	4	2 1/2	Muter Co. 1/4t	3 7/8	-
1 1/4	3/8	C & C TV	15 1/16	-	9 1/4	5 5/8	Nat'l Telefilm	8	-5/8
1 7/8	1 1/4	Cin'ma Inc.	1 3/4	-1/4	1 3/4	1	Nat Union El	1 5/8	+1/4
3 3/4	2 7/8	Clarostat .15g	3 5/8	-1/4	6 3/4	2 3/4	Norden-Ketay	2 7/8	-
4 7/8	3	DuMont Lab	4 1/4	-1 1/4	3 3/8	2 7/8	Oxford El .10r	3 1/4	+1/4
4 1/2	2 7/8	Dynam Am	3 1/2	-1/4	16	11	Philips El	13 1/4	-1 1/4
13 1/4	10	ElectronicCom	12	-	9 1/4	6 5/8	Servomech	9	-1/4
7 3/4	6 3/8	Electronics Cp	7 7/8	+1 1/8	6	3 3/8	Skiatron	4	-
31 3/8	19 1/2	FairchCam 1/2g	24 1/4	-3/8	5 3/4	3 1/2	Technicolor	4 3/4	-1/2
24 3/8	17 1/4	General Trans	19 3/4	-1 1/4	4 1/2	3 1/2	Trans-Lux .20g	4	-
17 1/4	14 3/8	Globe Un .80	16	-1/4	4 7/8	3 3/4	Victorcen Inst	3 3/4	-1/4
3 3/4	2 1/2	Guild Films	3 1/2	-1/4					

OVER THE COUNTER AND OTHER EXCHANGES

(Latest Available Data)

	Bid	Asked		Bid	Asked
Advance Ind	2 3/16	2 1/2	Machlett Labs .25g	16 3/4	17 3/4
Aerovox	4	4 1/2	Magna Theatre	1 1/2	2
Airborne Inst	49 3/4	52	Maxson (W. L.) .05	5 7/8	6 1/2
Altec Co. .80	6 5/8	7 1/4	Meredith Pub. 1.80a	30	33
AMP Inc .50	20 1/4	21	National Co. (4% stk.)	11 1/4	12 1/4
Ampex	66 1/2	69	Oak Mfg. 1.40	13 1/2	14
Baird Atomic	8 1/4	9	Official Films .10	15 1/16	14 3/4
Cinerama Prod.	1 7/8	2	ORRadio	16 3/4	19
Cohu Electronics	6 3/4	7 1/4	Pacific Mercury TV	6 3/4	7
Collins "A" .35	13 1/4	14	Packard-Bell .50	12 1/4	13
Collins "B" .35	12 3/4	13 3/8	Panellit	5 1/4	5 1/2
Cook Elec. .40d	17 1/4	18 1/2	Perkin-Elmer	21 1/2	26
Craig Systems	6 5/8	7	Philips Lamp (14% of par)	37 1/2	38 1/2
DuMont Bestg.	6 3/4	7 1/2	Reeves Soundcraft (stk.)	3 1/16	3 3/8
Eitel-McCullough (5% stk)	25 1/2	27	Sprague Electric 1.20	27 3/4	29
Elec Assoc (stk)	40 3/4	43	Taylor Instrument 1.20	29	30
Eric Resistor .40b	6	6 1/2	Tele-Broadcasters	2	2 3/8
Friden Ind. 1	54	57	Telechrome .30	8 1/4	8 3/4
Giannini, G. M.	13 1/2	14 1/2	Telecomputing	4 1/4	4 3/4
Granco Products .05	1 1/4	1 1/2	Teleprompter (stock)	53 1/4	57
Gross Telectasting 1.60	19 1/2	20 1/2	Time Inc. 3.75	57 1/2	60
Hewlett-Packard	25 1/2	26 1/2	Topp Industries (stock)	9 1/2	10
High Voltage .10g	30 1/4	32	Tracerlab	6 1/4	6 1/2
Hycan	2 3/8	2 5/8	Trav-Ler	1 1/2	1 3/4
Indiana Steel Prod. 1.20a	18 3/4	19 1/4	United Artists	4 7/8	5 1/4
Jerrold	2 1/4	2 1/2	Varian Associates	18 7/8	19 1/4
Ling Industries	2 1/4	2 1/2	Webcor .15c	10 1/2	10 3/4
Leeds & Northrup .60b	21 1/2	22 1/2	Wells-Gardner	8	8 1/2
			WJR Goodwill Sta. .50d	13 5/8	14 1/4

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

Causa Honoris: Honorary degrees awarded industry folk at current commencements: to Dr. Robert R. Warnecke, director of electronics & acoustics research, Compagnie Générale de Télégraphie sans Fil (French Wireless Co.), Paris, by Brooklyn Polytechnic Institute; to Robert W. Sarnoff, pres. of NBC, by Boston U and Pennsylvania Military Academy; to Don Mitchell, chairman-pres. of Sylvania, by U of Cincinnati; to Edward R. Murrow, CBS, by Grinnell College, Grinnell, Ia.; to Howard K. Smith, CBS News Washington correspondent, by St. Norbert College, West de Pere, Wis. (delivered commencement address June 6); to Eric Sevareid, CBS chief Washington correspondent, by Wittenberg College, Springfield, O.; and Robert Paxton, pres. of GE, from Rensselaer Polytechnic Institute; Alfred Friendly, managing editor, *Washington Post* (WTOP-TV & WTOP), from Amherst, his alma mater (delivered commencement address). Noteworthy, too: Singer Pat Boone, 24-year-old TV-movie star and father of 4 daughters, was graduated this year magna cum laude from Columbia U, having maintained "A" average. And Dick Woodies, New England mgr. of Henry I. Christal Inc., radio reps, 1950 alumnus of Emerson College, Boston, was awarded plaque as outstanding graduate of its broadcast dept.'s first class.

CBS Collegiate Donations: CBS Foundation Inc., formed by CBS to make educational & charitable grants to alma maters of employes, this week granted \$34,000 as unrestricted gifts to 11 colleges & universities—its 5th annual group of awards now totaling \$194,000 to 37 institutions in 20 states. Grants are limited to CBS employes who have completed either graduate or undergraduate degrees at privately-supported institutions, and amount to \$2000 each. This year's grants: Colgate—for Wm. P. Monro, asst. to pres., CBS International. Columbia—Ralph Colin, counsel and director, CBS Inc.; Irving J. Gitlin, director of public affairs, CBS News; Richard F. Hess, asst. to v.p. for radio station administration; Milton L. Maier, director of real estate services. Cornell—Joseph Bambara, v.p., CBS Labs; Jay Eliasberg, director of research, CBS-TV. Dartmouth—Robert V. Evans, asst. gen. attorney, CBS-TV. Harvard—Kenneth W. Hoehn, director of taxes, finance & management services; Cornelius F. Keating, gen. atty., Columbia Records. Iona College—Walter P. Rozett, director of financial & administrative operations, CBS Radio. MIT—John M. Hollywood, aide to pres., CBS Labs. New York U—Richard W. Golden, director of presentations, CBS-TV. Ohio Wesleyan—Preston Pumphrey, asst. to v.p., business affairs dept., CBS Radio. Princeton—Richard A. Forsling, asst. gen. atty., CBS-TV; Cornelius V. S. Knox Jr., sales mgr., CBS Radio, Detroit. Wesleyan U—Arthur C. Elliot, midwestern sales mgr., CBS-TV stations. Foundation's board comprises Dr. Frank Stanton, CBS pres.; Dr. Leon Levy, director; Mrs. Rustin McIntosh, pres. of Barnard College; Sig Mickelson, v.p. & gen. mgr. of CBS News.

Baseball Hits TV Bill: Celler anti-trust bill (HR-10378) requiring pro baseball clubs to demonstrate "reasonable necessity" for any rules limiting telecasts of games (Vol. 14:20) came under concerted attack by major & minor leagues this week. Baseball Comr. Ford Frick and heads of American & National Leagues and National Assn. of Professional Baseball Leagues circulated 20-pp. brief assailing limited exemptions from anti-trust regulations provided in measure for pro sports, asked team owners, officials, stockholders, others to sign it. They said clubs should be permitted to regulate themselves without risking Justice Dept. action.

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

Television Digest

with **ELECTRONICS REPORTS**

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SUMMARY-INDEX OF THE WEEK'S NEWS — June 14, 1958

CATV OPERATORS match politics with politics during NCTA convention. Business booms but they're "running scared," making impact on Congress (pp. 1 & 5).

NBC DROPPING UHF WBUF, Buffalo, seeing no chance of improvement. Seeks better-situated uhf. No plans to quit Hartford. CBS will retain its 2 uhfs (p. 2).

STAFF ALLOCATIONS ANALYSIS authorized by FCC, expected to take 1-1½ years, include technical findings of TV Allocations Study Organization (p. 4).

PROGRAM RATING SERVICES to be explored by Senate Commerce Committee hearing June 26. Sen. Monroney prime antagonist of "automatons" (p. 4).

TV FILM BOYCOTT proposed by British exhibitors in box-office fight; TOA counsel calls plan "laudable," concedes it would be illegal here (p. 4).

WHITE HOUSE "INFLUENCE" CASE interrupts Harris subcommittee's FCC probe; it drops TV cases to pursue Sherman Adams angles (p. 4).

NEWEST STARTERS are KRTV, Great Falls, Mont. (Ch. 3) and CKOS-TV, Yorkton, Sask. (Ch. 3). Reports on upcoming stations (p. 7).

HONORARY DEGREES and other academic distinctions add lustre to officialdom of TV-radio and associated industries (p. 9).

NETWORK BILLINGS CONTINUE RISE in April, as first 4 months score 14.1% gain over 1957. Other TvB reports available. (p. 10).

PAY-TV POLICY of Congress sought by FCC, which seeks to avoid indefinite "stay" of action if delaying resolutions are enacted (p. 16).

Manufacturing-Distribution

MAJOR ROLE IN NUCLEAR ENERGY sought for electronics as RCA & Allis-Chalmers work 50-50 on \$25,000,000 Princeton "Stellarator" fusion project (pp. 3 & 13).

MORE BULLISH COMMENTS from set makers as they see signs of upswing in second and third quarters. Inventories "satisfactory" (p. 12).

EXCISE TAX DUE FOR RENEWAL as Congress nears final action. Industry pleas for tax relief are rebuffed (p. 12).

PHILIPS OF EINDHOVEN, biggest entity in foreign TV-radio fields, had another good year in 1957, according to English translation of report (p. 15).

STATION-CATV BATTLE—OPEN POLITICAL WARFARE: "If they want to play politics, we'll play politics. We didn't want to, but we have to." That statement, expressed to us by a director of National Community TV Assn., set tone of this week's convention of NCTA in Washington. And they played politics -- openly and apparently effectively. The community antenna operators were so pleased with impression they made on Senators & Congressmen that they scheduled next year's convention in Washington, too.

The substantial political resources of CATV operators were quite manifest. June 10 reception at Mayflower Hotel, frankly designed for contacts with members of Congress and the FCC, brought out some very influential people. No less a political luminary than Senator Fulbright (D-Ark.) as luncheon speaker, and we noticed, among others, Senate Majority Leader Lyndon Johnson (D-Tex.), Sen. McClellan (D-Ark.), Sen. Barrett (R-Wyo.), Sen. Martin (R-Pa.), all from states with substantial CATV installations; also quite a few top Congressional assistants. In addition, NCTA members from some 40 states swarmed Capitol Hill during the week.

Economic stature of industry is mighty impressive, too -- truly a "sleeper" to many broadcasters accustomed to regarding CATV as piddling. CATV calls itself a \$100,000,000 business, in terms of investment -- and the figure looks right. NCTA has 365 members, had 410 registration for convention. Another index: NCTA fought 8% excise tax on their services, won it -- and refunded subscribers \$25,000,000!

There are at least 600 systems in U.S., 150 in Canada -- and average U.S. system has more than 1000 subscribers, charging each about \$3.50 monthly. Our CATV

directory in last Spring-Summer TV Factbook -- most complete extant -- listed 556 systems in U.S., 130 in Canada, as of Feb. 1.

CATV has big ideas. It's vitally interested in cable theatre, closed-circuit local originations, addition of FM, Muzak or other audio sources. By holding its convention in Washington, it opened a lot of eyes.

* * * *

Cable operators were much heartened by short address of FCC Chairman John Doerfer. Though careful not to commit himself in advance of FCC's reconsideration of problem (Vol. 14:21), he left distinct impression he doesn't favor reversal of previous Commission decisions, i.e., that it's doubtful CATV is common carrier, doubtful FCC can regulate it, doubtful CATV can be deprived of microwave service.

Small-city telecasters had succeeded in getting favorable attention from Sen. Magnuson (D-Wash.), whose Commerce Committee had received their side of story in hearings (Vol. 14:22). CATV operators appear on witness stand June 24. Telecasters had succeeded in getting FCC to start inquiry reopening questions previously decided in CATV's favor. Their most concrete success was to persuade Commission to "freeze" microwave applications on which CATV is depending to establish new systems and to increase number of channels given subscribers by existing systems. This week, FCC confirmed freeze is genuine, may last several months.

CATV operators have no doubt that law is on their side -- mitigating against possible restrictive regulation from FCC -- but their fear is that Congress might be persuaded to pass new hampering legislation.

Conventioneers missed few bets. Several of them who also operate radio stations and are members of NAB met with NAB pres. Harold Fellows and govt. relations mgr. Vincent Wasilewski, had amicable session. NAB takes position telecasters have property rights in signals that are "pirated" by CATV. The two camps disagree -- and there it stands, presumably will be fought out in courts eventually.

That "join 'em if you can't lick 'em" idea (Vol. 14:23) seems to have serious basis. Imaginations of numerous operators are working on it, as are those of telecasters and radio broadcasters. A joining of skills & facilities seems more and more possible. It's ironic, but many hamlets are now getting greater choice of signals than most metropolitan areas -- and trend is definitely continuing. [For further details of convention, see p. 5.]

NBC DROPPING WBUF--A BLOW TO UHF MORALE: NBC has given up on uhf in Buffalo -- taking its 5-year-old WBUF (Ch. 17) off Oct. 1 and reaffiliating with WGR-TV (Ch. 2). More bearish mumblings about future of uhf, despite good signals and economic success elsewhere, are bound to be the aftermath, albeit unjustifiable.

What NBC's experience does prove, with utmost finality, is that uhf cannot compete with 2 or more vhfs. Two are now operating in Buffalo, and a third (Ch. 7) will be built after final decision in 3-way contest.

It has been a truism that a uhf can't survive against 2 or more vhfs, but uhf operators had been hoping that somehow the NBC strength would provide the exception. NBC emphasized that it isn't giving up on uhf by any means; that it's looking for another uhf "where the competitive handicaps are not so extreme"; that it has no thought of abandoning its other uhf -- WNBC, Hartford (Ch. 30).

CBS was quick to assert, too, upon query, that it has no intention of dropping its 2 uhfs -- WXIX, Milwaukee (Ch. 19) and WHCT, Hartford (Ch. 18).

* * * *

ABC is quite upset about losing WGR-TV as affiliate, and Washington v.p. Robert Hinckley called on FCC members this week to emphasize that NBC's action hurts ABC's competitive position; that ABC's allocation plan is needed (Vol. 14:23). NBC exec. v.p. David Adams had given commissioners advance word of plans -- and reaction we get from latter is that, though regrettable, NBC could do little else.

NBC bought WBUF for \$312,000 in 1955, did everything under the sun to put it across -- spending \$2,000,000 in facilities, \$1,000,000 in operating losses, hiking height, magnifying power to 1 megawatt, throwing in full NBC-TV program schedule, thrusting finest promotional skills into task.

But it just didn't work despite increase of conversions to point where 80% of area's sets could get WBUF. But audience ratings averaged half those of vhf competitors. Moreover, a recently researched 5-year projection still disclosed no daylight. Regarding Hartford, Adams tells us: "It's not ideal, but it's liveable." CBS also has uhf there; local vhf WTIC-TV (Ch. 3) is independent; and ABC-TV service comes from WNHC-TV, New Haven-Hartford (Ch. 8).

CBS's WXIX, Milwaukee, has been operating against 3-vhf competition for some time -- and CBS pres. Frank Stanton recently testified in network hearing that it makes money one month, loses it another. CBS v.p. Richard Salant says: "We have no intention of pulling out of uhf. We'll hang on as long as possible."

ABC-TV will have a problem arising from Oct. 1 affiliation shift of WGR-TV, but latter has promised to give it 50% of prime evening time until Ch. 7 is finally granted and built. There's no telling how long latter will take; initial decision is out (Vol. 14:19) but final grant is yet to come. Holder of initial decision is Great Lakes TV -- a combination of Buffalo Courier-Express; WPIT, Pittsburgh; Cataract Theatres, Niagara Falls; WKTV, Utica.

Educators in Buffalo may take over the vacated channel, a possibility being explored. If they do, NBC will donate WBUF standby transmitter.

Failure of WBUF does cause of uhf no good, obviously. But it shouldn't obscure fact that properly placed uhfs are profitable -- and NBC made point of that this week by noting that it is very happy with job done by its 30 uhf affiliates and that it's in the market for another uhf in area where it has fighting chance.

ELECTRONICS' FOOT-IN-DOOR IN NUCLEAR ENERGY: Electronics industry has been outside looking in, during the great nuclear energy developments of our era. Its work has been important, but small in dollar volume, out of the main stream -- and industry hasn't liked this secondary role one bit.

Looks as if there may be a break on the horizon, however -- in development of electrical energy from "fusion" processes -- a peaceful cousin of the H-bomb.

Under Atomic Energy Commission contracts, at least 5 major projects are making different attacks on problem. One is "Matterhorn" project in Princeton, N. J., and heavy work is being done by a 50-50 venture of RCA & Allis-Chalmers -- building huge device called "Stellerator," splitting \$20-25,000,000 contract. Their job is to try out principles of "Matterhorn" director Prof. Lyman Spitzer Jr., head of Princeton U astronomy dept. The name "Stellerator" comes from "stella" (Latin for star) and "generator." Stars develop their energy through fusion.

We traveled to Princeton recently, found group of top-notch men extremely excited about their work. It's long range, many years before commercial reality will be in sight -- but it offers possibility that electronics could eventually dominate the electric power industry. Whereas electronics comprises about 5% of the "fission" (A-bomb-type) energy work -- such as the Shippingport, Pa. plant dedicated by President Eisenhower recently -- it looks as if electronics will wind up doing something like 50% of the fusion job.

"C Stellerator Associates" is name of Princeton venture. Project mgr. is Leonard J. Linde, Allis-Chalmers director of electrical engineering; associate project mgr. is Edward Herold, director of electronic research lab, RCA Labs; business director, George M. K. Baker, administrator of govt. contracts, RCA Labs; technical directors, Dane T. Scag, Allis-Chalmers and Philip T. Smith, RCA. For staff, the two companies have contributed some of their ablest men, even to point of cutting into work on more "commercial" projects. [For further details, see p. 13.]

FCC PUTS STAFF TASK FORCE ON ALLOCATIONS: FCC's much-heralded TV allocations review is under way. On June 9, Commission gave staff instructions to begin a full-scale analysis of whole problem, come up with series of suggested courses of action.

It's estimated job will take 1-1½ years, and final staff recommendations must await technical findings of TV Allocations Study Organization (TASO) -- due near year's end. FCC mode of attack is similar to that it employed in radio clear-channel case, in which staff did come up with concrete proposals (Vol. 14:16).

Some commissioners have some doubts about new project -- but there were no dissenters, presumably because no one can object to a "real study."

Commission action intensifies focus on June 24 resumption of hearings by Senate Commerce Committee. Dr. George Town, exec. director of TASO, is to testify, followed next day by Commission which resumes where it left off (Vol. 14:22).

Ratings on Senate Grill: Nothing in telecasting appears to escape the Congressional scalpel. This week, Senate Commerce Committee set June 26 for its promised (last year) inquiry into impact of rating services on programs. American Research Bureau, Trendex, Pulse and Nielsen have been invited to testify—but others may ask to appear.

Sen. Monroney (D-Okla.) seems to be prime driving force behind inquiry. He simply thinks ratings are cock-eyed, and that networks and stations regard them as "Sermon on the Mount." Speaking about Smathers bill to outlaw BMI (Vol. 14:21), he attacked NBC for dropping *Voice of Firestone* on grounds its ratings had slipped, then went on to label rating services as "fancy automatons" relying on "200 guinea pigs in the New York area."

Industry wonders where Committee hopes to get with investigation of segment of business having nothing to do with Govt.—isn't even under attack for anti-trust violations or the like.

Counsel for hearing will be Kenneth Cox—who will also handle June 24-25 CATV and allocations phases—due back in Washington from Seattle home, where he went last week.

British TV Film Boycott? Movies-on-TV threat to British theatre boxoffices is being met by Cinematograph Exhibitors Assn. with drastic sanctions-&-boycott reprisal plan against suppliers of features for home screens. In special bulletin to Theatre Owners of America members, TOA gen. counsel Herman M. Levy says British plan—"laudable" under loose English monopoly law but probably forbidden by U. S. anti-trust rules—provides "united front" against offending producers & distributors. Theatres would refuse movies offered by suppliers who: (1) Make features available to TV without offering them for sale first to corporation set up by British exhibitors. (2) Refuse offers by CEA for purchase of rights. If any exhibitor refuses to observe boycott, British distributors, in turn, boycott him. Note: Foreign film industry roundup by Fred Hift in June 11 *Variety* says "TV looms darkly on the horizon" in Germany, Italy, Japan, Latin America as well as England. There's growing move by theatre interests on Continent, Hift says, to: (1) "Prevent the release of old films to TV." (2) "Seek to tie in the local film business with any new commercial outfits aiming to run new TV channels."

A third British TV service, devoted exclusively to education, was proposed last week by Sir Robert Fraser, director general of commercial Independent TV Authority. He said he didn't know whether such service should be run by Govt. or private interests.

Harris Spotlight Shifts: Following 5 months of hot-turning-to-cold headlines on FCC (Vol. 14:1 et seq), Democrat-directed House investigators of Federal regulatory agencies found a real live one this week in SEC, FTC & Presidential Asst. Sherman Adams. Result: Quick—and eager—turn from FCC into promising new political scandal.

When p. 1 probe stories began breaking around White House, Commerce legislative oversight subcommittee had been stumbling along—to little apparent purpose and diminishing newspaper attention—with inquiries projected into 20 suspect TV licensing-&-transfer cases (Vol. 14:20).

Subcommittee had limped into TV outskirts of St. Louis from Springfield, Ill. after side trip to Boston (Vol. 14:23). Still ahead lay Miami, Jacksonville, Tampa, Sacramento, Hartford, Indianapolis, New Orleans, Knoxville, Norfolk, Seattle, Madison, Denver, Wilmington, Providence, Ft. Wayne, Minneapolis.

Then Harris fishing expedition into affairs of Boston millionaire Bernard Goldfine, who had been in trouble with SEC & FTC, began paying off in staff disclosures of \$37-\$65-per-day hotel suites occupied by President Eisenhower's austere aide Adams and paid for by Goldfine. Investigation was back under banner head lines at week's end. FCC tour was off—at least for now.

Long a target of Democrats, Adams had been mentioned occasionally in testimony almost from start of subcommittee's hunt for political influences on FCC—but never with much documentation.

Previously, dismissed subcommittee counsel Dr. Bernard Schwartz had hinted darkly that President's top staffer led devious "White House clique" in intervening for TV applicants (Vol. 14:7-8). Recently Adams was linked with St. Louis & Flint TV contests by correspondence with FCC Comr. Hyde (Vol. 14:22). Until SEC-FTC case began developing, however, Adams had figured in Harris proceedings mainly as White House spokesman who brusquely demanded—and got—Comr. Mack's resignation for alleged misconduct in Miami Ch. 10 case (Vol. 14:10).

* * * *

Now that Adams & White House seemed to be on subcommittee's investigative hook at last, there was no telling when subcommittee might return to incompleated FCC phases, which had been scheduled for windup by July. Chairman Harris, pushing everything else aside to move with full speed into SEC & FTC week of June 16, didn't know himself at this week's end.

And even before Adams story broke, Harris at hear-

ings had betrayed irritation approaching exasperation at slow—and largely unproductive—progress of FCC cases.

"We're ready to go on Miami [Ch. 7] and other cases just as soon as we have time to assimilate the material," subcommittee counsel Robert Lishman told us after 3 days spent questioning pres. Harry Tenenbaum of KTVI, St. Louis, about how he obtained his Ch. 2. But he added that any future FCC hearings were up to Harris.

Soft-speaking Tenenbaum was on & off stand during week—depending on whether subcommittee or its staff had something fresh to add to developing SEC-FTC case. His investment firm partner, KTVI exec. v. p. Paul E. Peltason, waited 3 days in hearing room to be called, then was dismissed after 13 minutes which he spent identifying station correspondence for subcommittee's record.

Lishman and staff lawyer Stephen J. Angland tried to develop something sinister about Tenenbaum's long campaign to drop his money-losing Belleville, Ill. (Ch. 54) and St. Louis (Ch. 36) uhf operations and get a chance with vhf. He testified his Signal Hill TV Corp. [uhf] had net loss of \$1,178,000 by Sept. 1956, didn't begin to recoup until he won Ch. 2 in 1957 FCC deintermixture order which removed it from Springfield, Ill., gave Ch. 36 to Springfield.

* * * *

Most damaging admissions by Tenenbaum: (1) He bought lunch at one time or another for all FCC members in Washington. (2) He sent holiday turkeys to all FCC members in 1955-56. (3) He hired Robert F. Jones, who

was member of FCC in 1947-52, as special counsel for total fee of \$55,000 without making Jones an attorney of record in FCC proceedings. (4) He made 37 trips to Washington between 1954 & 1957 and "went from office to office at the Commission" to plead his case personally. (5) He wrote memo to FCC making new argument about prospective St. Louis Ch. 2 service after his lawyers had finished their pleadings—and without notice to other parties in case. (5) He signed advance contract with GE for vhf equipment in St. Louis before he had any formal FCC assurance he'd get Ch. 2.

Letters introduced into record by Lishman & Angland appeared to conflict at some points with testimony by Tenenbaum & Peltason on circumstances and terms in their vhf equipment negotiations with GE. "They both perjured themselves," Angland asserted after hearing was adjourned subject to uncertain call by Chairman Harris, "that's for sure." Little other excitement was stirred in hearing room by case of St. Louis Ch. 2, however.

Note: When "fuss & flurry" of current Congressional investigations die down, "the constructive things the Commission has been trying to do will stand in proper perspective," FCC Chairman Doerfer told National Community TV Assn. convention this week (see below). He said FCC has suffered "bruises [but] that is no reason to retreat." He added: "I think various committees on the Hill are a form of pressure. Most of the time it's a manifestation of the democratic process. Nevertheless, they are pressures."

CATV Counterattacks: Short ad lib talk by FCC Chairman Doerfer gave community antenna operators substantial lift as he greeted members of National Community TV Assn. during convention in Washington this week (see p. 1).

In line with his "hands off economics" philosophy (Vol. 14:22), Doerfer asserted: "Congress should have determined policy on these matters [questions of regulating CATV] 4 years ago. FCC is not necessarily expert in such fields, particularly when we felt we didn't have authority."

Doerfer said govt. agencies generally ought to give industry a "firm line" in policy, so that "investments can be committed, and, I hope, recovered." He stated that Commission will retain "open mind" during reconsideration of CATV's role (Vol. 14:19) but that "it won't vacillate merely to remain on the popular side."

CATV operators are scheduled to present their story before Senate Committee on Interstate Commerce June 24 in refutation of recent telecasters' attacks (Vol. 14:22).

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Outgoing pres. George Barco, Meadville, Pa., while urging members to fight Federal govt. encroachment by every legitimate means, acknowledged that some operators are running into trouble at local levels. In Lewisburg, Pa., for example, town has established local commission to control all aspects of CATV system there.

Such a local setup is illegal, in Barco's opinion, but he exhorted members to so conduct themselves as not to precipitate local or state clampdowns. He called attention, too, to fact that local gross receipts tax of 7½% has been imposed in 2 Pa. communities.

NCTA gen. counsel E. Stratford Smith didn't hesitate

to name names—laid most of CATV's regulatory troubles to political activity of Wm. Grove, KFBC-TV, Cheyenne, Wyo.; Ed Craney, KXLF-TV, Butte, Mont.; Marshall Pengra, KLTV, Tyler, Tex. While blasting them, he also said that some station complaints deserved serious attention. These, he said, were allegations of shabby treatment of now-dark KGEZ-TV, Kalispell, Mont. (Ch. 9) by microwave owner, and assertions that KLTV had had its rate cut from \$225 to \$50 by CBS because Tyler cable system was giving viewers CBS-TV programs piped in from distant stations.

Smith insisted that the law protects CATV—reasserted his belief that systems aren't common carriers but, if they are, FCC has to protect them; that FCC has no authority to deny systems service from microwave common carriers. It's flatly inconsistent, he stated, to argue that CATV is common carrier, on one hand, violates property rights on the other.

"I don't think the Commission is going to come up with any answers other than it did before," he said, "but we've got to run scared. You're not going to be regulated out of existence, but you're going to have to fight."

Paul McAdam, operator of CATV and radio KPRK, Livingston, Mont., noting that Sen. Mansfield (D-Mont.) had been impressed by "anti-pay TV" mail he'd received, said 3000 Livingston cable subscribers responded by writing to Mansfield in favor of CATV.

Milton Shapp, pres. of Jerrold Electronics, said he'd found that many small telecasters, though very happy because cable systems carried their signals, were extremely reluctant to speak up and antagonize fellow telecasters on other side of fence. He urged operators to make certain they carry small stations' signals, give them fair shake.

Arthur Gladstone, attorney heading FCC section handling microwave applications, broke bad news to convention that pending applications aimed at expanding services of CATV "were certainly in a deep frost." He guessed it would stay that way several months. Microwave appli-

cants aren't sitting still, are fighting to get FCC to lift freeze. Even AT&T is foreclosed; for example, Casper, Wyo. cable system is seeking third channel from Denver, can't get it. Gladstone said he doubts FCC would unfreeze even if local telecasters interpose no objection.

* * * *

Cable operators are convinced that troubles of western telecasters are attributable to poor business judgment—seeking to telecast in too-small market. McAdam, for example, says he begins to see where he might “put up a stick” and start radiating—serving the public his cable can't reach—but supported solidly by foundation of CATV income.

Shapp suggests that cable operators would do well to help translator entrepreneurs—who also can serve people beyond terminus of cables. He believes they can live side by side, getting more signals to more people than weak conventional telecasting station.

Operators have been leery about starting local closed-circuit originations, fearful of alienating stations whose signals they pick up. Some say their fears were unjustified. One now offers virtually unlimited time to local university.

Sen. Fulbright (D-Ark.), speaking at June 11 luncheon, exhorted operators to add educational programs, by whatever means, said he'd seen closed-circuit educational series, was much impressed.

* * * *

We sat down and talked with every officer and board member of NCTA and of course visited all the exhibits, some of them very impressive. [For list and exhibitors, see adjoining column.] We found everyone feeling Washington trip was very successful. Sample expressions:

George Barco—“Now, Congress knows what we're trying to do. Telecasters can't continue to misrepresent the case. I feel very encouraged.”

Homer Bergren, Aberdeen, Wash.—“We're giving more service than ever before [estimated average is 4 channels] yet we're constantly reducing rates. I think that's unusual for any industry. I think Congressmen were impressed with that.”

A. J. Malin, Laconia, N. H.—“We had the 8% excise tax which customers paid. We fought and got it eliminated. And we refunded it to our subscribers. I believe that fact makes an impression.”

All enthusiastically seconded Doerfer's opinion that public should be able to choose source of its TV signals without govt. intervention—though they'd be delighted with govt. intervention to shut down illegal boosters.

How's business? Good and growing. Modernization of equipment continues at quick pace—many systems now feeding 5 channels, quite a few 7 or more. But the microwave freeze is an immediate & tangible deterrent to growth in an industry serving some 1,500,000 people in 500,000 homes—at about \$3.50 per receiver—a factor scarcely to be blinked.

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Novel billing system, employed by community antenna system in Sherbrooke, Ont. is tie-up with bank; subscribers pay bill just as they do utilities, bank charging 10¢ per transaction. Pres. of system is Armand Rousseau, also pres. of National Community Antenna TV Assn. of Canada, who says cost of collecting via bank is less than it would be any other way. He also arranged for financing of \$100 installation charge through bank loans, guaranteeing bank in event of default, says he has lost only \$700 in 2 years.

NCTA Exhibitors: Manufacturers showing equipment at National Community TV Assn. convention in Washington this week numbered 17, didn't include RCA, giving stimulus to rumors RCA is abandoning business. However, there's no change in RCA's activity, according to Theodore A. Smith, exec. v.p., RCA Industrial Electronic Products. “We're still supplying equipment to some systems, quoting on others,” he said, “but it hasn't been a major factor with us.” The exhibitors: Alto Fonic Music Systems, 935 Commercial St., Palo Alto, Cal.; Ameco, 2949 W. Osborn Rd., Phoenix; Amphenol, 1830 S. 54th Ave., Chicago; B & K Mfg. Co., 3726 N. Southport Ave., Chicago; Collins Radio, 922 Dragon St., Dallas; Electronics International, 20 N. Lee St., Oklahoma City; Entron, 4902 Lawrence St., Bladensburg, Md.; Jerrold Electronics, 15th St. & Lehigh Ave., Philadelphia; Motorola C & E Inc., 4501 Augusta Blvd., Chicago; Muzak, 229 Fourth Ave., N. Y.; Phelps Dodge, 300 Park Ave., N. Y.; Philco, 4700 Wissahickon Ave., Philadelphia; Raytheon, 100 River St., Waltham, Mass.; Spencer-Kennedy Labs, 1320 Soldiers Field Rd., Boston; Times Wire & Cable, 358 Hall Ave., Wallingford, Conn.; Westbury Electronics, 40 Urban Ave., Westbury, N. Y.

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National Community TV Assn. elects: pres., Lloyd A. Calhoun, Hobbs, N. M.; v.p., A. J. Malin, Laconia, N. H.; secy., W. Randolph Tucker, head of systems in W. Va. & Pa. operated by Nathan Levin firm, N. Y.; treas., Clive Runnels, Houston, Tex., operator of Williamsport, Pa. system. One new board member was added: Charles Clements, Waterville, Wash. Other board members: Homer A. Bergren, Aberdeen, Wash.; Larry Boggs, Ardmore, Okla.; Howard F. Bruggeman, Carmel, Cal.; Bill Daniels, Casper, Wyo.; Wm. J. Calsam, Oneonta, N. Y.; Glenn H. Flinn, Tyler, Tex.; Karl O. Krummel, Sidney, Neb.; M. F. Malarkey Jr., Pottsville, Pa.; Paul B. McAdam, Livingston, Mont.; Bruce Merrill, Phoenix, Ariz.; Sandford Randolph, Clarksburg, W. Va.; J. Holland Rannels, Cumberland, Md.; Joseph Saricks, Clearfield, Pa.; Ralph S. Shepler, Elkins, W. Va.; John M. Spottswood, Key West, Fla.; Fred J. Stevenson, Fayetteville, Ark.; Robert J. Tarlton, Lansford, Pa.; Frank P. Thompson, Brainerd, Minn.

Hagerstown, Md. closed-circuit educational TV experiment wound up second year last week—pupils participating having increased during year from 6000 to 12,000, schools from 8 to 23. Next year, program will cover 48 schools, 18,000 students. Supt. Wm. M. Brish and project coordinator T. Wilson Cahall predicted that after 5-year experiment concludes Hagerstown will take over support of the operation, now financed by Ford Foundation and electronics manufacturers.

Closed-circuit TV is another of many enterprises in which interest is held by Bill Daniels, former pres. of National Community TV Assn. His Industrial TV Inc., Denver, is installing 3 cameras & 14 monitors for First National Bank of Denver, to enable it to offer full service at drive-in windows; similar project for Casper, Wyo. bank will use 2 cameras, 4 monitors.

New community antenna systems in Canada: Kaslo, B. C.—Kaslo TV, to start July 1, picking up KXLY-TV. Spokane, Jerrold equipment, Bruce Tate mgr., potential of 140 connections. Prince George, B. C.—North Country Assoc., began June 1, local originations only, Jerrold equipment, G. Robinson mgr., potential 2000.

W.Va. Community TV Assn. elects: pres., Sandford Randolph, Clarksburg; v.p., Lyle Coffey, War; secy.-treas., Bertram Cousins, Fairmont.

New & Upcoming Stations: Week's starter is KRTV, Great Falls, Mont. (Ch. 3), which was to begin June 15 as independent, second outlet in town where sale of KFBB-TV (Ch. 5) fell through because of fear of CATV (Vol. 14:19). U. S. on-air total now is 537 (92 uhf). KRTV has Gates transmitter and 100-ft. tower, 2-mi. N of city. Co-owners are Francis Laird, Cal. personnel & management consultant, and his engineer son Robert R. Laird. Dan Snyder, ex-radio KUDI, Great Falls, is gen. mgr. Base hour is \$200. Rep is Forjoe.

Canadian on-air total rises to 52 when CKOS-TV, Yorkton, Sask. (Ch. 3) begins operation June 19. It has RCA transmitter and 3-bay superturnstile antenna on 500-ft. Utility tower. It's 110-mi. NE of Regina, Sask., where CKCK-TV (Ch. 2) has been operating since 1954. R. L. Skinner is gen. mgr. of CKOS-TV; Harold Olson, sales mgr.; Kristin Olson, program director; George Skinner, technical director. Base hour is \$135. Rep is Stovin-Byles.

* * * *

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

WTAE, Pittsburgh, Pa. (Ch. 4) has 25-kw RCA transmitter on hand, but hasn't a more specific target for programming with ABC-TV than next Sept., reports exec. v.p. Leonard Kapner, also pres. of Hearst's radio WCAE, co-owner with Television City Inc. Studios will be ready for partial occupancy by July 1. Construction of 1060-ft. Blaw-Knox tower has just begun and antenna is to be installed early in July. Base hour not set as yet. Rep will be Katz.

KAYS-TV, Hays, Kan. (Ch. 7) has Aug. 1 target, now that 10-kw Standard Electronics transmitter is set for mid-June delivery, writes Robert E. Schmidt, mgr. & 49 1/3% owner. Studio-transmitter building is scheduled for completion about June 19. Anchors and bases have been poured for 700-ft. Liberty tower and 4-bay Alford antenna is scheduled for installation July 5. KAYS-TV plans to pick up ABC-TV programs via private relay from KAKE-TV, Wichita (Ch. 10). Base hour will be \$150. Rep will be Katz on sales with KAKE-TV.

WMUB-TV, Oxford, O. (Ch. 14, educational) has 6-section helical antenna installed on 320-ft. Truscon tower, but doesn't plan to start until next Sept., writes Stephen Hathaway, director of broadcasting for grantee Miami U. RCA 1-kw transmitter is on hand, but construction of studio-transmitter building is only 1/2 complete.

Two TV experimental applications were filed this week, first in many months. For Emporium, Pa., Sylvania seeks 3-watt Ch. 7 vhf translator to: "Provide actual field test data applicable to Doc. 12116. (2) Compare the coverage of a low-powered vhf translator with a low-powered uhf satellite in very rugged terrain. (3) Determine the minimum permissible power output required for acceptable coverage of a typical small community. (4) Investigate the extent of interference to other TV channels or services." For New Rochelle, N. Y., Adler Communications Labs requests 10-watt 1850-2110-mc grant to investigate "commercial acceptability of relay equipment in the 2000-mc band."

CP's granted by FCC this week: Ch. 12, Mankato, Minn. to KNUJ, New Ulm; Ch. 74 translator in Orangeville, Utah; Ch. 72 & 81 translators in La Barge, Wyo.

Planned decision on 770-ke clear channel, proposed last week (Vol. 14:23), was modified this week to retain classification of channel as 1-A, not changing it to 1-B.

WUFT, Gainesville, Fla. (Ch. 5, educational) is clearing transmitter site 5-mi. NW of U of Florida campus and plans Sept. programming, reports Rae O. Weimer, director of the School of Journalism & Communications, U of Florida. It has asked for bids on 5-kw transmitter and 3-bay antenna. It will use 425-ft. Stainless guyed tower. Two studios, one fully equipped, in football stadium have been used for closed-circuit teaching during last 2 years. Two-camera image orthicon chain will be added to 2-camera vidicon chain already on hand. WUFT staff members coming from closed-circuit operation are: Lee Franks, program director; Avery Chenoweth, art director; Granville Gilstrap & May E. Burton, producers-directors; Ralph King & William Boehme, engineers.

WKBM-TV, Caguas, P.R. (Ch. 11) is still awaiting completion of power line to transmitter-studio building atop Cerro Marquessa Mt. (Vol. 14:14) and hasn't set target, reports owner Ralph Perez Perry, also operator of WSUR-TV, Ponce (Ch. 9) and radio WKVM, San Juan. DuMont transmitter is on hand and 6-bay RCA antenna is being assembled for installation on 200-ft. Lehigh tower. Rates not set. Rep not chosen.

KDPS-TV, Des Moines (Ch. 11, educational) is in process of moving into studio-transmitter building, but doesn't expect to meet Aug. 12 target, reports C. F. Schropp, director of audio-visual education for grantee Des Moines School District. It has 5-kw RCA transmitter donated by Cowles Bestg. Co., 60% owner of KRNT-TV, Des Moines (Ch. 8). Antenna will be installed atop building, 300-ft. above ground; bids on this equipment are to be opened June 23 by Board of Education.

WFPK-TV, Louisville, Ky. (Ch. 15, educational) has 1-kw RCA transmitter ordered for June 16 delivery, but doesn't plan to start programming until next Sept., reports Richard VanHoose, supt. of Jefferson County Public Schools, also trustee of grantee Louisville Public Library. Programs will originate from studios of WAVE-TV, Louisville (Ch. 3). RCA antenna is to be installed on 384-ft. Ideco tower of library's FM radio WFPK week of June 16. Richard Emmett Beeker will be chief engineer.

* * * *

CJDC-TV, Dawson Creek, B.C. (Ch. 5) has ordered GE transmitter for Aug. delivery and plans start next Dec. 15, reports pres. W. P. Michaud. It has just begun construction of studio-transmitter building, plans to use 70-ft. tower with Andrews antenna. Rates not set as yet. Reps will be Donald Cooke and TV Representatives Ltd.

Facility changes: WSYR-TV, Syracuse (Ch. 3) began telecasting over June 7 weekend from new TV-radio center at 1030 James St.; KPAR-TV, Sweetwater-Abilene (Ch. 12) boosted power to 145-kw May 6; CBWT, Winnipeg, Man., shifted to Ch. 3 (from Ch. 4); WOAI-TV, San Antonio (Ch. 4) plans start Oct. 1 from new site near Elmen-dorf, Tex., using 1500-ft. tower.

Analysis of vhf & uhf propagation data collected by TV Allocation Study Organization will be done by U of Texas under direction of Dr. Alfred H. LaGrone, assoc. professor of electrical engineering. To date, TASO has raised \$58,000 of the \$75-\$100,000 needed for project.

Progress report on TV Allocations Study Organization will be presented by TASO exec. director Dr. George R. Town before Washington IRE section meeting June 24, 8 p.m., Perpetual Bldg.

Article on tall TV towers in June 2 *Television Age* reports there are now 60 higher than 1000 ft., costing total of more than \$21,000,000.

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<p>Weekly Newsletters Published Saturdays Television Factbooks Published in February & August AM-FM Directory Published in January TV and AM-FM Addenda Published Weekly</p>	<p>Copyright 1958 by Television Digest, Inc.</p>

Personal Notes: Stephen B. Labunski, ex-ABC, recently TV-radio director for Crowell-Collier, assigned to search out possible new properties, has become gen. mgr. of radio WMCA, N. Y. as Peter Straus goes to exec. v.p.; he's succeeded at Crowell-Collier by Robert M. Purcell, pres. & gen. mgr. of its KFVB, Hollywood, who continues in that job also . . . Robert A. Cinader, ex-NBC Cal. National Productions, named v.p. of Hal Roach Studios, recently acquired by Scranton Corp. (Vol. 14:23) . . . Marvin W. Baiman promoted to research studies mgr. of NBC; Jack B. Landis to research development mgr.; Wm. S. Rubens to audience measurement mgr. . . . Rene Lapointe, CKBL-TV, Matane, Que., named pres. of Assn. Canadienne des Radiodiffuseurs et Telediffuseurs de Langue Francaise at Montreal annual meeting . . . John K. West, NBC Pacific div. v.p., named exec. v.p. of TV-radio div. of Hollywood Charities 1958-59 drive, headed by actor Ben Alexander . . . J. Leonard Reinsch, exec. director of WSB-TV & WSB, Atlanta, represents TV-radio industry on U. S. Chamber of Commerce transportation & communications committee . . . Charles L. Brooks, ex-radio KTBC, named gen. mgr. of KRGV-TV, Weslaco, Tex. . . . Wm. Coddling promoted to chief engineer of WSUN-TV, St. Petersburg, succeeding late Louis J. Link; Charles Ashley, ex-news director of WEEI, Boston, named to same position with WSUN-TV . . . Milton A. Gordon, pres. of TPA, sailed for Europe June 12 aboard the *United States*; in London, he'll confer with British TV officials on film production plans . . . Harry Ackerman, v.p. of Screen Gems, is new pres. of National Academy of Arts & Sciences . . . Leonard J. Grant, ex-Emil Mogul, named film production supervisor of Lawrence-Schnitzer Productions, Hollywood . . . Mrs. Reta Anderson named asst. to Guild Films pres. John J. Cole . . . Henry Sullivan, ex-WSGN, Birmingham, returns to No. Carolina to become gen. mgr. of WSOC, Charlotte, as of July 1 . . . John Alden Grimes, from Internal Revenue Service, joins Allen Kander & Co. to specialize in property appraisals. . . . Stephen J. McCormick named MBS Washington news editor under v.p. Robert Hurleigh, Bill Costello taking over McCormick's White House beat.

David C. Adams, NBC-TV exec. v.p. for corporate relations, will represent network on NAB TV board, assuming post vacated by Frank M. Russell, who is resigning as NBC Washington v.p. to become consultant (Vol. 14:23); P. A. (Buddy) Sugg, NBC v.p. for o-&o stations and spot sales, succeeds Adams on NAB radio board.

Capt. Pierre Boucheron, USNR, original adv. mgr. of RCA, later gen. sales mgr. of Farnsworth, gen. mgr. WGL, Ft. Wayne, has come out of retirement to become sales mgr. of Grimson Color Inc., 381 Fourth Ave., N. Y. (Dr. Seymour Rosin, pres.) and will promote its new "Scanscope" TV system recently unveiled at IRE show.

Actor Ralph Bellamy, staunch protagonist of pay-TV, elected to third 3-year term as pres. of Actors Equity.

ADVERTISING AGENCIES: Paul Newman, ex-Kudner, named v.p. of MacManus, John & Adams . . . Grant Worrell & June Adams promoted to v.p.'s of Erwin Wasey, Ruthrauff & Ryan . . . Lee Terrill promoted to exc. v.p. of Campbell-Mithun, Chicago . . . Samuel E. Gill promoted to v.p. of Fletcher D. Richards, N. Y. . . . Thomas W. Skweres promoted to v.p. of Hanson & Stevens, Chicago . . . Niles A. Nilson, Bruce F. Stauderman & William F. Jordan promoted to v.p.'s of Meldrum & Fewsmith, Cleveland . . . Margot Sherman, v.p. of McCann-Erickson, named Advertising Woman of the Year by AFA . . . Frank H. Rath, ex-Wm. C. Rath & Sons, appointed a v.p. of Wortman, Barton & Russell, N. Y. . . . John Rockwell, v.p., named administrative asst. to pres. of Doherty, Clifford, Steers & Shenfield, N. Y. . . . Addison Yeaman, ex-Ryan Aeronautical Co., San Diego, named media director of Grant Adv., Los Angeles . . . Marie O'Meara, ex-Fitzgerald Adv., New Orleans, named head of TV-radio timebuying dept. of Whitlock, Swigart & Evans Inc. there . . . Edward T. Sullivan, ex-Al Paul Lefton Co., named radio-TV director, James Thomas Chirurg Co., Boston . . . Samuel E. Gill, ex-v.p. for media-research, Carl S. Brown Co., named v.p. in charge of media, Fletcher D. Richard Inc., N. Y. . . . Mark B. Bollman Jr., for last 2 years mgr. of McCann-Erickson's Atlanta office, named v.p. & gen. mgr. of new Marschalk and Pratt office, 800 Peachtree St.

Lawrence R. Barnett was elected pres. of MCA in major realignment of executives announced June 7 by founder-chairman Jules C. Stein. Maurie B. Lipsey was elected pres. of Management Corp. of America; Herbert I. Rosenthal, pres. of MCA Artists Ltd.; Taft Schreiber, pres. of Revue Productions Inc.; David A. Warblin, pres. of MCA-TV Ltd.; Charles Miller, exec. committee; Karl Kramer, honorary chairman, Revue. Senior v.p.'s elected: Dave Baumgarten, MCA; George Chasin, MCA Artists; Alan J. Miller, Revue; Michael J. Rockford, MCA-TV; Morris M. Schrier, Management Corp.

American Assn. of Advertising Agencies 1958-59 committees include: Broadcast Media—chairman, Leonard Matthews, Leo Burnett Co., Chicago; vice chairman, Ruth Jones, J. Walter Thompson Co., N. Y. TV & Radio Administration—chairman, John F. Devine, J. Walter Thompson Co., N. Y.; vice chairman, Hildred Sanders, Honig-Cooper & Miner, L.A. (both reappointed). Research—chairman, Edward Battey, Compton Adv., N. Y.; vice chairman, Peter Langhoff, Young & Rubicam, N. Y. (reappointed).

Advertising Federation of America, in Dallas convention, elects: chairman, Robert M. Feemster, *Wall Street Journal*; vice-chairman, James S. Fish, General Mills; pres. & gen. mgr., C. James Proud; treas., David H. Kutner, Motorola; secy., Ruth M. Volckman, Sawyer-Ferguson-Walker adv.

Martin Malarkey, community antenna system operator and ex-pres. of National Community TV Assn., last week won first place in Duryea Hill Climb at Reading, Pa., driving Mercedes-Benz 300-SL; 1955 record he set in Climb still stands.

Obituary

Charles E. Pearson, 34, Sun. mgr. of radio WHBI, N. Y., resident of Summit, N. J., died in an auto crash June 7.

Neil Agnew, 62, 20th Century-Fox distribution exec., onetime Paramount v.p., died in Boston June 11. His wife survives.

More Academic Honors: Add these honorary degrees and other marks of distinction bestowed upon industry notables by academic institutions during current commencements and convocations (see also Vol. 14:23): Frank M. Folsom, chairman of RCA executive committee, Notre Dame U's 1958 Laetare Medal honoring American Catholics who have exemplified the ideals of the church in their professional and private lives; Henry Busignies, pres. of Federal Communications Labs (IT&T), Doctor of Science, by Newark College of Engineering; Robert C. Sprague, chairman of Sprague Electric Co., citation for distinguished citizenship, at Convocation on Education, Bates College, Maine; George W. Bailey, exec. secy. of IRE, Doctor of Science, by Lawrence College, Appleton, Wis.; Pauline Frederick, NBC United Nations correspondent, honorary degree from American U, Washington. Also honored this week: Raymond M. Wilmotte, British-born ex-Washington consulting engineer, now with Maxson Inc., degree of Doctor of Science from Cambridge, England; Bob Hope, comedian, honorary Doctor of Letters from Quincy College, Mass.; Nicholas Rahall, who with his 3 sons operates 5 radio stations and who received a medal from his native Lebanon at testimonial dinner June 8 in Beckley, W. Va., his home town, where Lebanese Ambassador Dimechkie presented the award in recognition of his contributions of funds for a city hall, library & laboratory to his native village.

The Alvarez Story: Maria Helen Alvarez, beautiful young TV career woman who recently settled her \$10,000,000 suit with partner Jack Wrather by selling her part of their joint station holdings to Wrather and rep Edward Petry (Vol. 14:20), sails June 16 on the *S. S. Lurline* from Los Angeles for 7-week vacation in Honolulu, Japan & Hong Kong, accompanied by her 14-year-old son Joe. She disclosed to *Television Digest*, just before departure, that the settlement involves payment to her of \$2,916,000 plus other remunerations in consideration of relinquishment of her interests in KFMB & KFMB-TV, San Diego (Ch. 8), KERO-TV, Bakersfield, Cal. (Ch. 10) and CP for KYAT, Yuma, Ariz. (Ch. 13), plus her 50% stockholdings in Disneyland Hotel. Currently, she's 50-50 partner with Bing Crosby in a 10,000-acre realty development at Borrego Springs, about 40 mi. south of Palm Springs, Cal., and in several oil and ranch properties, and she proposes to acquire several new radio properties upon her return. Mrs. Alvarez founded the present KOTV, Tulsa (Ch. 6) in 1949, when she was only 25, having worked on local radio stations in various capacities; project was financed by oilman George Cameron Jr. and when station was sold in 1952 for \$2,000,000—one of biggest TV station deals up to then—she realized substantial profit on her 15% ownership, later went into partnership with buyer Wrather in KFMB-TV and the other station properties, holding 38.89%.

Do You Know That . . .

MORE HONORARY DEGREES and academic distinctions are currently adding lustre to careers of people prominent in various facets of TV-radio-electronic and associated arts & industries—and this spring's crop of *honoris causa* (Vol. 14:23 & above) reminds us that we missed quite a few names in our recent roundup on the subject (Vol. 14:18). To help update the earlier record:

Dr. W. R. G. Baker (the initials stand for Walter Ransom Gail), past pres. of IRE, recent pres. of EIA, whose illness has kept him confined in his Syracuse home since his recent retirement as GE v.p. in charge of electronics, was honored by his alma mater, Union College, with the degree of Doctor of Sciences in 1935. He also holds title of v.p. of Syracuse U.

A 1916 classmate of Dr. Baker's in the Union College engineering school, Meade Brunet, veteran RCA v.p., is a life trustee & vice chairman of the board of that Schenectady institution, also a governor of the Albany Law & Medical Schools and of Albany School of Pharmacy. And RCA's new pres. John Lawrence Burns got an honorary degree last year from Northeastern U, Boston, from which he was graduated in electrical engineering in 1930, earning an M.S. from Harvard the next year.

GE's new v.p. & gen. mgr. for defense electronics, Dr. George Louis Haller (Penn State '27, E.E. '34, M.S. '35, Ph.D. '42) went to that company last year at age 50 from the deanship of Penn State's College of Chemistry & Physics. RCA's Dr. Vladimir Kosma Zworykin, 69 next month, whose name will go down in the history books as one of the great TV tube & circuit pioneers, was graduated from Petrograd Polytechnic Institute in 1912, studied in France, emigrated to America, got his Ph.D. from U of Pittsburgh in 1926, received an honorary from Brooklyn Polytech 1938.

Among the broadcasting fraternity, we omitted to report on Col. James C. Hanrahan, head of Scripps-Howard

stations and gen. mgr. of its WEWS, Cleveland, who won an LL.D. from Western Reserve several years ago. Also, Arthur Hull Hayes, pres. of the CBS Radio Network, holds honoraries from the U of Detroit and Loyola U of New Orleans, while James Fassett, CBS Radio supervisor of music, in 1954 got a Doctor of Music degree from Cedar Crest College, Allentown, Pa.

Robert H. Hinckley, ABC's Washington v.p., 1916 graduate of Brigham Young U, received an LL.B. from Elon U, in So. Carolina, while he was Asst. Secy. of Commerce in 1942. Incidentally, the present president of Brigham Young U, founded by the pioneer Mormons in Salt Lake City, is Dr. Glen A. Wilkinson, an alumnus, who still retains his partnership in the Washington law firm of Wilkinson, Cragun & Cargill, in which his brother Ernest L. Wilkinson handles quite a few TV-radio cases.

[We'll have a column later on top-rung educators or ex-educators identified with TV-radio.]

We've reported previously on the academic attainments of CBS pres. Frank Stanton and of Ed Murrow, and recently on this year's awards to CBS's Eric Sevareid (by Wittenberg College, Ohio, in addition to one bestowed in 1953 by Cornell College, Iowa) and to Howard K. Smith (by St. Norbert College, West de Pere, Wis., in addition to one bestowed in 1955 by Tulane U). CBS also boasts 4 honoraries held by its public affairs consultant Lyman Bryson—from Columbia U, Jewish Theological Seminary of America, Moravian College, Bethlehem, Pa. and Occidental College, Los Angeles. Also 4 by Lowell Thomas—from Rider College, Trenton, N. J.; Olivet College, Mich.; Ohio Wesleyan, and U of Tampa.

Telford Taylor, 1940-42 gen. counsel of the FCC, received an honorary degree from his alma mater, Williams College, in 1949 for his work on the Nuremburg war crimes trials for which he also won the Distinguished Service Medal, Order of the British Empire and French Legion of Honor.

Among trustees of educational and cultural institutions, CBS counsel & director Ralph F. Colin, Columbia

Law '21, is trustee of the Museum of Modern Art where he and CBS chairman Wm. S. Paley recently exhibited several Picassos they own; Colin also is v.p. & trustee of the N. Y. Philharmonic and a director of various theatre groups. Cincinnati Radio Inc.'s Hulbert Taft Jr., Yale '30 with a postgraduate year at Cambridge, England, is a trustee of famed Cincinnati Conservatory of Music and of U of Cincinnati evening college. Paul W. (Fritz) Morency, pres. of Travelers' WTIC-TV, Hartford, is on the boards of the Connecticut Opera Assn. and Greater Hartford Symphony, and a trustee of Southbury Training School for Boys.

Recently elected a CBS director and pres. of its TV network, Louis G. Cowan, who incidentally is married to a daughter of the Spiegel dept. store family, is a trustee of Dalton Schools Inc., has been active in Choate School Fathers Assn., is trustee of International Council, Museum of Modern Art. Les Biederman, operator of WPBN-TV, Traverse City and a string of Michigan radio stations, is trustee of Northwestern Michigan College there, an honorary alumnus of the U of Michigan (for his work for education) and winner of a "Wolverine Frontiersman" award for community and educational work.

Note: Names and data on the academic achievements of other industry notables will be welcomed for another follow-up column.

Equal-Time Rule Sought: Clarification of Sec. 315 of Federal Communications Act governing equal access to broadcasting facilities for political speeches was asked by WDSU-TV & WDSU, New Orleans, in letter to FCC this week. Picerson, Ball & Dowd, Washington counsel for the Stern stations, noted that politicians "in the WDSU-TV area in recent years have become increasingly ingenious" in getting around station rules limiting appearances by minor candidates, requested FCC to make "declaratory ruling resolving uncertainties." Questions posed to FCC: (1) May station require that all candidates make broadcasting arrangements directly with station instead of turning up to appear on time sold to other candidates? (2) May station compute "equal opportunities" time on day-to-day, pro-rated basis instead of cumulatively?

Shift of CBS's WXIX, Milwaukee, from Ch. 19 to 18 was proposed by FCC this week to protect the station from harmonic interference problems. When receivers are tuned to WISN-TV (Ch. 12), their oscillators fall on 251 mc; second harmonic of this is 502 mc, falling in Ch. 19 (500-506 mc). FCC said troubling interference travels average of 180 ft. from offending receivers. Commission also proposes to shift grantees WGAN-TV from Ch. 25 to 24, WFOX-TV from Ch. 31 to 30. Changes involve substitution of Ch. 33 for 18 in Ludington, Mich.; Ch. 51 for 37 in Beaver Dam, Wis.; Ch. 31 for Ch. 24 in Chilton, Wis. Another allocations change proposed by FCC was to add Ch. 12 to Pembina, N. D. It denied 2 petitions to commercialize educational Ch. 2, Denton, Tex., received petitions to add Ch. 10 to Medford, Ore., Ch. 11 to Reno, Nev.

Addition of a vhf channel to Providence is no longer in the cards, apparently, for FCC this week instructed staff to draft decision withdrawing proposed rule-making initiated last Sept. (*Addenda 25-F*). Commission had proposed to substitute Ch. 8 & Ch. 13 for Ch. 12, shifting WPRO-TV from Ch. 12 to Ch. 8 or 13; WNHC-TV, New Haven, from Ch. 8 to 12; WGAN-TV, Portland, from Ch. 13 to 12.

Assn. of Maximum Service Telecasters holds board meeting in Washington June 21.

Network Television Billings

April 1958 and January-April 1958

(For March report see *Television Digest*, Vol. 14:19)

NETWORK BILLINGS were on the plus side again in April, putting first 4 mos. of 1958 total 14.1% ahead of corresponding 1957 period. ABC showed biggest percentage gain, with NBC well up—and CBS continuing its No. 1 position. Preliminary indications are that, though networks have big open spots in summer schedules, up-trend will continue through summer and fall, perhaps with narrowing percentage gains.

Television Bureau of Advertising, which announced April figures, also has special reports on network expenditures for the month by top 15 advertisers and top 15 brands, network gross time billings broken down by daytime and nighttime for April & Jan.-April, and estimated expenditures by product classifications. Complete TvB report for April:

NETWORK TELEVISION						
	April 1958	April 1957	% Change	Jan.-April 1958	Jan.-April 1957	% Change
ABC	\$ 8,739,456	\$ 6,682,786	+30.8	\$ 35,752,460	\$ 26,422,703	+35.3
CBS	20,716,491	19,385,098	+ 6.9	83,432,317	78,097,833	+ 6.8
NBS	18,283,379	15,154,388	+20.6	72,287,402	63,241,934	+14.3
Total	\$47,739,326	\$41,222,272	+15.8	\$191,472,179	\$167,762,470	+14.1

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	20,716,491	18,283,379	47,739,326

*Figures revised as of June 5, 1958.

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

Time for hard sell is "when it is hard to sell"—as it is now—Sylvania chairman-pres. Don G. Mitchell told 54th annual convention of Advertising Federation of America in Dallas this week. Said he: "Every dollar we can spare at Sylvania, and every ounce of effort we can muster, is being directed toward holding our sales volume, and I would no more advocate taking arbitrary slices out of our advertising budgets than I would tell a salesman that he has to increase his sales 20%, and then take his travel budget away from him." Mitchell warned that "the company that crawls into a corner these days may never get out of it."

Canada now has 3,074,000 TV homes, representing 75% saturation, reports Canadian Bureau of Broadcast Measurement, Toronto, with breakdown by provinces as follows: Ontario, 1,247,000 (85%); Quebec, 874,400 (84%); British Columbia, 285,300 (67%); Alberta, 185,300 (60%); Manitoba, 141,600 (63%); Nova Scotia, 119,900 (72%); Saskatchewan, 111,900 (47%); New Brunswick, 74,700 (60%); Newfoundland, 22,700 (28%); Prince Edward Isle, 11,300 (49%). County & metropolitan area survey shows Montreal with greatest concentration, 400,100 (94%); Toronto, 331,100 (92%).

Rate increases: KNXT, Los Angeles, April 1 raised base hour from \$3500 to \$3750, 20 sec. Class AA time remaining \$800. KPIX, San Francisco, May 1 raised hour \$1750 to \$2100, min. \$500 to \$550. KTIV, Sioux City, added Class AA hour (7-10 p.m. daily) at \$300. min. at \$90, Class A hour going from \$350 to \$325.

"Please Stand By": Several criticisms of network policies by ex-NBC pres. Sylvester L. (Pat) Weaver were deleted from interview on Mike Wallace-Fund for the Republic *Survival & Freedom* show on ABC-TV June 8—and hassle over who was responsible followed.

Protesting excisions from program, tape-recorded 2 weeks earlier, Fund pres. Robert M. Hutchins chided ABC-TV pres. Oliver Treyz: "Maximum freedom of expression is necessary for the survival of TV as a vital instrument." Treyz said ABC-TV didn't order deletions, that Wallace's own Newsmaker Productions cut some Weaver statements on grounds they might have libeled or defamed another network (presumably NBC).

Wallace said he feared no libel, but ABC lawyers did, so deletions were ordered by company jointly insuring ABC & Newsmaker Productions against such actions. Spokesman for Weaver, who said he wanted to tell viewers—among other things—what is wrong with network prices, commented: "I think the viewing public got the gist of what he was saying."

In any event, "Please Stand By" sign went up at one point in show while voice & picture disappeared. In another, Weaver was seen talking but couldn't be heard. In undeleted parts of interview, Weaver bitterly deplored what he said was network trend away from diversified programming toward more & more game shows, westerns, mysteries.

The "emergency financing" for N. Y. Metropolitan Educational TV Assn. (Vol. 14:22) turns out to be \$50,000 from Avalon Foundation and \$42,000 from Educational Radio & TV Center, Ann Arbor. META had said it would close down unless funds came forth immediately. Avalon Foundation was established by Ailsa Mellon Bruce, daughter of former Secy. of Treasury Andrew Mellon and wife of David K. E. Bruce, former Ambassador to France. META pres. Dr. Alan Willard Brown said contributions would carry META through summer but that \$200,000 is still needed for season starting in fall.

Radio WALT, Tampa, Fla. (1110 kc, 10-kw D) is being sold for \$500,000 to a local group who are also applicants for Ch. 32 in Clearwater (*TV Addenda 26-0*), according to papers filed at FCC June 13. Realtor Bruce Taylor heads buyers, with physician Alonzo Shadman, and business man Charles G. Sterno, both retired, among 10 other stockholders. Selling firm is headed by E. J. Arnold. [For week's other radio station sales & transfers, see *AM-FM Addenda X*.]

Sale of KULA-TV, Honolulu (Ch. 4), for \$685,000 to Kaiser Hawaiian Village TV Inc. by Albert Zugsmith group (Vol. 14:19) was approved by FCC this week. Transfer of ABC-TV affiliate is contingent on Kaiser disposing of his independent KHVH-TV (Ch. 13), plans for which haven't yet been announced. Transaction does not involve Kaiser's radio KHVH, Honolulu, or selling group's KULA.

KITE, San Antonio (1-kw D, 930 kc) has been sold to country music impresario Connie B. Gay for \$250,000; he also operates WFTC, Kinston, N. C. & WTCR, Ashland, Ky. and controls numerous country music groups. KITE-FM and local Musak franchise are being retained by present owner, Charles W. Balthrope.

Harry L. Gillam, station mgr., will become 5% owner of KBTX-TV, Bryan, Tex. (Ch. 3), FCC recently having approved deal whereby he acquires 25 shares for \$2500.

Call letter change: WKXP-TV, Lexington, Ky. (Ch. 27), now owned by Radio Cincinnati, changed to WKYT.

Strike Threat Eases: Screen Directors Guild and major Hollywood movie & TV film producers negotiated this week toward apparent settlement of contract issues which had threatened to bring walkout by union June 2 (Vol. 14:22). Guild agreed to producers' proposals that question of residual payments for post-1948 features released to TV be deferred 2 years, that discussion of payments for pay-TV releases be put on if-&-when basis, leaving issue of minimum for 30-min. TV films still unresolved now. Meanwhile: (1) Screen Actors Guild won ruling from Cal. Superior Court Judge Kurtz Kauffman in Los Angeles upholding validity of agreements with Telemount Pictures, Mutual TV Productions and Telemount-Mutual for residuals on TV reruns. (2) TV-radio members of Writers Guild of America, West, discussed possible strike against CBS by west coast news & continuity employes in impasse over new contract. (3) AFTRA abandoned 9½-mo. strike against radio WCKY, Cincinnati, conceding it no longer is bargaining agent for station employes, strikers having been replaced. (4) NLRB ordered WTVJ, Miami, to reinstate 5 employes, stop discouraging membership in IBEW & other unions. (5) AFM signed agreement with MCA's Revue Productions governing use of live sound tracks for TV films instead of canned music, extended Hollywood strike against major movie studios (Vol. 14:18) to include independent producers releasing through majors. (6) RCA signed separate contracts with IBEW & IUE providing 7¢ hourly wage increase for 35,000 employes. (7) NLRB scheduled June 24 AFTRA-SAG conference on TV tape jurisdictional dispute (Vol. 14:22).

Grantee WTMA-TV, Charleston, S. C. (Ch. 4) should be given go-ahead to build, FCC examiner Thomas H. Donahue recommended this week in initial decision following hearing on protest of WUSN-TV, Charleston (Ch. 2). Hearing was primarily on WTMA-TV's financial qualifications. Looking at grantee's \$67,625 working capital, type of operation proposed, expense-income projections, examiner concluded station "would have little difficulty in meeting both its obligation on the unestimated items of pre-operational expense and also be able to usher the station into an over-all profit position some time within its first year of operation."

CP for KWGB-TV, Goodland, Kan. (Ch. 10) is being transferred from James E. Blair to Tri-State Television Inc., in which he retains a 75% interest, according to application filed with FCC. Other 25% will be held by Helen S. Duhamel, owner of KOTA-TV, Rapid City, S. D. (Ch. 3) and satellite KDUH-TV, Hay Springs, Neb. (Ch. 4), in return for \$25,000 she has advanced toward construction. Blair, who retains 100% of radio KWGB, is turning over real estate valued at nearly \$200,000 for 20,040 shares and gets additional 3200 shares as reimbursement for \$32,000 out-of-pocket expenses. A local committee is undertaking to finance the station by sale of \$150,000 in debentures.

Control of KVII, Amarillo, Tex. (Ch. 7) is being acquired by Television Properties Inc. of Dallas, which is buying all stock, except that held by pres.-gen. mgr. Murry Woroner, for undisclosed sum. Buyer also holds option on Woroner's stock, which may not be exercised until after formal transfer of control. Buying firm is controlled by Jack C. Vaughn, oilman & realtor, who also owns 25% of KOSA-TV, Odessa (Ch. 7) & KOSA, his brother Grady H. Vaughn Jr. holding additional 25%. New owners plan interconnection for ABC-TV affiliation. Station has been on air just under 6 months.

BULLISH FORECASTS BY MAJOR SET MAKERS: The optimistic notes sounded in distributor conventions and reported in our previous issue, carried over this week with even stronger overtones of a sharp pickup in TV business this fall.

Most encouraging was Sylvania v.p. Marion E. Pettegrew who went way out on a limb to predict retail sales of more than 6,000,000 sets this year, in a talk to his conventioning distributors in Buffalo, June 9. Said he:

"The recent decline in consumer spending for durable goods has halted, and there are clear indications that such spending, especially for TV sets, will be up sharply during the second half of the year. Consumer spending, currently just below record rate of last fall, probably will establish a new record in the third quarter of 1958. Retail sales now are considerably in excess of production, indicating that inventories are declining rapidly and production must be increased shortly to meet the demand." He said 1958 will be Sylvania's "biggest new product year" and that production schedules will "equal or better" corresponding periods last year.

From Motorola spokesman came an echo to Pettegrew's predictions: "Right now, we are comparing a poor first half with a good 1957 first half. It looks bad. But, this fall we will be comparing sales with a poor second half in 1957. Even a slight pickup, which we expect, will make second half look good by comparison."

GE and Westinghouse saw signs of better times, too. Said new GE pres. Robert Paxton: "Any thought that prices are going down is a dream." He said inflationary pressures are too strong. Westinghouse pres. Mark W. Cresap had similar sentiments. He said: "Appliance prices will not only remain firm, but will increase."

SCANT HOPE FOR EXCISE TAX CUT: As we type this, hope fades fast for excise tax cut this year on TV-radio-phonos & parts (Vol. 14:18). Fearful of opening a Pandora's Box of tax reduction proposals, Senate Finance Committee turned down all requests by interested groups for public hearings -- including EIA tax committee.

A very slim chance remains for some action on the floor of the Senate where the House-approved measure, extending "as is" all corporate & excise taxes for one year probably will come to vote this week. There, Sen. Douglas (D-Ill.) will offer amendments reducing excise taxes. But, his efforts are practically foredoomed to fail because he has coupled a general income tax reduction to excise tax cuts. Any general income tax reduction is impalatable to members of Congress who are being forced to approve Administration requests for constantly increasing defense funds.

TV-Radio Production: TV set production was 69,290 in week ended June 6 vs. 64,957 preceding week & 72,770 in corresponding 1957 week. Year's 22nd week brought total TV production to 1,867,647 vs. 2,225,131 last year. Radio set production was 156,899 (48,892 auto) vs. 147,506 (43,099 auto) preceding week & 167,781 (59,041 auto) in corresponding week last year. Radio output for 22 weeks was 4,031,751 (1,279,377 auto) vs. 6,050,049 (2,477,659 auto) in the corresponding 1957 period.

Retail Sales: April TV set sales at retail were off 42% from March, slightly more than customary seasonal decline. Total sales reported by EIA were 243,132 sets vs. 416,756 in March & 337,956 in April 1957. TV retail sales for the Jan.-April period totaled 1,690,101 vs. 2,020,867 in corresponding 1957 period. Radio set sales at retail were 402,283 (excluding auto) vs. 538,963 in March & 543,092 last year. Radio sales for Jan.-April period were 1,895,951 vs. 2,362,069 in 1957.

Inventories: A "satisfactory" TV set inventory position at the end of May was reported by EIA which estimated 2,000,000 sets were in inventory at all levels, down from 2,200,000 at the end of May last year. Shortened position was achieved in spite of 20% drop in retail sales from corresponding 5 months of 1957.

Electronics' Role in Fusion: "C Stellerator" project of RCA & Allis-Chalmers (see p. 3) is aimed at satisfying world's insatiable appetite for electric power. Associate project director Edward W. Herold, from RCA Labs, doesn't hesitate to gaze far into future. He says that if present rate of increase in power consumption continues, U. S. in 100 years will need 20,000 times what it uses now. Uranium, the base of fission power, is in limited supply, also has dangerous by-products. On other hand, heavy water (deuterium), the fusion base, is so plentiful that cubic mile of sea water contains enough to keep U. S. going for 15,000 years!

Basic principle of fusion reaction is this: A very low pressure gas, called "plasma," using deuterium, must be heated some 100,000,000 degrees. It then reacts, releasing enormous amounts of energy which can be turned into electricity. Main jobs of electronics are to provide the huge high-vacuum chamber and the heat. Plasma must be kept concentrated, away from walls of vacuum chamber, or it will remain too cool; this is done with powerful magnetic field.

RCA's Lancaster, Pa. tube plant is working on vacuum chamber; its industrial electronics products organization, Camden, N. J. will supply the twenty 500-kw superpower

More FCC Controls? Difficult job of controlling excessive radiation from low-power devices (receiver oscillators, garage-door openers, etc.) was subject of editorial in April *Electronic Technician*, which called on FCC & Congress for more stringent regulation. Recently, FCC Chairman Doerfer responded with letter to magazine, stating that manufacturers are generally cooperative but: "Additional corrective action on the subject area is one properly for the Congress to consider. At the present time, the FCC has no authority under the Communications Act to go to the source, in this case the manufacturer, in order to secure compliance with the Commission's Rules & Regulations. At present, compliance . . . is on a purely voluntary basis as far as manufacturers are concerned. Admittedly, it may seem unfair that the buying public should bear the brunt of our enforcement procedures, but under the Communications Act this Commission has no alternative. Authority to go to the source which creates the device causing radiation would make the Commission's responsibility for the most effective use of the spectrum much simpler and more effective. Should Congressional activity be initiated looking toward this objective, this Commission would support such a proposal."

New statistical service undertaken by EIA will be lists of frequency assignments for entire field of non-Govt. radio communications—covering 14 separate lists and totaling estimated 4989 pages. Prices of volumes will run from \$2.48 to \$32.57—total \$157.38. FCC compiles lists, distributes limited number of copies to govt. agencies, hasn't been able to supply commercial demand. Lists will show frequencies in numerical order, date of issue, call signs, geographical location, coordinates, emission, power.

Diversification into automation: RCA Service Co. informs its TV clients it's now ready to sell radio-controlled garage door operator at \$124.50 in kit form, or will install it with own technicians.

New picture tube plant will be opened by GE in Augusta, Ga. this fall to handle replacement orders in South.

tubes which will do the heating, generating frequencies "somewhere under 100 megacycles." Allis-Chalmers will provide the huge DC power generators (about 200 megawatts peak capacity) and associated electrical equipment.

Neither contractor expects to make money on initial project but both see real future. Says business mgr. George M. K. Baker, who comes from RCA Labs: "The next Stellerator may cost \$50,000,000, the next \$100,000,000, next \$125,000,000. Then there are many possible by-products. There will be a wide market for fusion experimental apparatus. Then, the chemical industry just can't wait to work with these fantastic temperatures, to produce reactions and, eventually, products still unthought of."

Herold looks for day when output of fusion power will be so great and so cheap that it can be transmitted by "broadcast" rather than distributed by wire. He can't envision it transmitted more than 5-10 miles—but even that would mean tremendous savings in distribution facilities in metropolitan areas.

Project obviously is no job for small businessmen, but it's apparent that peripheral electronics business is bound to develop. In addition to Princeton work, major fusion-power experimentation is being conducted at AEC's Oak Ridge, Tenn. and Los Alamos, N. M. labs and at U of Cal. Radiation Lab, Livermore, Cal. New York U is doing considerable work on computation and theory.

Sylvania's 1959 TV line, introduced to distributors in convention in Buffalo this week, includes 5 Sylouette models, 7 Slimline, 9 convertibles for use either as table models or portables. All have 21-in. picture screens. Prices on Sylouettes range from \$340 to \$400; on Slimlines from \$190 to \$340. Convertible prices start at \$200 & \$220, with open list prices on the rest. All sets have 110-degree picture tubes and some cabinets are less than 10 inches deep. Sylvania distributors also saw a new 1959 line of hi-fi phonographs equipped to play either regular or stereo discs, which gen. marketing mgr. Robert L. Shaw said is the "forerunner" of a complete line of stereophonic instruments now in design stage. No prices were indicated for the stereo models. Also revealed were new table, clock and transistorized radios. Distributors learned of a new sales incentive program providing cash rebates from 3 to 5% to retailers who meet quarterly sales quotas.

New TV sets by GE include 9 basic models. In accordance with company policy no suggested list prices were announced, distributors will formulate prices in each area. Feature of the 1959 GE line is a new elliptical speaker, claimed to be the largest ever designed for commercial TV or radio set use, with power rating of 10 watts, frequency response from 40 to 10,000 cycles. Remote control is standard equipment on all models.

Hotpoint's 1959 TV line is the shortest in history, comprising only 14 models, compared with 34 this year. Marketing mgr. Don F. Johnson said Hotpoint has eliminated 24-in. console models from its 1959 line, reduced cabinet depth as much 45%, stressed furniture styling. Two 14- & 17-in. portables, previously announced, were carried over.

Muntz's line of 1959 TV sets includes 110-degree picture tube for first time. It's also first company to include 24-in. & 27-in. picture tubes in new line. Shown to distributors in Chicago this week, Muntz line starts with 17-in. portable at \$120 and ranges to 27-in. French Provincial at \$350. Two color models are included in the line at \$500 and \$510.

Trade Personals: Philip G. Caldwell, ex-GE broadcast equipment sales chief, later ABC chief engineer for Pacific Coast, is now with Ramo-Wooldridge Co., Los Angeles . . . Harry G. Boyle, ex-RCA, named to new post of asst. sales mgr., DuMont industrial & military equipment div. . . . John T. Thompson, ex-GE, on June 1 became mgr. of newly-formed Raytheon distributor products div.; we regret error in earlier report . . . Dr. Bernard Kopelman promoted to marketing development director of Sylvania-Corning Nuclear Corp. . . . George L. Mansour & Robert H. Newton promoted to v.p.'s of RCA Victor Ltd., Montreal . . . Herbert I. Miller promoted to v.p. of IT&T . . . H. Leslie Hoffman, pres. of Hoffman Electronics, named chairman of EIA committee to select 1958 Medal of Honor winner; he's 1957 winner . . . Craig Howry, ex-gen. mgr. of San Diego Employers' Assn., named director of industrial relations of 'Kin Tel . . . Joseph T. Houlihan promoted to central dist. sales mgr., RCA electron tube div. . . . Dale Kelly, ex-Sparton, named San Francisco regional mgr. of Magnavox . . . Charles R. Ward joins Pacific Mercury as special asst. to chairman-pres. Joe Benaron.

Obituary

Phillips Thomas, 75, pioneer Westinghouse inventor credited with the ultra-audible and glow discharge microphone, early uhf developments, electric eye traffic light, died June 12 when his auto plunged down a 30-ft. embankment near Uniontown, Pa. His 13-year-old grandson Wm. McCullough escaped with slight injuries. With Paul Shannon, he started KDKA's widely-syndicated *Adventures in Research*. He made his home in Edgewood, Pa.

Dr. Frances Elliott Clark, 98, onetime head of RCA Victor educational music dept., later its consultant, died June 11 in Salt Lake City. As head of Milwaukee school system music dept, she was first to use records for educational purposes.

Discriminatory deals with retailers were charged this week by FTC in 2-count Robinson-Patman complaint against Westinghouse and subsidiary Westinghouse Electric Supply Co. One count alleges Westinghouse charged competing dealers different prices for similar 1956 household appliances. Other count claims Westinghouse failed to make "Co-operative Advertising Procedure" promotional allowances available to all competing customers on proportionately equal terms. FTC hearing on complaint was scheduled for July 28 in Cleveland.

Emerson announced a "short, short line" for 1959 comprised of 5 TV models and a stereophonic hi-fi Phonoradio. TV prices range from \$148 for a 17-in. portable to \$258 for a 21-in. console. All models have 110-degree picture tubes. Phonoradio carries a \$168 price tag.

Webcor showed distributors in Chicago this week a full line of stereo phonos, AM-FM phono combinations, portables and tape recorders. Also shown was a new type record changer and tone arm specifically designed for hi-fi and stereo sound reproduction.

Columbia Records Phono div. introduced its 1959 phono line to distributors this week at meetings in N. Y., Chicago & Los Angeles, including instruments equipped to play stereo as well as standard discs.

Decca announced a new line of hi-fi phonos equipped for stereo including 3 consoles, 8 portables. Console prices start at \$200, portables at \$90. Also introduced were 3 speaker enclosures for stereo priced from \$40 to \$105.

TV-Radio Production: TV-radio production declined in April from March output and was below the 1957 level, according to EIA. TV production totaled 302,559 sets vs. 416,903 in March and 342,386 in April 1957. Sets with uhf tuners totaled 22,296 in April vs. 36,050 in March and 42,374 in April 1957. TV production for Jan.-April period was 1,523,858 sets vs. 1,835,975 for corresponding 1957 period. Radio production in April totaled 697,307 (190,435 auto) vs. 931,341 (234,911 auto) in March and 1,115,813 (380,452 auto) in April 1957. Jan.-April radio production totaled 3,532,066 (1,043,470 auto) vs. 5,075,180 (2,022,467 auto) in like 1957 period. Revised EIA TV-radio production figures for first 4 months of 1958 follow:

	TV	Auto Radio	Total Radio
Jan.	433,983	349,679	1,026,527
Feb.	370,413	268,445	876,891
March	416,903	234,911	931,341
April	302,559	190,435	697,307
Total	1,523,858	1,043,470	3,352,066

TV shipments by manufacturers in 1957 were reported by Commerce Dept. at 6,347,000 sets valued at \$809,000,000, vs. 7,574,000 worth \$920,648,000 in 1956. Total includes: 3,810,000 table & portable models; 2,444,000 consoles; 93,000 TV-radio-phono combinations. Commerce Dept. figures, furnished by Census Bureau, show 8,604,000 home radios valued at \$164,408,000 shipped in 1957 vs. 8,974,000, worth \$163,679,000, year earlier; auto radios, 5,592,000 worth \$145,049,000 in 1957 vs. 4,906,000 worth \$125,758,000 in 1956. Also, phonographs, 3,947,000 (\$187,605,000) in 1957 vs. 3,949,000 (\$161,711,000) in 1956. Figures are at slight variance with EIA statistics [see *Television Factbook No. 26*, pp. 447, 459] which are a projection of figures received from members; Census Bureau figures are required by law from all manufacturers.

Factory sales of picture tubes declined in April from March figures but sales of receiving tubes increased, reports EIA. Cumulative sales of both types for the Jan.-April period were below the corresponding 1957 period. Producers sold 590,357 picture tubes with a factory value of \$11,974,193 in April vs. 634,779 (\$12,643,404) in March and 629,838 (\$11,394,043) in April 1957. In the Jan.-April period, picture tube sales were 2,403,182 valued at \$47,787,591 vs. 2,952,318 (\$52,974,193) during like 1957 period. Receiving tube sales in April totaled 32,582,000 worth \$28,788,000 vs. 28,548,000 (\$25,716,000) in March & 27,970,000 (\$25,384,000) in April 1957. Cumulative receiving tube sales for Jan.-April were 117,596,000 (\$103,418,000) vs. 153,011,000 (\$130,192,000) in same 1957 period.

Litton Industries continues expansion (Vol. 14:10) in deal for acquisition of Airtron Inc., Linden, N. J. manufacturer of radar & other microwave communication gear by Aug. 1. Agreement calls for exchange of undisclosed amount of Litton common & preferred stock for all of Airtron common shares. Airtron's sales in fiscal year ending June 30 are expected to be at \$10,000,000 rate vs. \$8,600,000 year ago.

Address on "Communications and Defense," by C. C. Duncan, asst. director of operations, AT&T Long Lines Dept., as delivered recently before Armed Forces Industrial College, is now available in reprint form from his office.

Patrick J. Clifford, v.p. of Franklin National Bank, N. Y., named a director of General Transistor Corp.

Financial Reports:

Indiana Steel Products Co., now said to account for one-third of domestic production of permanent magnets, and in some respects a bellwether company, suffered 30% sales decline first quarter but pres. Robert F. Smith reports "incoming business has been showing a progressive increase for the past 2 months which, though not of great magnitude, may indicate a gradual return to a higher level." He added: "The great majority of our customers [who include most TV-radio-electronics manufacturers] are not pessimistic about future business prospects but are buying only for immediate requirements, which makes fast delivery important . . . The bright spot [is] that inventories are low." Interim report to stockholders shows profit for first 4 months of 1958 fell to \$118,219 (40¢ per share) from \$260,204 (89¢) for same 1957 period.

Standard Coil Products, which lost \$266,508 in first 1958 quarter (Vol. 14:20), expects to show profit in first half as result of "considerably improved operations" in TV tuner & other divs., pres. James O. Burke told annual meeting in Melrose Park, Ill. this week. He said "shipments of TV tuners since Jan. 1 are up more than 10% over the same period last year, despite a decrease of about 15% in industry-wide production of sets by TV manufacturers."

Cornell-Dubilier, which netted \$754,928 on \$32,494,378 sales in fiscal 1957—poorest profit year since 1949 (Vol. 14:2)—lost \$51,948 in 6 months ended March 31 on sales of \$13,319,184 vs. earnings of \$414,804 (76¢ per share) on \$16,892,701 in same period year earlier. Statement by company attributed decline to depressed conditions in TV-radio, electric appliance & automotive industries.

Davega Stores lost \$140,756 on sales of \$20,501,000 in fiscal year ended Feb. 28 vs. loss of \$319,932 on \$21,222,000 year earlier after special charges of nearly \$400,000, representing losses in sale of wholesale subsidiary Triangle Industries Corp. in Jan. 1957. Profit before charges was \$78,333 in fiscal 1956-57. Inventory on Feb. 28 totaled \$3,120,837—down \$618,000 in year.

Consolidated Electronics Industries Corp. reports consolidated net income of \$895,450 (\$1.14 per share) on sales of \$14,625,233 for 6 fiscal months ended March 31 vs. \$1,154,803 (\$1.47) on \$14,800,838 year earlier.

Electronic Specialty Co. earned \$320,000 (84¢ per share) in fiscal year ended March 31 vs. \$242,000 (67¢) year earlier.

Reports & comments available: On Hoffman, in review by Wm. R. Staats & Co., 640 S. Spring St., Los Angeles. On Litton Industries, in brief by J. W. Sparks & Co., 50 Broadway, N. Y. On Sperry Rand, in memo by E. A. Grimm of Walston & Co., 265 Montgomery St., San Francisco. On Raytheon, in study by Reynolds & Co., 120 Broadway, N. Y. On GE, in review by James H. Oliphant & Co., 61 Broadway, and in comment by A. M. Kidder & Co., 1 Wall St., N. Y. On American Bosch Arma, in sketch by Joseph Faroll & Co., 29 Broadway, N. Y. On Indiana Steel Products, in report by engineers Kerr & Co., Kerr Bldg., Laguna Beach, Cal.

Dividends: IT&T, 45¢ payable July 15 to stockholders of record June 20; Cornell-Dubilier, 20¢ June 25 to holders June 20; Herold Radio & Electronics, passed; Western Union, 30¢ July 15 to holders June 20; Motorola, 37½¢ July 15 to holders June 30.

Philips Had Good Year: Giant Philips of Holland, surpassed only by RCA in volume of diversified electronics production, in the English translation of its 1957 annual report, just released, shows sales of 3.177 billion guilders (\$845,082,000), up 18% from 2.686 billion guilders (\$714,476,000) in 1956, which coincidentally was up 18% from 1955. Profit for 1957 was 187,000,000 guilders (\$49,742,000) vs. 158,000,000 guilders (\$42,028,000) in 1956—in both years running 5.9% of net sales. Firm again paid 14% dividend on common stock, 7.6% on preferred. At end of year it employed 160,000, up from 152,000 at end of 1956, with 59,000 in Netherlands at end of each year.

Artistically illustrated report in color notes that 1957 exports from Netherlands rose by 11%, exports to European countries by 16%. Last year saw TV exceeding radio production despite fact that, as report states, "in proportion to radio, TV has so far made headway in only relatively few countries." TV-radio figures are not broken down, but report claims firm has "succeeded in securing a relatively strong position in countries where the market for TV sets has expanded at a slower rate . . . due to the fact that we have been able to reduce to a minimum the nuisance to the user of interference and defects." Report adds:

"Television sets and associated products will continue in the years ahead to constitute an important proportion of our sales. In many of our market territories, the number of TV sets in use is still so small compared with that in countries where TV is firmly established that we may look forward to substantial sales outlets in these markets for many years to come.

"For example, of the 45,000,000 households on the continent of Europe which are within range of one or more TV transmitters, less than 10% possess a TV set, whereas in Great Britain the corresponding number is 55% In Canada and the U. S. the percentages are 85 & 90, respectively. As in the past, the countries of Western Europe have made the most important contribution to the rise in sales."

Good business in portable, all-wave radio receivers for long and medium waves and in hi-fi apparatus was also reported. Former items "proved so successful that it was impossible to meet the whole demand." Complete line of hi-fi, besides amplifier and loudspeakers based on Bi-Amplifier principle of direct energy transmission, has as a principal item a magneto-dynamic pickup with diamond needle, now in mass production.

Huge N. V. Philips' Gloeilampenfabrieken, acknowledged toughest competitor of U. S. firms seeking foreign TV-radio markets (Vol. 12:22), is especially strong in Latin America. Report shows assets of 1.341 billion guilders in the Netherlands at end of 1957, with 1.617 billion in other European countries, 557,000,000 in the western hemisphere, 239,000,000 in other countries.

North American Philips Co., N. Y., whose pres. is Pieter van den Berg, has sole right to sell its output in this country, its subsidiaries including Amprex Electronic Corp., Hicksville, N. Y. (tubes); Ferroxcube Corp. of America, Saugerties, N. Y. (magnetic ceramics); Philips Electronics Inc., Mt. Vernon, N. Y. (tubes, x-ray equipment, etc.); Philips Laboratories, Irvington, N. J.; Elmet Products Co., Lewiston, Me.; Consolidated Electronics Industries Corp., Jackson, Mich.

John L. Porter Jr. elected v.p. and Fred A. Freeman promoted to treas., Television Shares Management Corp., which manages Television-Electronics Fund.

COMMON STOCK QUOTATIONS

Week Ending Friday, June 13, 1958

Electronics TV-Radio-Appliances Amusements

Compiled for Television Digest by
RUDD & CO.

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NEW YORK STOCK EXCHANGE

1958					1958				
High	Low	Stock and Div.	Close	Wk. Chg	High	Low	Stock and Div.	Close	Wk. Chg
10 1/4	7	Admiral	9 1/2	-3/8	360 1/2	300	IBM 2.60	360 1/2	+8 1/2
25	19 3/8	AmBosch .30e	24 1/8	-5/8	37 3/8	29 1/4	IT&T 1.80	37 3/8	+1 3/4
18	13	AmBcatg-Par 1	17 3/8	-	41 1/2	36 1/8	L-T-E-CirB .90e	37 1/2	-1/2
37 7/8	32 3/4	AmM&F 1.60	34	-1/4	7 3/8	6 3/8	ListIndust 1/4e	7 1/8	+1/8
179 1/4	167 3/8	AT&T 9	179 3/8	+1 7/8	51 1/2	36 7/8	Litton Ind.	51 1/4	+1
27 7/8	22 3/8	Amphenol 1.20	26 3/8	+1	17 1/2	12 3/8	Loew's	17	+3/8
29 7/8	23 3/8	Arvin 2	24	+1/8	37	30 1/4	Magnavox 1 1/2h	37 1/4	+1 1/2
7 1/4	5 5/8	Avco .20e	6 7/8	-	28 3/4	23 3/8	Mallory 1.40h	25 3/8	+1 1/4
25 3/4	18	Becklnst 1 1/4f	19 1/8	-1/4	91 7/8	76	Mpls.H'll 1.60s	91 3/8	+1 1/4
51 1/2	44 1/2	BendixAv. 2.40	54 1/4	+3/4	42 1/4	35	Motorola 1 1/2	40 1/4	+1 1/2
35 3/4	27 3/8	Burroughs 1	35 3/4	+1 1/2	9	7 3/8	Nat'l Thea 1/2	8 3/8	-1/4
18 3/8	15 3/4	Clevite 1/4e	17	-	39 5/8	30 5/8	Paramount 2	39 3/4	+2
32	24 1/2	CBS "A" 1h	31 1/2	+1/8	17 1/8	12 3/8	Philco	15 1/4	+1 1/8
31 3/4	24 3/8	CBS "B" 1h	30 1/2	+1/4	35 5/8	30 1/4	RCA 1a	35 3/8	+5/8
18	12 3/4	Col Pict 3/4t	17 3/8	+3/4	30	21 1/2	Raytheon 1 1/4t	30	+1 3/8
35 1/4	27 7/8	Cons Elec .40	29 1/4	-1 1/2	7 1/8	5	Republic Pic	6 3/4	-1/8
26 3/4	19 1/2	Cons Electron.	23 3/8	-1 1/8	34 3/4	26 3/8	Sang Elec 1.80	27	+2 1/4
16 1/4	12 3/4	Cor-Duh .20e	15 5/8	+1/8	16 1/4	13 1/4	Siegler .80	13 1/2	-1/4
86 3/4	74 3/8	CornGlass 1a	84 3/4	-	4	2 3/4	Sparton	3 3/4	+1 1/8
3 5/8	3	Davega	3 1/4	-	20 5/8	17 1/4	SperryRan .80	18 1/4	-1/4
36	30	Daystrom 1.20	36	+3	8 3/8	6	Standard Coil	8	-
16 1/4	13 7/8	Decca 1	15 1/4	-	18	14 1/2	Stanley-War 1	17 1/2	+7/8
24 1/4	14	Disney 40h	23 1/4	-1 1/4	34 3/8	29	Stew Warn 2h	33 3/4	-1/8
109 3/4	97 1/8	EastKod 1.55e	109 3/4	+1 3/8	25 3/4	20	StorBcatg 1.80	23 1/4	-1 1/2
37 3/4	29	EmerElec 1.60	37 3/4	+3/8	37 1/2	31 1/2	Sylvania 2	35 3/8	-1/2
6 3/4	4 1/8	EmersonRadio	6 3/4	+1/4	37 5/8	26 3/4	Texas Instru	37 1/2	+1 1/2
8 1/2	7	Gabriel .60	7 3/4	+1/8	55 1/4	41 3/8	ThomProd 1.40	47 1/2	+3/4
65 3/4	55	Gen Dynam 2	58 1/4	-1 1/8	26 7/8	23 1/4	Tung-Sol 1.40h	25 1/2	+1/8
64 1/4	57	Gen Electric 2	60 1/2	+3/8	31 1/2	21 3/4	20thC-Fox 1.60	30 3/8	-
9 1/4	4 5/8	Gen. Inst. .15g	8 3/8	-1/4	23 3/8	15 1/4	UnithArt. 1.40	22 3/4	-
41	28 3/4	GnPrEquip.85e	34 1/4	+6 3/4	22 3/8	18 1/2	Univ. Pict.	20 1/2	+1 1/2
30	22 1/2	Gen Tire .70h	24 5/8	-5/8	20 1/4	16 7/8	WarnBros 1.20	20 1/4	+1 1/4
49	40 3/8	Gen. Teleph. 2	48 3/8	-1/8	65 1/2	57 1/4	Westingh El 2	56 7/8	-3/8
28 3/4	21	HoffmanElec 1	28 3/8	+1/4	83 3/8	67 1/2	Zenith 1/2h	83 3/8	+2 3/8

AMERICAN STOCK EXCHANGE

4 3/8	2 7/8	Allied Artists	4	+1/8	39 1/2	30 1/2	Hazeltine 1.40h	38 1/2	-1
45	34 1/2	Allied Con 1a	38 1/8	-1/2	27 3/8	2	Herold Ra .20	2 3/4	+5/8
15 1/8	12 3/8	AmElectro 1/2	11 3/4	-7/8	4 3/8	3 3/4	Int Resist .20	3 3/8	-
10 1/8	8 3/8	AssocArtProd	9	-1/4	6 1/2	4 1/4	Lear	6 1/2	-3/8
12 1/4	7 1/4	AudioDev	10 1/2	-1/4	3/4	3/8	Muntz TV	11/16	+1/16
10 7/8	7 3/8	Belocklnst 1/4t	8 5/8	+1/4	4	2 1/2	Muter Co. 1/4t	4	+1/8
1 3/8	3/8	C & C TV	7/8	-1/16	9 1/4	5 3/8	Nat'l Telefilm	7 7/8	-1/8
1 3/8	1 3/8	Cin'ma Inc.	1 3/8	-3/8	1 3/4	1	Nat Union El	1 1/2	-1/8
3 3/4	2 7/8	Assoc .15g	3 1/4	-3/8	6 7/8	2 3/8	Norden-Ketay	2 7/8	-
4 7/8	3	DuMont Lah	4	-1/8	3 5/8	2 7/8	Oxford El .10r	3 3/8	-
4 1/4	2 7/8	Dynam Am	3 5/8	+1/8	16	11	Philips El	12 7/8	-1/4
13 1/4	10	ElectronicCom	12 5/8	+3/8	9 1/4	6 3/8	Servomech	9 3/8	+1 1/8
7 3/4	6 3/8	Electronics Cp	7 1/2	-3/8	6	3 3/8	Skiatron	4 1/2	+1 1/2
31 5/8	19 1/2	FairchCam 1/2g	25 3/8	+1 1/8	5 3/4	3 1/2	Technicolor	5 1/4	+1 1/4
24 7/8	17 1/4	General Trans	19 5/8	-	4 1/2	3 1/2	Trans-Lux .20g	4 1/2	+1 1/2
17 1/4	14 3/8	Globe Un .80	15 3/4	-1/4	4 7/8	3 3/4	Victoreen Inst.	4 1/8	+2 3/8
3 3/4	2 1/2	Guild Films	3 3/8	+1/8					

OVER THE COUNTER AND OTHER EXCHANGES

(Latest Available Data)

	Bid	Asked		Bid	Asked
Advance Ind	2 7/16	2 5/8	Machlett Lahs .25g	16 1/2	18
Aerovox	4 3/8	5	Magna Theatre	1 1/2	2
Airborne Inat	48	50	Maxson (W. L.) .05	6 1/2	7
Altec Co. .80	19 3/8	20 1/2	Meredith Pub. 1.80a	30 1/4	32
AMP Inc .50	21 5/8	22 3/4	National Co. (4% stk.)	11	12
Ampex	67	70	Oak Mfg. 1.40	12 3/4	13 1/2
Baird Atomic	8 1/4	9	Official Films .10	15/16	1 1/16
Cinerama Prod.	1 7/8	2	ORRadio	17 1/4	18 1/2
Cohu Electronics	6 3/4	7 3/4	Pacific Mercury TV	5 7/8	6 1/4
Collins "A" .35	13 3/8	14	Packard-Bell .50	12	13
Collins "B" .35	13 3/4	13 7/8	Panellit	5 7/8	6 3/4
Cook Elec. .40d	17 3/4	18 1/4	Perkin-Elmer	23 3/4	25
Craig Systems	6 3/4	7 1/4	Philips Lamp (14% of par)	37 1/2	39
DuMont Beatg.	6 3/4	7 1/2	Reeves Soundcraft (stk.)	3	3 3/4
Eitel-McCullough (5% stk)	26	28	Sprague Electric 1.20	30 3/4	32
Elec Assoc (stk)	40 1/4	43	Taylor Instrument 1.20	28 1/4	30
Erie Resistor .40h	6	6 1/2	Tele-Broadcasters	3	3 1/2
Friden Ind. 1	13 3/4	14 1/2	Telechrome .30	8 3/8	8 3/4
Giannini, G. M.	13 3/8	14 5/8	Telecomputing	4 1/4	4 1/2
Granco Products .05	1	1 1/4	Teleprompter (stock)	5 1/4	5 3/4
Gross Telecasting 1.60	19 1/4	21	Time Inc. 3.75	56	59
Hewlett-Packard	26	27	Topp Industries (stock)	9 1/4	9 3/4
High Voltage .10g	30 1/4	32	Tracerlab	6 1/4	6 3/4
Hlycon	2 1/2	2 5/8	Trav-Ler	1 1/2	2
Indiana Steel Prod. 1.20a	18	19	United Artists	5 1/8	5 1/2
Jerrold	2	2 1/2	Varian Associates	18 3/4	19 1/2
Ling Industries	2 1/8	2 1/2	Wehcor .15c	10	10 1/4
Leeds & Northrup .60h	21 1/2	23	Wells-Gardner	7 3/4	8 1/4
			WJR Goodwill Sta. .50d	14	14 1/4

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

FCC & Pay-TV—What Next? FCC is puzzled about subscription TV, wants to do its duty and satisfy Congress at same time—yet isn't quite sure it can do both.

Both Senate & House Commerce Committees have passed resolutions asking Commission to hold off authorizing pay-TV tests pending Congressional review (Vol. 14:6-8). Commission then decided it would hold off—but only until 30 days after Congress adjourns.

Recently, Rep. Harris (D-Ark.), chairman of House committee, asked Commission for status report. This week, Commission responded with letter expressing its uncertainty.

First, FCC indicated by implication it doesn't believe the committee resolutions have force of law. Second, it said that if Congress does pass resolutions asking delay—which would have such force—it would like to have a "terminal date." In short, it wants to avoid an "open-end" resolution which would have effect of delaying pay-TV to death. It seeks to avoid repetition of what happened in radio—when former Sen. Wheeler (D-Mont.) pushed through resolution expressing the "sense of the Senate" that FCC not permit power above 50 kw. Effects of that still stand, though Commission is finally considering higher power.

"It remains our respectful view," FCC wrote, "that if either House of Congress, or both, should contemplate the adoption of such a resolution, it would be preferable to designate a period of such length as Congress may consider sufficient to afford ample opportunity for the enactment of such legislation as may be deemed appropriate, rather than to request an informal 'stay' of indefinite duration."

United Artists, whose main business is financing & distributing theatrical movies made by independent producers, earned \$636,000 (59¢ per share) on world gross revenues of \$16,485,000 in first 1958 quarter vs. \$569,000 (53¢) on \$14,389,000 year earlier. Reflecting "strong production program" started last July, gross in 10 weeks of current second quarter rose to \$12,190,000 from \$11,159,000 in comparable 1957 weeks, and 1958 should be good year, chairman Robert S. Benjamin told stockholders' meeting in N. Y. this week. UA released 52 features to TV last year (Vol. 14:16), is negotiating through affiliate Gotham TV Film Corp. for control of TV-supplier Associated Artists Productions (Vol. 14:21).

Senate voted FCC \$8,900,000 for next fiscal year, same figure approved by House (Vol. 14:20), but Senate Appropriations Committee report says Commission shouldn't be directed to spend specific sum on application processing, should use own discretion. House Committee had told FCC it wants it to divert \$196,000 for processing. Faced with diverse "instructions," Commission presumably will juggle funds in attempt to keep both legislative bodies happy.

Length of TV shows preferred by audience depends on program type, Pulse reported recently in survey of 1000 N. Y. viewers. Preferences: 90-min. movies, 57¢ vs. 26¢ for 60-min.; 30-min. comedy shows, 45¢ vs. 35¢ for 60-min.; 60-min. dramas, 48¢ vs. 25¢ for 90-min.; 60-min. variety programs, 53¢; 30-min. westerns, 41¢ vs. 34¢ for 60-min.; 30-min. quiz shows, 51¢ vs. 40¢ for no particular preference.

Consolidated Film Industries, Republic Pictures lab div., disclosed it is buyer of Paramount Pictures' N. Y. newsreel lab, reported being sold last week for \$1,200,000.

< Errata: Clerical errors are responsible for misquotations in last few weeks' listings of TelePromPTer, traded over the counter; we sincerely regret any inconveniences that may have been caused.

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

JUL 2

Television Digest

with **ELECTRONICS REPORTS**

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SUMMARY-INDEX OF THE WEEK'S NEWS — June 21, 1958

NEWSPAPER CAMPAIGNS AGAINST TV alleged by NBC's Robert Sarnoff, citing their derogation of medium on news & business fronts (p. 1 & Special Supplement).

3 MORE UHF's GO UNDER because of multiple vhf competition, a la WBUF, Buffalo; WITV, Miami; KSAN-TV, San Francisco; WFLB-TV, Fayetteville (p. 2).

NETWORK PRACTICES—option time, must buy, program tie-ins—reviewed by Justice Dept.'s Robert Bicks, top asst. to anti-trust chief Hansen (pp 3 & 11).

CONGRESSIONAL REQUESTS to govt. agencies should be public, Sen. Morse tells attorneys (p. 4).

'PATTERN OF INFLUENCE' in Washington—An Editorial. Political protagonists in FCC cases should operate in goldfish bowl, make requests part of record (p. 5).

NETWORK TV STAYS AHEAD, alone among major media, according to Printers' Ink Index for April. Its Jan.-April percentage increase 15% over 1957 months (p. 6).

WESTINGHOUSE DROPPING REPS as of July 1, 1959 in favor of own sales offices. Four firms affected, Peters losing 3 top-market TVs, 5 AMs (p. 7).

TEACHING PROFESSION has drawn upon or furnished some of finest minds in broadcasting business. Some outstanding campus- & -industry examples (p. 7).

"MAN IN WHITE COAT" ACTORS barred from commercials by NAB's TV board in Code revision. New rules for restricted NAB convention detailed (p. 10).

FCC PICKS JUDGE STERN, retired Pennsylvania Supreme Court Chief Justice, to hear Miami Ch. 10 case. (p. 10).

CROSLY'S WLWI, INDIANAPOLIS, goes back to FCC, Court of Appeals vacating CP on grounds Comr. Craven should have heard oral argument (p. 11).

STATION-CATV STRUGGLE due for court showdown, as NAB decides to back suit charging "piracy" (p. 16).

Manufacturing-Distribution

FM SET PRODUCTION BOOMS as public interest in "good music" increases. Most set makers re-introduce FM, especially in hi-fi & stereo combinations (p. 12).

COLOR SET SALES UP in 16 of 20 markets surveyed in special "trends" report. RCA color now 25% of TV dollar volume (p. 12).

ARE NEWSPAPERS GANGING UP AGAINST TV? They're hurting quite badly these recession days -- and the evidence seems to be mounting that newspaper advertising people and even some editorial room folk are ganging up, whether deliberately or coincidentally, to deprecate their toughest business and news competitor. That's the essence of NBC pres. Robert W. Sarnoff's much-discussed speech delivered, rather appropriately, at this week's dedication of Newhouse newspaper chain's sumptuous new plant of WSYR & WSYR-TV, Syracuse, headed by ex-newspaper reporter E. R. (Curley) Vadeboncoeur.

Thereby hangs a tale of suspicion, if not intrigue, that might rival one of TV's own dramatics if the problem weren't so serious. Hitherto spoken only in whispers, it's out in the open now — the growing conviction in TV-radio ranks that many newspapers, hard hit by declining lineage, are deliberately pecking away at everything about TV that might tend to discredit it with advertisers and the public.

It's long been a bugaboo in broadcasting circles, quiescent while all media rode a high tide of prosperity, and only discussed over the teacups. Now NBC's young president, abetted by his public relations aide Ken Bilby, himself an ex-newspaperman of some distinction, airs it openly with a document which everyone engaged in both business and news sides of the nation's 2 top media should read closely and evaluate in the light of his own experience.

It's important enough, we feel, to warrant publishing as a Special Supplement herewith, available to all subscribers.

The "line" being taken by the ANPA Bureau of Advertising and the Assn. of Newspaper Advertising Executives, in their intra-industry advices and then reflected

in selling and news policies, seems to be to crack hard at their foremost competitor on all fronts. Motive is obvious, pointed up in latest statistics showing newspaper lineage fell 9% in April (p. 6) while network billings gained 16% in same month. Last year, newspapers accounted for \$3.325 billion in advertising, TV for \$1.315 billion out of a national total for all media of just over \$10.4 billion.

TV is now running into seasonal time-gaps in schedules, to be sure, and networks aren't exactly prospering from effects of the recession, to say nothing of the huge upsurge in spot. Yet it's hard to believe there's actually a deliberate "plot" to talk down and play down TV involving all or most newspapers. For one thing, many (the N. Y. Times, for example) cleave to high ethical standards, carefully separating advertising and news functions. For another, the fact is that some 150 of the 534 commercial TV stations in the U. S., about 30%, are owned in whole or part by newspaper interests, according to our updated files of the list in TV Factbook No. 26, pp. 381-383 -- and those don't include the magazine-owned stations.

One more pertinent fact: TV-radio stations now outnumber daily newspapers by better than 2-to-1 (Vol. 13:52), and it's good guess they're now better-paying customers of both Associated Press and United Press International than the newspapers.

* * * * *

It looks like some hard-pressed admen and publishers, and perhaps editorial workers sensing business office thinking, are inclined to sell TV short or to deride it in the same futile way that car dealers are so vainly trying to scotch the small-car demand. Maybe it's a natural phenomenon -- let's hope an ephemeral one -- of any competitive quest for only so many available dollars.

The younger Sarnoff's speech drew bravos from many sources, including Variety and the competitive networks who seem to agree it was high time to talk-out-loud on the subject. That it will also draw refutations, if not bitter recriminations, goes almost without saying. But none can dispute the validity of his main thesis -- that there's plenty for all media in a healthy economy, which all should join to upbuild. And maybe it's indeed time for the TV medium to begin using its own channels, as Sarnoff suggests, to tell its own story to the public.

'MULTIPLE V' AILMENT HITS 3 MORE UHFS: Further confirmation of uhf's difficulties in face of multiple vhf competition -- as if any were needed after NBC decided to drop its WBUF, Buffalo (Ch. 17) last week (Vol. 14:24) -- is fact that 3 more similarly situated uhf's have bit the dust: WITV, Ft. Lauderdale-Miami (Ch. 17); KSAN-TV, San Francisco (Ch. 32); WFLB-TV, Fayetteville, N.C. (Ch. 18).

All uhf operators are concerned, naturally, that these failures will be interpreted as harbingers of trouble for all uhfs -- which, of course, isn't true. More or less isolated uhf's do all right. Multiple vhf competition is the killer.

What's surprising is that there are still several uhf's continuing in situations comparable with those of the recent uhf dropouts. Answer in most cases seems to be that most such uhf operators hope to shift to vhf. In following markets, uhf stations are up against 2 or more local vhf's: New Orleans, Albany, Hartford, Norfolk, Milwaukee, San Antonio, Tampa-St. Petersburg. But most of the uhf's are applicants for recently dropped-in vhf channels or are hoping that rule-making will produce another vhf. In some cases, they pin hopes on expectation that FCC will drop in vhf's by cutting vhf spacings below present minimum -- along lines proposed in petition recently filed by ABC (Vol. 14:23).

Better-situated uhf's will be jittery until FCC finally concludes its current reappraisal of allocations (Vol. 14:24). They won't rest easily until Commission (1) gives them all vhf, or (2) assures them they won't get more vhf competition. It's the teetering uncertainty that troubles them.

FCC held another allocations discussion this week, arrived at no conclusions, but most commissioners feel they're heading toward something reasonably certain -- though it may take many months to nail it down. Some significant deintermixture

decisions are due shortly, will show current FCC lineup. Included will be determination whether Fresno & Sacramento go all-uhf or all-vhf.

After start of uhf Sept. 1952, with inauguration of KPTV, Portland, Ore. (Ch. 27), 172 began operating -- but 80 have quit, one of them educational (see TV Factbook No. 26, p. 360, for list to Feb. 15). On other hand, of 454 vhf starters, only 3 went dark for economic reasons and 4 were deleted in shared time mergers.

Set manufacturers report that sales of uhf-equipped receivers have shown gradual decline over last 3 years. Percentage of all production is about 10%, having drifted down from about 15% three years ago. Some researchers believe it will settle down to about 10%, though one expert thinks it may be about 8% by year's end.

* * * * *

Ft. Lauderdale's WITV, on outskirts of Miami, actually quit the air May 11 -- but it wasn't generally known (not even at FCC) until this week. It was started in Nov. 1953 by Comdr. Mortimer W. Loewi, first gen. mgr. of DuMont Network and financial advisor to Dr. Allen B. DuMont, who had gone to Florida to build the sumptuous "Out of This World" resort at Hallandale, near Miami.

Recently, the station tried to get dropped-in Ch. 6 assigned directly to it, was rejected by FCC, is appealing to courts. It then sought experimental operation on Ch. 6, was turned down. Seeking reconsideration, it was again rebuffed. Now it's one of 4 applicants for Ch. 6 in area served by 3 commercial vhf's, one educational.

WFLB-TV, Fayetteville, started in 1955, quit June 20 because of vhf signals from out of town. Competition from WRAL-TV, Raleigh (Ch. 5) has been rough. And WTVD, Durham (Ch. 11) has CP to move closer to Fayetteville. WFLB-TV protested the move, got it set for hearing, then withdrew protest last week. It concluded only solution is to get vhf itself -- and it will file petition seeking vhf drop-in. Controlling stockholders, headed by Harry Stein, recently sold 49% to local group.

KSAN-TV, San Francisco, which pulls switch June 21, has been a puzzler -- managing to operate since March 1, 1954 despite competition from 3, then 4, commercial vhf's. Owner S. H. Patterson, ex-preacher and Kansas broadcaster, has at times indicated he hoped pay TV would save station. He continues with radio KSAN.

NETWORKS, DEPT. OF JUSTICE—AND MR. BICKS: Networks' Washington problems certainly don't get any lighter. This week, we interviewed Robert A. Bicks, right-hand man to Justice Dept. anti-trust chief Victor Hansen, found just how adamant Justice is in its stand against option time, must buy and program tie-ins (Vol. 14:23).

NBC in particular has its hands full -- what with: (1) U. S. Supreme Court agreeing this week to review decision of U. S. District Judge Kirkpatrick in Philadelphia, who held that since FCC had approved NBC-Westinghouse Cleveland-Philadelphia station swap (Vol. 14:2), Justice Dept. was foreclosed from prosecuting NBC for anti-trust violations, and (2) Philco winning Court of Appeals ruling that it has standing to protest to FCC the renewal of NBC's license for WRCV-TV, Philadelphia (Vol. 14:37). [For details on these 2 cases, see p. 11.]

* * * * *

Bicks has no doubt that option time, must buy and tie-ins are illegal per se; that FCC "must face up to one of 2 decisions": (1) Forbid the practices, or (2) Get Congress to legalize them. Regarding latter, he says: "I doubt that Congress would do that, don't you?" He claims that "all knowledgeable people, including those in the industry, will agree that the practices are illegal, in light of the Supreme Court's Northern Pacific decision on tie-ins."

Justice Dept. will have no choice, Bicks believes, but to go to court if FCC fails to act. We asked if this would be the case, even if it appeared that networks' fears seem justified -- that they might go under or fade into insignificance without the practices they so vigorously defended at network hearings.

"You can't conclude something is illegal, then do nothing about it," he replied. "And there's pretty strong evidence that the networks won't suffer. Did

you see Moore's chart?" He referred to testimony of Richard Moore, KTTV, Los Angeles, designed to show that networks obtain good clearances in non-option time; therefore, that they don't need option time. "If this were a declining industry," he said, "there would be a question whether to proceed. But that isn't so."

Option time is the important factor, according to Bicks: "It forces stations to take poorer programs they don't want, along with the good. There's a lot of creative talent in program producers outside the networks. Without option time, programs would be free to rise or fall solely on their merits. If you get rid of option time, the tie-in problem wouldn't be important -- because all producers would have direct access to prime time on stations."

Justice Dept. had been investigating network practices for some 2 years, but suspended when FCC network hearings started. Reason, Bicks said, is that if there were a grand jury proceeding pending during FCC hearings, witnesses would clam up, be afraid to testify freely during the hearings.

Justice's investigation involved listening to complaints of some 60 individuals, who alleged, basically: "We couldn't get our programs on the networks until we let them acquire a piece." Justice is now trying to get the complainants to step forward, let their names be given to FCC -- which would conduct hearings on charges. "The results haven't been very heartening," Bicks said. "We have only a few. Many people are afraid of losing their jobs if they come out in public."

Bicks doesn't see any compromise, either -- like cutting amount of option time somewhat. Nor is he at all impressed with "Station Reserved Time" proposal of Station Representatives Assn. (Vol. 14:21), because it retains option time.

FCC ought to make up its mind by Sept., in Bicks' opinion. He expects it to conclude hearing in early July, with testimony of Dean Roscoe Barrow, who headed FCC's network study staff.

* * * * *

How important are Bicks' views? His title is "First Asst." to Hansen, and he's said to be truly "first." One experienced anti-trust observer tells us that, despite his youth, "Nobody but nobody overrules Bicks in the Justice Dept."

Bicks is startlingly young -- 31, graduate of Yale Law School, Phi Beta Kappa. After graduation, he became law clerk to Judge Stanley Fuld, of N. Y. Court of Appeals, then legislative asst. to Sen. Ives (R-N. Y.). In 1953, he was named exec. secy. of Attorney General's Committee to Study the Anti-Trust Laws. In 1955, he was appointed legal asst. to the then anti-trust chief Stanley Barnes.

He comes by law quite naturally -- his father being Alexander Bicks, U. S. Judge for Southern District of N. Y., his mother being a former member of N. Y. law firm of Campbell & Boland.

Morse Seeks Goldfish Bowl: "All communications from Congress to agencies should be a matter of public record. There is no substitute for public disclosure."

That's the primary cure for Congressional pressure on bodies such as FCC, Sen. Wayne Morse (D-Ore.) told Federal Communications Bar Assn. meeting June 19. Asked about "pecuniary interest" of Congressmen in actions of agencies, he suggested that the legislators do as Senators Fulbright (D-Ark.) and Byrd (D-Va.) did recently, when newspaper postal rates were up for consideration—simply ask and receive permission from their colleagues to abstain from voting.

As for Presidential influence: "The wishes of the President and his appointment advisors can be a powerful pressure upon appointees whose reappointment is subject to their good-will. The factor of specialization means that employment opportunities are limited largely to the industry with which the agency deals. This makes it hard

to offend industry leaders or can lead to a tendency for informal alliance with a major industry contender . . .

"In the past, Presidents have honored integrity and independence on the part of board and commission officials. Indeed, Presidents Roosevelt and Truman frequently reappointed men who disagreed with their policies. I can attest to the fact that President Roosevelt appointed me to the War Labor Board in full knowledge that I was of different political persuasion and urged me to stay on after I disagreed with Secretary Ickes and majority of the Board."

Another FCC "reform" bill hit House hopper this week. Introduced by Rep. Derounian (R-N. Y.), HR-13035 would "prohibit the using of improper methods to influence the acts or decisions of certain Federal regulatory agencies," is aimed particularly at rescinding Communications Act section permitting honorariums to FCC members for "publications & papers."

'Pattern of Influence' in Washington . . . An Editorial

SO MUCH HEADLINE NEWS broke this week around what has rightly been described as "the pattern of influence" on the Washington scene, notably vis-a-vis the independent regulatory agencies, that we can't help crowing a bit, "We told you so." It took the Sherman Adams disclosures, if not the blblings of Prof. Schwartz and the stupidities of ex-FCC Comr. Mack, to point up what long has been teacup talk in Washington and grist for these columns.

We refer, of course, to political influences exerted directly and indirectly upon the FCC. What has developed over the years, and to an aggravated degree in these days of vastly more valuable TV stakes, is a sort of "system" that may be part & parcel of the democratic process but that ought to be ended. It's the system of who-can-do-what-to-and-for whom. And since actual bribery or venality is seldom revealed, the real culprits are obvious—the big-shots of politics, notably Senators and Congressmen, who will pick up a telephone, call the chairman or some other key man in a govt. agency, ask the status of a case, perhaps interpose an opinion, often "introduce" a friend or constituent seeking help—leaving the inevitable impression that he favors this or that party in interest or point of view.

Quite often the merits of the particular case or issue aren't even known to the person making the call, though a surprising number of legislators are themselves involved in TV-radio licenses (Vol. 14:5-6). Those same Congressmen or Senators or high govt. officials (like Adams) wouldn't think of thus approaching a judge of any court about a pending case. Yet they must know that in abetting the seeker-after-privileges, and affording him an opportunity to drop names or discuss pending cases with the regulators, they're doing something basically wrong.

* * * *

There's a relatively simple remedy for this "system," oddly enough—quite aside from the obvious one of selecting men of integrity and stature for the independent agencies. It's the method devised by the late FCC Chairman Wayne Coy, about which we discoursed in one of our "Do You Know That . . ." columns recently (Vol. 14:9). Whether it's a call from the White House secretariat, from a Senator or Congressman or any other high politico, the regulator need only reply: "Thanks for your interest. Will you please put your request in writing?" And then make such calls and requests part of the public record of the case in point.

"That would cut down most of the demands upon us," a U. S. Senator told us. "We usually don't want to take sides in competitive cases before any agency, certainly no more than we do before any court. We have the right and duty, of course, to push for what we regard as the best interests of our constituencies. But we don't like taking sides in individual cases, and we'd like to find a way to get off the hook when a good friend or a campaign donor, who happens to be a broadcaster, asks us for help."

And we repeat what we wrote in the column on Coy's policy: "That the attorneys for the very people who seek special influences dislike the system, is manifest from the observation of one of the leaders of the FCC bar commenting on the current [Harris] proceedings: 'Maybe they'll clean things up so that we can really practice law again.'"

* * * *

Despite all the crowing of the Democrats that they've finally pinned something on the holier-than-thou Republicans, who played the mink coat-deep freeze scandals of the

Truman Administration to a fare-thee-well, it's a fact that White House and Congressional interventions aren't usually partisan matters. As testimony before the Harris committee has revealed, Democrats did much more pressuring of the FCC in recent years than Republicans—probably simply because they're the party in control of Congress and because there are more of them.

The Republicans did it aplenty in their day, too; we recall very vividly, in the early days of radio regulation, when Hoover was in the driver's seat, that the phone ringing and "the White House calling" had members and staff of the old Federal Radio Commission in a frequent dither. And FDR wasn't above putting his personal oar into radio waters occasionally, as when he instructed both Chairmen Sykes and Fly to "do something about newspaper ownership of radio stations" but didn't want them to ask Congress for enabling legislation. Larry Fly certainly did respond to The Boss' bidding.

As for Sherman Adams, it can hardly be said he has been a salutary influence on the FCC. Consider his last appointment. Here was a board that had been given some pretty black eyes by the machine-gunning tactics of the headline-hunting Schwartz. Yet instead of picking someone of stature to help build back the FCC's prestige, Adams threw a sop to the Arkansas delegation and filled an agency already somewhat too heavily weighted with govt. career men with a congenital officeholder simply seeking a better job with more pay. It was Adams, too, who summarily, coldly and without notice plucked his own party's FCC Chairman Hyde out of that office in 1954, when things were rather well in hand, in favor of a purely political appointee (George McConnaughey, of Ohio) whose regime turned out to be the most "political" in the Commission's whole checkered history.

* * * *

There's talk of ripper legislation in the next Congress—when the Administration is apparently destined to be Democratic, topside too—so as to wipe out the FCC and set up an entirely new board. That's what FDR did to the FRC, only he created 7 jobs instead of 5. It's all just talk at this stage, and some think it would merely be a foolish attempt to unscramble the eggs.

What's needed are top-grade selectees for the office, in the first place; some changes in the law, which the best minds in the legal profession would gladly pitch in to help write; and, of course, a goldfish-bowl operation—with politicos, high or low, keeping their hands off individual cases unless they're willing to stand up and be counted.

Letter From Home

Wherever You Go This Summer
TELEVISION DIGEST
Will Be Mailed To You Every Week
at no extra cost

NOTE TO SUBSCRIBERS: Figure 4 days from our Saturday mailing time for airmail delivery anywhere in Europe, 5 days to the Far East, 7 days anywhere in the world. All foreign mailings are via air—at our expense. Just send us your address.

Advertising Volume Sags: Summer's declining network TV billings remain to be reported, so the medium shows up extraordinarily well in comparison with others reported in *Printers' Ink* monthly National Advertising Index for April and Jan.-April, 1958. Compared with Jan.-April year ago, network TV was up 15%, network radio up 2%, direct mail up 2%, as against newspaper decline of 9%, magazine decline of 4%. Only thing propping up radio's figure, report notes, is fact that it had shown 21% gain in Jan., for in April it showed 7% loss from April, 1957.

April was first time this year, says *Printers' Ink*, that national advertising volume, as a whole, still up cumulatively but only by 1%, failed to show a gain over same month year ago. Partial explanation may be in *Advertising Age's* June 16 report that, besides being sore beset by looming increases in postal rates, magazine publishers are showing big declines in both advertising and in newsstand circulation. For Jan.-April, *Life* was off 321 pages, *Saturday Evening Post* 176, *Business Week* 507, *Ladies Home Journal* 108, *McCall's* 102, *Better Homes & Gardens* 194, *Look* 73. Among the few ahead were *New Yorker*, up 11, and *Coronet*, up 7.

Consumer magazines, said *Advertising Age*, were considerably down, by classifications: weeklies, bi-weeklies & semi-monthlies, down from 9491 to 8523 pages; women's magazines, from 4000 to 3495; home books, from 3817 to 3239; fashion, from 2734 to 2395; movies-radio-romance, from 2165 to 1610; business, from 1596 to 1403. The *Printers' Ink* index and percentage figures for all media for April and Jan.-April:

	Index		% change from		% Cumulative change
	April 1958	April 1957	1 month ago	1 year ago	
Medium					
General Index	204	206	-1	-1	+1
Total Magazines	150	164	0	-9	-4
Weekly	168	184	+1	-9	-5
Women's	112	127	-2	-12	-1
General Monthly	174	188	-2	-7	-1
Farm	88	117	-7	-25	-18
Newspapers	183	201	-1	-9	-9
Network TV	431	370	+2	+16	+15
Network Radio	28	30	0	-7	+2
Business Papers	202	214	-7	-6	-3
Outdoor	160	162	-2	-1	0
Direct Mail*	222	218	-1	+2	+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 the years 1947-'49 except for the TV base which covers the years 1950-'52. "Cumulative change" in the last column refers to the change, from the same period last year, of the index average from January through April, 1958. *Direct mail is not included in the general index, as data usually lag one month.

Rate increases: KMSP-TV, Minneapolis-St. Paul, June 15 raised base hour from \$1000 to \$1200, min. \$200 to \$240. KCRA-TV, Sacramento, July 1 raised hour from \$900 to \$1000, min. \$225 to \$250. WROC-TV, Rochester, N. Y. May 15 raised hour \$700 to \$800, added Class AA min. (7:30-10:30 p.m. daily) at \$200, Class A min. remaining \$150. WFRC-TV, Green Bay, Wis. has added Class AA hour (7-9:30 p.m. daily) at \$500, min. at \$100, Class A hour remaining \$400. KDUB-TV, Lubbock, June 1 raised hour from \$350 to \$400, min. \$70 to \$100, with combination hour with KPAR-TV, Abilene-Sweetwater, and KEDY-TV, Big Spring, going from \$630 to \$675, min. \$108 to \$130. KCBD-TV, Lubbock, June 1 raised hour from \$350 to \$400, min. \$70 to \$100. KCEN-TV, Temple, July 1, hour \$350 to \$400, min. \$70 to \$80. WITN, Washington, N. C., July 1, hour \$325 to \$350, min. \$65 to \$70. WORA-TV, Mayaguez, P. R., June 15 added Class AA hour (7-9 p.m. daily) at \$173, min. at \$33, Class A hour remaining \$150.

TV Block-Booking Okayed: Govt. anti-trust action against block-booking by 5 big distributors of TV movies (Vol. 14:15) was dealt possible precedential blow by N. Y. Supreme Court ruling this week that practice isn't illegal per se.

Rejecting anti-trust arguments by Skyway Bestg. Co. (WLOS-TV, Asheville, N. C.) in motion to void contract with Matty Fox's C&C Television Corp. for purchase of library of 740 old RKO films, Justice Edgar J. Nathan Jr. of state court held that "films may be sold in block when there is no requirement, express or implied, for the purchase of more than one film."

Action to enforce sales contract had been started by C&C (see p. 15 for story about change of name to Television Industries Inc.) after WLOS-TV defaulted on deal, claiming it was unenforceable under Sec. 1 of Sherman Act. Noting block-booking decision by U. S. Supreme Court in Paramount case, which Govt. won, Justice Nathan said licensing of all or large part of film library as condition for obtaining one or more features "may very well" be illegal, but:

"On this motion the court cannot make a judicial determination that the holding in the Paramount case is applicable to the fact disclosed in the moving papers. The affidavits before the court are wholly inadequate for any such purpose.

"Moreover, the affidavits fail to raise a substantial issue as to petitioner's claim that it was forced to take all the films as a condition to exhibit any one. There is no evidence in the agreement or otherwise that petitioner negotiated for or was refused a license covering selected films. In the absence of such a showing, no triable issue is presented."

Contract dispute between C&C TV and Skyway now goes to arbitration as provided in original agreement, which called for 10-year licensing arrangement, station to pay C&C in spot time to be utilized by International Latex.

* * * *

Note: In unrelated case, appellate div. of N. Y. Supreme Court this week affirmed temporary injunction granted to National Telefilm Assoc. against sale of Associated Artists Productions to United Artists affiliate Gotham TV Corp. (Vol. 14:21) pending trial of \$18,000,000 NTA damage suit against AAP. At stake is huge Warner Bros. film library held by AAP for TV release, NTA claiming it has contract to buy majority of stock in AAP.

Telethons are tax-free if conducted for exempt charitable organizations and all money collected, "unreduced by any expenses incurred by the broadcasting station," is turned over to beneficiary, according to Internal Revenue Service ruling. Decision (Ruling 58-276) is published in June 9 *Internal Revenue Bulletin*.

TV coverage of American Medical Assn. convention in San Francisco June 23-27, to be provided by educational KQED, is being underwritten by Merck, Sharpe & Dohme div. of Merck & Co. pharmaceutical house. Five "bulletin" type programs will be on TV, 5 on radio KROW, to keep physicians informed of events in 8 scattered locations.

Color commercials run 15-20% more than black-&-white in cost, according to Al Tennyson, head of Kenyon & Eckhardt commercial dept., which handles RCA account, produces all its commercials in color. He said that commonly quoted figure of "30% more" is reduced through experience and volume.

Westinghouse Dropping Reps: Something like \$20,000,000 in billings are believed to be involved in Westinghouse Broadcasting Co.'s decision, revealed this week, to drop its sales representatives as of July 1, 1959 in favor of sales offices of its own which it will set up in N. Y., Chicago, Detroit, Los Angeles, San Francisco. Since one-year notices had to be given present reps, WBC isn't hastening plans—but it's assumed new setup will be under direction of A. W. (Bink) Dannenbaum Jr., WBC v.p.-sales.

Four rep firms got notices: Peters, Griffin, Woodward Inc., representing WBZ-TV & WBZ-WBZA, Boston-Springfield; KYW-TV & KYW, Cleveland; KDKA-TV & KDKA, Pittsburgh; radio WOWO, Ft. Wayne; radio KEX, Portland, Ore. Blair TV, representing WJZ-TV, Baltimore. Katz Agency representing KPIX, San Francisco. AM Radio Sales, representing WIND, Chicago.

Announcement was accompanied by expressions of cordial relationships between WBC and the reps affected, WBC pres. Don McGannon stating, "We think we've been fortunate in having the best reps in the business, and there's no thought on our part of selling them down." Most of WBC's reps were "inherited" with stations when purchased.

That the reps were deeply disappointed, was manifest—but Peters firm issued formal statement that it had been prepared for it, and that: "It is gratifying to us that our national spot billings in both radio and TV for the Westinghouse stations are at an all-time high now. We

represent 27 other radio stations, including 6 which started with us at the inauguration of our business in 1932 [and] in TV we represent 29 other stations, most of which we have sold continually since their air date . . . No reduction or changes in our staff are contemplated."

Present practice and past trend has generally been toward independent reps for group-owned stations—Storer, for example, sticking with Katz but having own sales offices in addition (though recently it closed down San Francisco office headed by Gayle V. Grubb). On other hand, Crosley group of 5 TVs, besides its radio WLW, continues to maintain own sales offices in New York, Chicago & Cleveland, while retaining NBC Spot Sales for Detroit, San Francisco & Hollywood and Bomar Lawrence & Assoc. for Atlanta & Dallas.

Crosley management has stated it probably doesn't gain in revenues by having own offices—which are said to account for nearly 90% of its spot business—but "we like to eliminate as many variables as possible and we like to call the shots, and that's not said in derogation of the reps who perform a great function." WBC stated:

"It is well known that all advertisers are examining their media purchasers with a deeper intensity. Even though WBC station sales are currently at a peak, we believe that the extension of our own organization to encompass national sales will enable our salesmen to bring a new dimension to presentation of all the elements of broadcasting facilities and the values they represent to the advertiser."

WBC management group is conferring June 24-27 in the Sheraton, French Lick, Ind., its agenda including public service programming, sales promotion, new engineering, editorializing, news, audience research.

Do You Know That . . .

THE NOBLE PROFESSION of teaching claims or once claimed some of the best minds in the broadcasting business—and in pursuit of data for our recent columns on academic distinctions (Vol. 14:18, 23, 24) we encountered some other interesting facts about well-known industry figures. We also ran into the fact that, to borrow some not-very-academic terms, we goofed with a lulu of a boo-boo last week in listing Glen Wilkinson, the Washington lawyer, as president of Brigham Young U. It's his brother, Dr. Ernest L. Wilkinson, who left the firm for the campus job but still retains his law partnership.

Best known of the campus pundits who came into the industry was perhaps Justin Miller, who taught law courses successively at Oregon, Minnesota, Stanford, Columbia & California U's before becoming law dean of U of So. California, 1927-30, then of Duke, 1930-35. Appointed to the U.S. Court of Appeals, he resigned to head NAB, 1945-51. Though retired, he's counsel with the Los Angeles law firm of McClean, Salisbury, Greenwald & McClean, resides in Pacific Palisades, Cal. He's a U of Montana LL.B. '13, Stanford J.D. '14, holds honoraries from Yale, Franklin & Marshall, Boston U, Arizona U, Ithaca College.

Not generally known is fact that Neville Miller, the onetime "Boy Mayor" of Louisville, also ex-pres. of NAB, now a Washington attorney, was dean of U of Louisville Law School, 1930-33, later asst. to President Dodd of Princeton, his alma mater '16. Or that Theodore F. Streibert, recently director of USIA, onetime head of the WOR stations and MBS under Macy's, now on Nelson Rockefeller's staff, was asst. dean of Harvard Business

School, 1929-33. Recently elected head of University College of North Staffordshire, Sir George Barnes quit the TV directorship of BBC to return to academic life.

C. M. Jansky Jr., the pioneer Washington consulting engineer, is son of the great U of Wisconsin engineering professor (now 87) who "wrote the book" on principles of e.e. & radiotelegraphy. C. M. Jr. helped in the writing, was himself associate prof. of e.e. at U of Minnesota, where in 1920 he founded its pioneer radio WLB (now KUOM), 2nd or 3rd oldest educational still extant. As a student, Wisconsin '17, he founded 9XM, now WHA, Madison—and recalls using vacuum tubes made in his own physics labs.

C. M. Jr. insists WHA is the oldest broadcasting station in the U.S.—regardless of the claims of Pittsburgh's KDKA and Detroit's WWJ.

Among Prof. Jansky's students and workers at the Minneapolis station were his present partner Stuart L. Bailey, ex-pres. of IRE; Dr. Elmer E. Engstrom, the oft-honored RCA senior exec. v.p.; Dr. Lloyd V. Berkner, noted scientific administrator, ex-Bureau of Standards, ex-Carnegie Institute, currently on exec. committee for the International Geophysical Year; Dr. Merrill M. Tuve, now head of the Carnegie Bureau of Terrestrial Magnetism; and the late Millard M. Garrison, partner in the Esterly Page engineering organization at time of his death a few years ago.

* * * *

Among others who have gone into teaching are Thomas M. Cooley II, ex-Weaver & Glassie, Washington counsel for Philco, et al, now dean of U of Pittsburgh Law School; Dr. Dallas Smythe, ex-FCC economist, now prof. of communications, U of Illinois; Walter Emery, ex-aide to re-

tired FCC Chairman Paul Walker, now prof. of radio & communications, Michigan State U; Harrison B. Summers, ex-NBC Blue (later ABC) director of public affairs, now prof. of speech at Ohio State U in charge of TV. Prof. Summers' father, incidentally, is editor of U of So. California's *Journal of Broadcasting*.

Dr. Franklin Dunham, TV-radio chief, U.S. Office of Education, was an early NBC educational director; he went on leave to Govt. in 1941, chose to remain, holds honorary degree from St. Bonaventure's College. It's also revealed that the late Dr. James Rowland Angell, when he retired from the presidency of Yale, became an NBC director and its educational advisor; also on NBC's educational council was Dr. Everett Case, now pres. of Colgate, who happens to be RCA-NBC founder Owen D. Young's son-in-law.

NBC's first gen. counsel, now retired, was A. L. (Judge) Ashby, who quit to head his alma mater, Olivet College, Michigan, now lives in retirement at 7 Cathy Pl., Menlo Park, Cal. On the RCA-NBC boards is Mrs. Douglas Horton, (Mildred McAfee), ex-pres. of Wellesley, and on the CBS Inc. board is Mildred C. McIntosh, pres. of Barnard College, Columbia.

Only Rhodes scholars we've been able to discover among the TV-radio fraternity are CBS's Howard K. Smith and Charles Collingwood. Also a Rhodes scholar, though a sort of "fringe" broadcaster, is Dr. Frederick L. Hovde, who as pres. of Purdue supervises its radio WBAA. Dr. Ray Olphin, pres. of U of Utah, we learned, did his basic Ph.D research in early TV developments.

Dr. George L. Hall, second in command of Ford Foundation-backed Educational TV & Radio Center, Ann Arbor, Mich., next fall becomes pres. of Casper (Wyo.) College. Program coordinator at the Ann Arbor Center is Robert O. Hudson, ex-CBS educational director: secy.-treas. is Kenneth L. Yourd, ex-NBC fiscal executive. And exec. director of Joint Committee on Educational TV, also Ford-financed, is Ralph L. Steetle, onetime journalism instructor at U of Louisiana.

Various campuses were the first areas of expressions

for scores of others in the industry. Did you know that Sylvester L. (Pat) Weaver, ex-NBC pres. & chairman, Dartmouth cum laude '30, once taught college mathematics? So did William J. Dempsey, of Dempsey & Koplovitz, FCC gen. counsel 1938-40, who was an asst. prof. at Georgetown U while studying law there, Class of '31—his proficiency at math being one reason he's such a whiz at bridge.

William L. Putnam, the ebullient pres.-gen. mgr. of WWLP, Springfield, Mass. & satellite WRLP, Greenfield, Mass., a prime uhf protagonist who is making it pay, taught geology classes at Tufts for 2 years while majoring in geology at Harvard, '45. V.p.-gen. mgr. of KOLN-TV, Lincoln, Neb., 1941 graduate of U of Illinois, A. James Ebel, former exec. secy. of National Assn. of Educational Broadcasters, was an asst. prof. of electrical engineering at Urbana, 1945-46.

School teachers may not often be good business men, but one who hasn't done too badly is Dr. Elroy Schroeder, founding pres. & substantial stockholder of KNOX & KNOX-TV, Grand Forks, N. D. (Ch. 10); he's also supt. of Grand Forks schools.

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Add Academic Distinctions: John E. Fetzer, pres. of WKZO-TV & WKZO, Kalamazoo, owner of various other TV-radio enterprises and one-third owner of Detroit Tigers ball club, received honorary Doctor of Laws degree from Western Michigan U., Kalamazoo; Red Barber, veteran sportscaster, who incidentally got his first radio training at U of Florida's WRUF, Doctor of Humanities from Hobart College, Geneva, N. Y. And one who was unreported in our roundup of past recipients (Vol. 14:18, 24): Robert R. Tincher, gen. mgr. of Cowles' WHTN-TV, Huntington, W. Va., past chairman of board of trustees of Yankton (N. D.) College and member of Advisory Commission of U of So. Dakota when he managed stations in Iowa, 1955 honorary Doctor of Laws from Morningside College, Sioux City, and annual award for distinguished service to business from U of So. Dakota.

Red Hunt Hits Again: House Un-American Activities Committee returned this week to N. Y. entertainment field, scene of frequent forays against Communist suspects—and bagged 2 TV figures in 2 days of hearings for 18 recalcitrant witnesses who included stage actors, musicians, press agents.

Promptly fired from their TV jobs for refusing to tell Congressional investigators whether they formerly had been Communist Party members were director Charles S. Dubin of NBC-TV's *Twenty-One*, who was not employed by network, and floor mgr. Joseph Papp of CBS-TV's *I've Got a Secret*.

Another witness—U. S. guest conductor Arthur Lief of Moiseyev Russian ballet—was cancelled out of CBS-TV's *Ed Sullivan Show* June 29, after Lief refused to testify whether he is a CP member now or whether any members of ballet orchestra are Communists.

"I am not a member of the Communist Party," Dubin swore when he was called to stand, but said he'd invoke Fifth Amendment to any questions about "past associations," including question as to membership prior to May 8. A freelance director who had worked on *The Investigator* and *Omnibus* in addition to *Twenty-One*, Dubin was dismissed by Barry & Enright, producers of quiz show, after NBC notified packager he is "unacceptable to NBC." Network issued press statement:

"The NBC does not knowingly employ Communists nor permit their employment on programs broadcast over

its facilities. Persons who refuse to testify as to their present or past affiliation with the Communist Party render themselves unacceptable as regular employes on NBC programs."

Papp (who also has been producer of N. Y. Shakespeare Festival) testified he is not CP member now but refused to tell Committee whether he had been at any time before Feb. 1955. CBS put out terse statement after he left stand: "The circumstances surrounding the case of Mr. Papp are such that we have decided to dismiss him."

NBC's action against Dubin was criticized by exec. director George E. Rundquist of N. Y. Civil Liberties Union as "indefensible capitulation to the House Committee on Un-American Activities" which "can only help preserve McCarthyism."

— ■ —
Thad Holt, onetime pres. and 25% owner of WABT (Ch. 13) & WAPI, Birmingham, Ala. (then WAPI-TV), which he and 75% owner Edward L. Norton sold in July, 1953 to the *Birmingham News* for \$2,400,000 (Vol. 9:15, 24) and which was later sold along with the newspaper to Newhouse interests for \$18,700,000 (Vol. 11:49 & 12:4), returns to radio with purchase of WLBS, Birmingham (1-kw D, 900 kc) from widow of Garnett G. Puett for \$50,000. Partner in deal, E. C. Atkerson, owns 75% of an electronics supply firm in Atlanta in which Holt has 25% interest. Holt also has extensive real estate investments in Birmingham and San Antonio.



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Personal Notes: Aaron Beckwith promoted to ABC-TV network program sales mgr. . . Dr. Thomas E. Coffin, NBC research director, named pres. of Radio & TV Research Council . . . M. J. Minahan named budget officer of ABC-TV, succeeded as radio network business mgr. by Clayton Shields . . . Louis J. Riggio assumes new post of sales administration director, CBS Radio, after year as consultant . . . Frank M. (Scoop) Russell, retiring member of NAB board (Vol. 14:24), was guest of honor of board at testimonial luncheon in Washington's Mayflower Hotel, June 20 . . . Donald P. MacDonald, from FCC's TV applications branch, joins Washington law firm of Smith & Pepper . . . Joseph H. McConnell's daughter Elizabeth Howard was married June 14 in Bronxville, N. Y. to Samuel Eells, of Cleveland, graduate of Williams College and presently with Basic Inc. there; Joe McConnell is ex-pres. of NBC, now gen. counsel of Reynolds Metal Co. . . Jack DeWitt, pres. of WSM-TV, Nashville, is going to Moscow as U. S. delegate to International Astronomical Union conclave, Aug. 12-20 . . . Robert A. Mortenson, gen. mgr. of WIIC, Pittsburgh, named exec. v.p. of WIIC Inc. . . Vern Dallin, CFQC-TV & CFQC, Saskatoon, Sask. resigns as pres. of Canadian Assn. of Bestrs. . . Richard Helledy named St. Louis district mgr. of Ampex . . . Ken Weldon, ex-Republic Pictures, heads new Des Moines office of Flamingo Telefilm Sales . . . Patrick Ahern, ex-Guild Films, named sales mgr., Inter-World TV Films, N. Y.; Richard Guardian heads Mexico City office, R. Gould Morrison, London . . . Robert K. Richards, public relations for NAB, et al, moves to 1737 DeSales St. NW, Washington (Sterling 3-4630).

NAB's TV board elects v.p.-managing director C. Howard Lane of KOIN-TV, Portland, Ore. as chairman, succeeding pres. John E. Fetzer of WKZO-TV, Kalamazoo, and exec. v.p. G. Richard Shafto of WIS-TV, Columbia, S. C. as vice chairman, succeeding pres. W. D. (Dub) Rogers Jr. of KDUB-TV, Lubbock, Tex. Lane also is a director & 3.33% owner of KOMO-TV, Seattle. Shafto is a director of The Bestg. Co. of the South and gen. mgr. of its radio WIST, Charlotte, N. C. NAB radio board elects v.p. & gen. mgr. J. Frank Jarman of WDNC, Durham, N. C. as chairman, succeeding exec. v.p. Merrill Lindsay of WSOY, Decatur, Ill., with pres. & gen. mgr. Robert T. Mason of WMRN, Marion, O. as vice chairman.

Oliver Treyz, ABC-TV's dynamic young (40) president, is subject of "portrait" article in June 20 *Printers' Ink* which refers to him as the "daring young man with a mission [and a] jet-like pace which sometimes leaves other men feeling left in the dust [and] an effervescence that caused one writer to dub him the Bromo Seltzer Kid."

Ulysses Kay, BMI editorial advisor, is one of 6 U. S. composers selected to visit Russia soon under U. S.-Soviet cultural exchange agreement.

James Michael Harmon, brother of TV station pioneer Marie Helen Alvarez (Vol. 14: 24), has filed for FM station in National City, Cal., suburb of San Diego.

ADVERTISING AGENCIES: Alfred J. Miranda promoted to TV-radio mgr. of Campbell-Ewald, N. Y.; James O. Beaver transfers from Hollywood to TV-radio account executive, Detroit office, succeeded by Jere B. Chamberlain as TV producer . . . Wm. W. Shaul promoted to senior v.p. of Ross Roy Inc., Detroit, succeeding Carroll F. Sullivan who retires June 30 . . . Julia B. Brown, Henry Clochessy and Joseph R. Cross named v.p.'s of Compton Adv. . . . Wm. LaCava promoted to v.p. of Cunningham & Walsh . . . Edward C. Mante, named v.p. of Kenyon & Eckhardt . . . Robert T. Hayes promoted to v.p. of Ralph H. Jones Co., Cincinnati . . . Edwin F. Kirby, ex-NAB public relations, recently with now-defunct People-to-People Foundation, joins public relations staff of Grant Adv., N. Y., where Rudy Behlmer is now TV-radio director, having been transferred from Hollywood office.

Catholic Broadcasters Assn. presented top award for TV-radio religious programming to Storer's WJBK-TV & WJBK, Detroit, at annual convention in Chicago this week. Other citations for time granted, suitability of hours, variety, initiative, technical assistance, cooperation: WNHC-TV, New Haven-Hartford; WOOD-TV, Grand Rapids; KTVI, St. Louis; radios KWNO, Winona, Minn.; WFMJ, Youngstown; WDEL, Wilmington, Del.

Robert E. Sherwood TV awards, sponsored by Fund for the Republic, go to: WRCA-TV, N. Y., for *The Open Mind* & WBZ-TV, Boston, for *Let Freedom Ring*, splitting top honor; CBS-TV *See it Now*, special award; NBC-TV, *Light in the Southern Sky*; ABC & American Jewish Committee, *The Trophy*; WCBS-TV and Metropolitan Educational TV Assn., *Concept: Freedom*; NBC-TV, *Migrants in Chicago*.

Excellent sketch of Lou Cowan, how the wealthy owner of \$64,000 *Question* and other top program properties happened to join NBC, his rise to pres. of CBS-TV Network within a year, his job of keeping CBS-TV on top in face of upsurging NBC-TV & ABC-TV, is featured in June *Television Magazine*, titled "Networks in Ferment" and written by publisher Frederick Kugel.

Top TV DXer in world is Bedford Brown, 19-year-old U of Texas junior studying meteorology, according to American Ionospheric Propagation Assn., the DXers' organization. Next is Robert Seybold, 25, pres. of AIPA, a Dunkirk, N. Y. farmer who has received 315 stations, up to 70 in one day.

Obituary

Larry W. Peay and Gilmore R. Harrison, respectively pres. & gen. mgr. of Community TV Systems of Colo. Inc., operator of 6 community antenna systems, were killed June 14 when their Beechcraft Bonanza plane crashed into mountain about 25 mi. from Elkins, W. Va. as they were flying it home from NCTA convention in Washington. There were no other passengers. Firm controls CATV systems in Alamosa, Salida, Antonito, La Jara, Monte Vista, all Colo., and Bozeman, Mont. Peay is survived by widow, 3 sons, one daughter; Harrison, by widow, 2 sons.

Harry Feigenbaum, 67, founder-pres. of Feigenbaum & Wermen, Philadelphia adv. agency, died June 20. Surviving are widow, 2 daughters, 2 grandchildren.

Marco Aurelio Andrada, 54, of Argentina, secy. gen. of the International Telecommunications Union, died in Geneva June 18.

Nate B. Spingold, 72, v.p. and director of Columbia Pictures, died at his home in New York June 14. His widow survives.

NAB Convention Rules: Detailed policies for restricted attendance at—and participation in—future annual NAB conventions, which have grown unwieldy over the years (Vol. 14: 18-19), were spelled out this week at board meeting in Washington.

Principal rules adopted by board, effective for 1959 sessions:

1. "Radio & TV management & ownership conferences are open only to those accredited representatives from active member stations & networks. Those eligible for accreditation by management of such active members are owners, partners, officers & other executive personnel."

2. "Only associate members of NAB who manufacture equipment which is used in the technical operation of a broadcasting station or network will be permitted to exhibit at the convention."

3. "All exhibits will be confined to exhibit areas in the convention hotel as designated by the convention committee and in accordance with rules & regulations prescribed by the committee."

Board also simplified convention format into 4 types of sessions: (1) General assembly. (2) Radio management & ownership conference. (3) TV management & ownership conference. (4) Engineering conference.

Any active or associate NAB member—"and anyone not eligible for membership"—will be permitted to register for convention, allowing attendance at open sessions, including general assemblies, luncheons, banquet. Board also:

(1) Voted opposition—as expected—to Celler bill (HR-10378) exempting baseball clubs from anti-trust laws so they can make "reasonably necessary" agreements to restrict broadcasts of games (see p. 16). Resolution said NAB doesn't think "public's interest" would be served by "blanket authorization" to limit such broadcast events "which have such great appeal to the American public."

(2) Approved code of conduct for broadcast newsmen covering court trials & other public proceedings. Set of 12 rules intended to emphasize "respect for the rights & opinions of others and for the established procedures of public agencies" will be incorporated in new NAB operational guide, *Broadcasting the News*. Copies will be distributed to 2100 NAB members. [For NAB TV board actions, see below.]

TV Code Tightened: Outright bans on use of actors in "man in white coat" commercials and on any use of subliminal perception techniques were written into TV Code by NAB's TV board at semi-annual meeting in Washington this week—but it took no action on another nettlesome problem, multiple-spot practices.

One section of Code was rewritten to state flatly: "Dramatized advertising involving statements or purported statements by physicians, dentists, or nurses must be presented by accredited members of such professions." Previously Code had countenanced portrayals by actors in such commercials if label of "a dramatization" was flashed on screen for at least 10 sec.

New subliminal perception section of Code, embracing language proposed in March by review board (Vol. 14:13), enjoins subscribers against transmitting "information of any kind" by any form of below-threshold communication.

Question of triple spotting, subject of demand month ago by Assn. of National Advertisers for revision of Code (Vol. 14:21), wasn't even placed on agenda of TV board. Without formal response to ANA one way or another, members rested on report by review board chairman Roger W. Clipp (Triangle Stations) that present Code language

FCC's Eminent Jurist: Long step toward improving its battered "public relations" was taken by FCC this week when it selected, as presiding officer for its Miami Ch. 10 hearing, Judge Horace Stern, recently retired Chief Justice of Supreme Court of Pennsylvania.

Commission scarcely could have found a more qualified man. He had been Chief Justice 4 years, member Justice 17 years before that, after serving on Philadelphia Common Pleas Court since 1920. The venerable jurist will be 80 Aug. 7, but those who know him have no qualms about his vigor. Comr. Ford acted as sort of "talent scout" after many people had suggested Judge Stern might be available, and Ford says: "He's very vigorous, very alert. There's no question about his ability to really handle the hearing."

He holds B.S., LL.B. summa cum laude, and LL.D. degrees from U of Pennsylvania, was admitted to bar in 1902, served as major of ordnance in World War I. Announcing his appointment, FCC stated: "Judge Stern is recognized as one of the nation's outstanding trial jurists, with a rich experience in judicial procedures which particularly qualifies him to hear and issue an initial decision on the specific questions involved in this proceeding." He's now classified as a hearing examiner under Civil Service rules, gets paid at rate of \$11,610. His secretary will be Helen O'Dea, shared with examiner H. Gifford Irion. His first public appearance as presiding officer will be at pre-hearing conference June 23, after being sworn in that morning.

Purpose of the whole proceeding is to determine propriety of ex-Comr. Mack's voting in the Ch. 10 case and to weigh charges that contestants exerted improper influence on the decision. FCC scheduled current hearing following disclosures made in hearings conducted by Rep. Harris, House Legislative Oversight Subcommittee (Vol. 14:7 et seq). House hearings also precipitated grand jury investigation, still under way in Washington.

Eastern Airlines, previously unsuccessful in attempt to get into case before FCC, was allowed in this week, with intervention limited to Issue 1: "To determine whether any of the members of the Commission who participated should have disqualified himself from voting in the proceedings . . ."

"adequately & clearly" covers any multiple spot abuses: "More than 2 back-to-back announcements plus the conventional sponsored 10-sec. station ID are not acceptable between programs or within the framework of a single program. Announcements scheduled between programs shall not interrupt a preceding or following program."

Clipp added that Code staff is "constantly alert through its monitoring activities to seek out & correct any instances of chipping away at the opening or closing of programs." [For NAB board actions, see above.]

WWTW, Cadillac, Mich. (Ch. 13), founded in Dec. 1953 by old Sparks-Withington Co., Jackson, Mich. (now Sparton Corp.), has been sold to John E. Fetzer for undisclosed sum—transfer papers to be filed within few days. Fetzer is founder-pres. of WKZO & WKZO-TV, Kalamazoo (Ch. 3), about 130 mi. south of Cadillac, which in turn is about 35 mi. south of WPBN-TV, Traverse City, Mich. (Ch. 7). An NAB-TV director, one-third owner of Detroit Tigers baseball club, Fetzer also owns radio WJEF, Grand Rapids; KOLN-TV, Lincoln, Neb. (Ch. 10); one-third of WMBD & WMBD-TV, Peoria, Ill. (Ch. 31).

Court Remands Indianapolis: Crosley's CP for now on-air WLWI, Indianapolis (Ch. 13) goes back to FCC for another go-around, after Court of Appeals this week remanded case on grounds that Comr. Craven shouldn't have voted on final decision without hearing oral argument. Craven came to Commission after argument had been held, read record, then voted. Appeal had been brought by loser WIBC, which argued that law requires commissioners who vote must hear argument. Court vacated CP, told FCC to set case for oral argument again, said Commission could determine how to keep station operating meanwhile—by Crosley or "otherwise."

WIBC now offers to operate station, pending further decision, under joint trusteeship with Crosley. It also offered to buy all of WLWI's equipment and buildings for "reasonable replacement cost." Decision was rendered by Judges Edgerton, Miller & Washington.

* * * *

In another decision, Court of Appeals turned down, with rather brusque language, appeal of WWLP, Springfield, Mass. (Ch. 22) which sought to delete WTIC-TV's Ch. 3 from Hartford. Judges Prettyman, Bazelon & Bastian stated:

"The Commission emphasizes, rightly, that it is impossible to use rigid criteria as the basis for a decision to deintermix or not to deintermix any particular community, because of the widely varying circumstances in individual markets and the numerous factors which bear on the choice in each area. This is a simple factual truth.

Courts Look at NBC: "Primary jurisdiction" on broadcast anti-trust matters won't be determined by Supreme Court until some time next year, even though Court this week agreed to review NBC-Westinghouse station exchange involving the question (see p. 3). Case will be heard this fall.

After NBC & Westinghouse had exchanged their Cleveland & Philadelphia TV & radio stations, NBC also giving Westinghouse \$3,000,000, Justice Dept. brought suit in Philadelphia, charging NBC had pressured the swap. But U. S. District Judge Wm. H. Kirkpatrick ruled that FCC's approval of exchange cleared NBC of anti-trust charges and Justice Dept. couldn't do anything about it. Justice & FCC then appealed.

In Philco case (p. 3), decided by Court of Appeals this week, Court ruled that FCC shouldn't have thrown out Philco's protest against renewal of NBC's Philadelphia station licenses, should have listened to its protest—though Court was careful to state it wasn't ruling on weight given to Philco's charges. Philco, in appeal brought by its Washington counsel Weaver & Glassie, had charged that RCA-NBC used its stations to promote its products in ways Philco couldn't—like calling NBC "a service of RCA."

Stated Judges Fahy & Washington: "We think the actual use of the facilities in this manner by NBC has created a situation which gives rise to standing in Philco to file its protest and, if the protest is found legally sufficient, to advance the alleged anti-trust and other practices for consideration by the Commission in passing upon the renewal applications."

The problem is an evaluation of factors, differing in each situation. Congress put that evaluation primarily in the hands of its agent, the Commission. It did not authorize the courts to reappraise the merits of such conclusions. . .

"We think the conclusions of the Commission were not only rational but reasonable. The vhf station at Hartford had benefits for the area, and the move to Providence would have been fraught with many practical difficulties. This latter seems tacitly admitted by petitioner-appellants when they suggest that this channel might be deleted entirely or reserved for educational purposes. We do not find the orders of the Commission arbitrary, unreasonable, or without ample support."

* * * *

One CP was granted this week—Ch. 13, Alliance, Neb., to KCON, finalization of initial decision. Ch. 83 translator was granted for Gallup, N. M. [For details, see *TV Addenda 26-U*.]

Initial decision favoring grant of Ch. 3, Wilmington, N. C. to WGNI was issued by examiner J. D. Bond. There were 3 applicants originally, but Carolina Bcstg. System withdrew and United Bcstg. Co. dismissed after merger agreement with WGNI.

□

Three new industrial radio services have been established by FCC, affecting use of 450-470 mc, 27.23-27.28 mc, 162-174 mc. New services are designated "Business Radio Service," "Manufacturers Radio Service," "Telephone Maintenance Radio Service." Complicated series of changes are embodied in "First Report & Order" in Doc. 11991, text of which will be printed in *Federal Register*, later in separate documents by Govt. Printing Office—dates not yet indicated.

Dissenting Judge Madden (who was borrowed from Court of Claims), didn't buy that view at all. "If Philco has standing because of these practices," he wrote, "so does every enterprise which wants to advertise on TV, and finds it expensive to do so, whether the enterprise sells cigarettes, soap, airplane tickets or rides on a bus. The court might, I think, have safely fenced out this infinite number of enterprises which might claim standing. I am not willing to accompany the Court into the new field which it now enters, and must therefore respectfully dissent."

□

Mrs. Dalton LeMasurier, widow of the pioneer Minnesota TV-radio station operator, who survived tragic crash of private plane in which her husband lost his life year ago (Vol. 13:22, 14:13), is part owner of Wapello County Bcstg. Co. Inc., which is buying radio KBIZ, Ottumwa, Ia. (250-watts, 1240 kc) for \$62,500 from KBIZ Inc., also owner of KTVO, Kirksville, Mo. (Ch. 3), across border from Ottumwa. Co-owners with Mrs. LeMasurier, who controls KDAL-TV, Duluth, Minn. (Ch. 3) & KDAL, will be her Duluth station executives, Odin S. Ramsland, Robert A. Dettman & John Grandy, along with Harry Hyett, Minneapolis regional rep, and G. LaVerne Flambo, operator of radios WQUA, Moline & WQUB, Galesburg, Ill. James J. Conroy, pres. & 66% owner of seller KBIZ Inc. states radio operations, which represent but 6.6% of KBIZ Inc. assets, have been burden on budget and sale will provide "spring-board for refinancing KTVO. . . ." During first 2 years of KTVO operation expenses have been cut from \$42,000 to \$21,000 per month and station is now reported operating in black. [For week's other radio station sales & transfers, see *AM-FM Addenda Y*.]

FM RIDES TIDE OF 'GOOD MUSIC' BOOM: FM is riding the crest of upsurging interest in hi-fi & stereo -- and there are indications that growing interest in good music in the home may be at the expense of TV. There's more than a hint of this in conversations we've had with set makers and distributors around the country -- and in the high interest shown in hi-fi and stereo at this week's Chicago Mart.

Hi-fi & stereo customers also buy FM, is the way we get it. High-end, high-profit phono models have captured the leading position in the phono market -- and the dollars available for home entertainment are being poured into "good music" to the tune of almost \$800,000,000 this year. That includes better than \$200,000,000 for hi-fi components, the balance for packaged hi-fi. And, a forecast of things to come was RCA exec. v. p. Robert A. Seidel's prediction at the Mart that hi-fi sales will soon pass billion dollar mark.

Despite light traffic at Mart, and rumors that set makers may pull out of the show, stereo lived up to its advance billing as major attraction. Good attendance was noted at all special sound studios set up by manufacturers to demonstrate their new lines of stereo and hi-fi equipment. Board action shifted the dates for 1959 summer market from June 22-July 2 to July 6-16. This year's fall Mart is slated for Oct. 27-31; 1959 winter Mart, Jan. 5-16.

Most manufacturers who dropped FM sets from their lines while it was a "dead dog" have re-introduced them in new 1959 lines. While a majority still have FM only in high-end combinations, some have started production of FM sets in anticipation of upswing in stereo broadcasting -- already being featured in many cities.

We'd guess there are about 12,000,000 FM sets in use today -- based on best information we can get unofficially because nobody has kept track of production or sales for several years. EIA is readying a monthly report on FM production & sales but its first report won't be out until sometime in Aug. and there'll be no attempt to catch up on past statistics on such units.

Fact that there are 543 FM stations on air now and 62 applications pending at FCC, gives you some idea of the current upsurge in FM interest.

TV-Radio Production: TV set production was 76,029 in week ended June 13 vs. 69,290 preceding week & 90,655 in corresponding 1957 week. Year's 23rd week brought total TV production to 1,943,676 vs. 2,341,786 last year. Radio set production was 162,575 (51,698 auto) vs. 156,899 (48,892 auto) preceding week & 237,106 (96,523 auto) in corresponding week last year. Radio output for 23 weeks was 4,194,326 (1,331,075 auto) vs. 6,277,189 (2,574,182 auto) in corresponding 1957 period.

COLOR SALES COUNTER RECESSION TREND: Color, still the enigma of the industry, got favorable notice in an unexpected quarter this week. June 20 Printers' Ink, which caters exclusively to the advertising fraternity, titles its special "trends" report "The Happy Surprise of Color Television: Hit by Recession, Its Sales Are Up 30%."

Color set sales up 200% in Cleveland headed list of 20 cities where magazine correspondents visited dealers to size up the situation. Only 4 cities reported sales below corresponding period last year. The score: Baltimore, up 10-20%; N.Y., up 30%; Cincinnati, "considerable increase"; Charleston, S.C., up over 200%; Salt Lake City, up 40%; Chicago, about the same as last year; Kansas City, up 50%; Miami, "good increase"; Milwaukee, up 35-50%; Minneapolis, up 50%; San Francisco, up 50%; Washington, up 20-30%; Los Angeles, up 20%; Omaha, "slight increase"; Des Moines, down slightly; Detroit, down 20%; Indianapolis, down 20%; Richmond, about the same as last year; Seattle, down slightly.

Average increase was estimated at 30%; total sales to date, 50,000; sets in use now, approximately 350,000. Sylvania's research director Frank Mansfield, whose statistical reports are becoming industry guideposts, estimated 320,000 color sets in use at end of 1957 (Vol. 14:9), of which 160,000 were sold that year.

RCA said rate is more nearly 20% ahead of last year; didn't quarrel with the totals. It's producing practically all color tubes being used by the few other manufacturers who continue to have color sets in their lines, but keeps secret figures on sales and production of both tubes and sets.

"Color TV, with all its awesome advertising potential, has been sick since birth with an unknown ailment," said Printers' Ink. "In today's economy it ought to curl up and die. Instead, it's making the biggest gains in the business." Non-technical editor says color TV "now produces a perfect picture," gives a TV commercial "astounding impact." Magazine infers one reason more sets haven't been sold is that "although color is a technical triumph, 65% of U.S. population has never seen it."

Color now accounts for 25% of RCA TV dollar volume, v.p. James M. Toney told newsmen at Home Furnishings Mart in Chicago this week. Some distributors, said he, are doing 45-50% of billings in color. Martin F. Bennett, RCA v.p.-merchandising, wasn't as specific but ventured RCA color operations would be in black this year. He deplored reluctance of manufacturers to enter color market, said real color boom requires competition, and "there'll be no price cuts until there's competition."

TV & Radio Shipments: TV shipments to dealers dropped 47% in April from March—213,520 sets vs. 406,658—according to EIA. Shipments for the first 4 months were 1,570,279 sets vs. 1,787,346 in corresponding 1957 period. Radio shipments to dealers for the first 17 weeks of this year, ending May 2, declined to 1,751,347 sets vs. 2,167,016 in corresponding period last year.

First 4 months' TV-radio shipments by states:

State	TV	Radio	State	TV	Radio
Ala.	19,972	21,972	N. J.	55,802	70,379
Ariz.	11,494	11,193	N. M.	7,015	6,079
Ark.	13,147	10,374	N. Y.	186,075	257,152
Cal.	148,798	128,254	N. C.	30,420	30,529
Colo.	13,895	13,457	N. D.	4,965	5,211
Conn.	25,370	24,342	Ohio	82,639	99,158
Del.	4,193	4,064	Okla.	18,848	18,204
D. C.	15,476	21,575	Ore.	16,619	16,853
Fla.	60,810	53,648	Pa.	112,192	124,488
Ga.	30,295	33,184	R. I.	8,321	9,381
Ida.	5,075	4,734	S. C.	12,547	14,206
Ill.	95,965	129,026	S. D.	5,579	4,050
Ind.	36,948	30,478	Tenn.	25,775	27,641
Iowa	17,652	21,640	Tex.	77,076	89,786
Kan.	18,950	18,086	Utah	8,621	7,125
Ky.	25,932	25,385	Vt.	2,954	4,152
La.	27,780	22,876	Va.	27,637	29,014
Me.	7,996	9,457	Wash.	25,283	25,051
Md.	23,111	33,866	W. Va.	15,708	11,099
Mass.	50,140	64,797	Wis.	26,274	36,048
Mich.	54,031	58,518	Wyo.	5,556	2,367
Minn.	23,977	32,497			
Miss.	12,848	11,800	U. S. TOTAL	1,565,519	1,743,924
Mo.	36,226	46,209	Alaska	967	1,477
Mont.	8,645	6,562	Hawaii	3,793	5,946
Neb.	13,911	9,185			
Nev.	2,667	3,169	GRAND		
N. H.	4,309	5,603	TOTAL	1,570,279	1,751,347

Admiral denies FTC charges that some of its marketing practices are illegal (Vol. 14:16), contending this week that its challenged price differentials & promotional allowances to retailers are necessary to meet competition. Accused by FTC of discrimination in TV, radio & appliance sales, Admiral acknowledges it charged some customers in Milwaukee & other areas higher prices than their competitors, but argues that differentials: (1) Made only due allowances for lower selling or delivery costs. (2) Were granted in good faith to meet competition. (3) Involved discontinued goods. (4) Didn't injure public interest. Admiral also says "complaint is moot" because it stopped selling to retailers as of last Dec. 31.

British Color TV: NTSC color is technically satisfactory, BBC has concluded formally, but no decision has been made to start color programming. BBC's engineering conclusions are reported in 40-pp. Monograph 18, available from BBC, 35 Marylebone High St., London, W. 1. BBC has been experimenting with NTSC color since 1953, summarizes: "The statistical analysis of the results of these trials [shows] that the system as tested is technically capable of providing a satisfactory compatible colour TV service in the band 41-68 mc. The shortcomings which were most noticeable are not inherent in the system and should be materially reduced as certain items of equipment are improved." Marconi's supplied much of the equipment used in experiments. Recently, it supplied color mobile unit, including 2 tons of equipment, to Smith, Kline & French Laboratories Ltd. for closed-circuit medical use. Big pharmaceutical house has been most active in similar color work in U. S.

Improved uhf TV receivers are possibility through use of new amplifier under development at Bell Labs. Member of "varactor" family of amplifiers, it uses semiconductor diodes, is said to have extremely low noise factor. One experiment produced 100-mc bandwidth at 400 mc, with gain of 10 db, noise figure of only 3½ db. Spokesman said device is still in experimental stage; that cost for TV use couldn't be estimated yet; that it had "exciting possibilities" for radar, radio astronomy and scatter. It has produced 8-mc bandwidth at 6000 mc, with 5-6 db noise figure.

British flat tube demonstrated recently in London by inventor Dr. Dennis Gabor (Vol. 14:21) elicited this report in May 31 *Wireless & Electrical Trader*: "All contributors to the discussion which followed the lecture agreed that the invention of the tube was a scientific contribution of very great importance, but they considered it much too complicated a device to be manufactured as a commercial article, and they could see no possibility of a practical application of the tube to 405-line TV reception in its present state."

Trade Personals: EIA's newly established engineering dept. policy committee (chairman to be named by members): Ben Adler, pres., Adler Communications; Robert S. Bell, pres., Packard-Bell; Sidney R. Curtis, senior v.p., Stromberg-Carlson; D. W. Gunn, sales v.p., Sylvania; W. S. Parsons, pres., Centralab div., Globe-Union . . . Wm. Hatton, ex-v.p. of Federal Telecommunications Lab, lately with Kellogg Switchboard & Supply Co., Chicago, named asst. director of Communications Industries div., Business & Defense Services Administration, Dept. of Commerce . . . Allen E. Reed promoted to new post of Raytheon v.p.-finance, continues as treas. . . Cameron G. Pierce, ex-ABC engineering chief in Los Angeles, is now pres. of big Ling Electronics Inc., holding company of diversified apparatus producers (see Financial Reports) . . . James M. Crawford, GE v.p. & gen. mgr., motor and generator div., retires July 1 . . . Jack Carlson promoted to sales-planning mgr., Hotpoint TV, Chicago . . . John C. Marshall heads new Arvin consumer products div., consolidating radio-phono mfg. & sales with housewares . . . Allen R. Dutcher and Eric Pohle, ex-DuMont, form Federal Electronic Products, Cedar Grove, N. J., to make components . . . Anthony Dillon, ex-CBS-Columbia, named national sales mgr., Roland Radio Corp., N. Y. . . Karl O. Bathke, Capitol Engineering Institute field man, named asst. to pres. Eugene H. Reitzke; Washington technical school and research center also has appointed Edward H. Guilford as director of adv. & promotion, Everett A. Corey director of public relations . . . Charles L. Baxter, ex-Central Electronic, named new products mgr. of IT&T tube dept. . . Ian F. McRae, chairman of GE Ltd., Toronto, named pres. of Canadian Mfrs.' Assn.

Obituary

Joseph Barry Brennan, 66, onetime lab associate of Thomas A. Edison, later factory supt. of Magnavox, died at his home in Cleveland June 13.

Transistor's 10th anniversary was celebrated this week by Bell Labs, and newsmen gathered at the Murray Hill, N. J. center were told, by Labs pres. Dr. Mervin J. Kelly, that transistors have come as far in 10 years as tubes did in 40. He said that semiconductors can now do about 70% of work done by tubes; that "almost one-half the development effort of the nation in device electronics is devoted to semiconductors"; that 1957 volume was estimated at \$100,000,000—and 1965 volume is expected to run \$500,000,000. Transistor was developed by Drs. Walter H. Brattain, John Bardeen & Wm. Shockley, who in 1956 shared Nobel Prize for their achievement. June *Proceedings of the IRE* is devoted to transistors.

GE has developed working model, about size of a quarter, of a thermionic converter that produces electricity from heat. Invention of Dr. James E. Beggs, in cooperation with Dr. Harold F. Webster, it's combination of metal and ceramic discs surrounding a high vacuum, constructed under techniques similar to those for high temperature electronic tubes.

Olympic lines of TV, phonos and combinations for 1959 were introduced at Chicago Furniture Mart this week. Included were 21-in. TV-radio-phono combinations with prices ranging from \$300 to \$450; 24-in. consoles and combinations, \$230 to \$520. Several hi-fi models are stereo equipped.

Arvin enters standard phono and hi-fi market with line of 8 portables, including one stereo model. Prices range from \$40 to \$120.

DISTRIBUTOR NOTES: Westinghouse realigns consumer products field sales organization, names J. F. O'Donnell eastern area mgr., Mansfield, O.; M. E. Lanning, southern area mgr., Atlanta; Walter T. Baker, western mgr., San Francisco; H. R. Bryant, central area mgr., Chicago . . . Philco promotes Raymond C. Gordon to gen. mgr. of new factory branch in Boston; John Dempsey to sales mgr. . . Sylvania Sales Corp., Chicago, names Austin J. White, ex-Philco Distributors, as sales mgr. . . Zenith Radio Corp., N. Y., names Robert A. Rosen, ex-pres. Cosmopolitan Adv., sales promotion & adv. mgr. . . RCA appoints Sewell Electronic Service, Louisville, for sound equipment . . . Graybar promotes P. J. Zimmerman to operating mgr., Harrisburg; J. C. Finegan to same post, Washington, D. C. . . Motorola appoints B. K. Spinney Co., Syracuse, & Tecca Distributing Co., Cleveland, for all consumer products . . . Admiral appoints Southern States Distributors, Miami, for appliances . . . GE promotes L. W. Williams to mgr. of new Philadelphia-Allentown district; also promoted: C. G. Johnson to district mgr., Birmingham . . . DuMont appoints A. F. Epting, Charlotte, N. C., for TV & hi-fi . . . Symphonic Radio & Electronic Corp. appoints Sanford Electronic, N. Y., for all consumer products.

National Assn. of Electrical Distributors elects: pres., J. P. Hamblen, Southern Electric Supply, Houston; southern region v.p., J. A. Meier, Florida Electric Supply, Jackson. Re-elected: eastern region v.p., George W. Provost Jr., Doubleday-Hill Electric Co., Pittsburgh; central region v.p., J. M. Vilett, Northland Electric Supply, Minneapolis; western region v.p., Ralph Rohrbach, Pacific Wholesale Electric, San Diego.

Lewis Winner, former editor-publisher of *Service Magazine*, establishes Lewis Winner Technical Convention Co., 152 W. 42nd St., N. Y., to manage conventions for electronic service industry.

RCA was struck at 3 Camden area plants by AFL-CIO American Federation of Technical Engineers this week, 1400 draftsmen, cost estimators, quality control technicians & process engineers walking out in contract-reopening stalemate. Engineers said dispute involves job security & seniority rights rather than wages in 2-year agreement which runs until next June. RCA reported "virtually all" of 16,000 employes except strikers at Camden, Moorestown & Cherry Hill plants stayed on jobs.

Factory transistor sales declined in April—the first month-to-month comparison in history to show a decline. EIA reported April sales were 2,856,234 transistors valued at \$7,025,547 vs. 2,976,843 (\$6,795,427) in March and 1,774,000 (\$4,880,000) in April 1957. Four-month totals, however, were considerably above the corresponding 1957 period—11,895,032 worth \$27,331,919 vs. 6,899,000 (\$19,492,000).

Jerrold Electronics Corp. has \$1,000,000 backlog of orders for master TV antenna and closed circuit systems—most of them for military bases & housing, pres. Milton J. Schapp told annual meeting this week. He said military installations represent new market for company, which earned \$105,281 (10¢ per share) in fiscal year ended Feb. 28 vs. \$166,133 (15¢) year earlier (Vol. 14:23).

Japan's bid for U. S. electronics market will be furthered by opening of electronic display center in N. Y. this summer. It's to be jointly sponsored by Japanese Govt. & 68 electronic equipment manufacturers.

Financial Reports:

C & C Television Corp. was renamed Television Industries Inc. this week, stockholders of Matty Fox enterprise (formerly C & C Super Corp.) approving change—along with reverse stock split (Vol. 14:22)—at annual meeting in Wilmington. Split reduces authorized number of shares from 10,000,000 (of which 8,178,715 are outstanding) to 3,000,000, leaving 817,872 outstanding and 118,516 reserved for stock options, combining fractional shares & treasury stock. Unissued shares may be issued without shareholders' approval "for such corporate purposes as may be considered advisable by the board."

Warner Bros. reports net loss of \$2,894,000 on film rentals & sales of \$31,332,000 and other revenues (\$1,204,000 dividends from unconsolidated foreign subsidiaries, \$769,000 from capital assets sales) in 6 fiscal months ended March 1. Figure for period represents loss of \$394,000 after Federal income tax carry-back credit of \$800,000 and special provision of \$2,500,000 for estimated loss on advances to independent producers. In first half of preceding year, company had net profit of \$2,630,000 after providing for \$2,500,000 income taxes and \$175,000 contingent liabilities. Film rentals & sales then were \$39,744,000, dividends \$49,000, capital assets sales \$212,000.

Stanley Warner Corp., whose interests run from movie theatres to baby garments and WTRI, Albany-Troy-Schenectady, plans expansion in Cinerama—in which it already is heaviest holder of Cinema Inc.—by taking over Cinerama Productions Corp., producing end of big-screen film enterprise. Latter firm notified stockholders this week it has given shareholders' list to Stanley Warner in anticipation of "proposal," terms not disclosed. Stanley Warner already owns substantial interest in Cinerama Productions.

S. Whitney Landon, of W. Orange, N. J., secy. & asst. to AT&T pres. Frederick R. Kappel, elected to Princeton board of trustees.

Ling Electronics Inc., Los Angeles (Cameron G. Pierce, pres.), which recently merged with Ling Industries Inc. and last year acquired Electronic Wire & Cable Co., Grady-Ling Electric Inc., American Microwave Corp., and which has entered into agreements to acquire all common stock of United Electronics Co., plans within the next year to make United Electronics, Electron Corp. and Ling Systems Inc. divisions rather than wholly-owned subsidiaries. United, located in Newark, makes power vacuum tubes and variable vacuum capacitors. Ling Systems, No. Hollywood & Burbank, makes microwave relay systems. Electron Corp., Dallas, makes closed-circuit TV camera systems.

Daystrom, which figured in recent merger negotiations with DuMont Labs (Vol. 14:22-23), earned \$2,333,493 (\$2.57 per share) on record sales of \$81,713,986 in fiscal year ended March 31 vs. \$2,458,811 (\$2.77) on \$74,402,239 year earlier, results for 1957-58 including those from Transicoil Corp., acquired in July, 1957. Slight decline in earnings was attributed by pres. Thomas R. Jones to recession, decrease in defense orders late last year, increase in research & development expenditures from \$4,600,000 to \$6,100,000. Noting that general business conditions have "temporarily retarded our rate of progress," he said it was difficult to predict Daystrom's position for rest of current fiscal year.

Reports & comments available: On CBS and IT&T, brief by Amott, Baker & Co., 150 Broadway, N. Y. On 20th Century-Fox, comments by Reynolds & Co., 120 Broadway, N. Y. On Stanley Warner, analysis by Filor, Bullard & Smyth, 39 Broadway, N. Y. On General Dynamics, report by Thomson & McKinnon, 11 Wall St., N. Y. On Raytheon, study by Shearson, Hammill Co., 14 Wall St., N. Y.

Dividends: Packard-Bell, 12½¢ payable July 25 to stockholders of record July 10; Warner Bros., 30¢ Aug. 5 to holders July 18; Columbia Pictures, 2½% stock July 31 to holders July 1.

Hutchins vs. ABC-TV (Cont.): Mike Wallace-Fund for the Republic show on ABC-TV, which last week suffered deletions from taped remarks by ex-NBC pres. Sylvester L. (Pat) Weaver (Vol. 14:24), ran into censorship trouble again this week. An interview with Ambassador to UN Henry Cabot Lodge was blacked out altogether June 15.

When Lodge insisted on editing portions of taped presentation, ABC cancelled the program, showed movie instead. ABC v.p. John Daly explained one change wanted by Lodge constituted "editorial censorship" in violation of network policy.

New hassle in *Survival & Freedom* series brought another heated protest from Fund pres. Robert M. Hutchins.

He called ABC's action "arbitrary" and "experiment in censorship," argued: "In refusing to allow an official of a TV network to determine what statements of his should be broadcast, Ambassador Lodge is perfectly within his rights." Fund spokesman added: "We want to continue the program if we can reach an adequate understanding with the network." Series has 5 shows to go.

Wallace's Newsmaker Productions had guaranteed Lodge right to edit interview. This was contrary to network rules, but ABC did agree that "content could be reviewed in the light of events as of the day of the telecast," according to Daly. But he said "ex post facto editing" demanded by Lodge went beyond any considerations of "libel, slander, bad taste or the national security with respect to public information programs."

System for colorcasting from black-&-white film, long under development at Iowa State College is now being promoted there. New brochure available from College at Ames, Ia. stresses economy, claims: "The system can provide immediate and economical production of spot commercials and other recorded programs in high quality color with minimum capital investment and nominal operating costs for small and large stations." System records color values in terms of gray variations, retranslates values into color signals for telecasting. College estimates station color reproducing equipment will run \$18,050. It doesn't manufacture, but offers system at "nominal royalty fee."

Novel uses of videotape, reported by Ampex: On June 7, WJBK-TV, Detroit, was telecasting Tigers-Senators game live from Washington but wanted to carry Belmont Stakes race at 3:30. One minute before race, announcer broke in to tell viewers: "The ball game will continue at 4 o'clock. You won't miss a play." Race was telecast while balance of game was taped—then played back at 4. Another application, scheduled for June 24 during American Medical Assn. convention in San Francisco, will be to conduct closed-circuit live color diagnostic examination of patient, color-record it, play it back to physicians next morning.

Closed-circuit TV system, specially built for educational purposes, is announced by DuMont. It includes two cameras, minimum of electronic equipment, costs \$7000. Company says portable system can be used in classroom and no separate control room is required.

CATV & Property Rights: Court suit to determine who has what property rights in station signals is definitely in the works—NAB board this week voting to back a station in such a suit as soon as most favorable situation can be found. It will be first fullscale attempt to resolve question in history of U. S. broadcasting. Basic position of telecasters is that community antenna systems "pirate" their signals (Vol. 14:22-24). In Canada, Ralph Snelgrove, operator of CKVR-TV, Barrie, Ont., told CBC board of governors he plans court test of pickup of his signals by CATV system in Midland, Ont.

Board also authorized filing of formal comments with FCC, objecting to grants of microwaves which would serve CATV systems. Chairman of NAB's CATV committee is C. Howard Lane, KOIN-TV, Portland, Ore.

First comment filed in FCC's inquiry into impact on small-town TV by CATV, boosters, satellites & translators came from KREX-TV, Grand Junction, Colo. (Ch. 5). Station asserted that service should be supplied to public by following means, in descending order of desirability: regular stations, satellites, translators & boosters, CATV.

KREX-TV says it operates satellite KFXJ-TV, Montrose, Colo. (Ch. 10) very effectively, but wouldn't have started it if town had been served by CATV. It also called on Commission to take illegal boosters in hand, said it would be glad to build boosters when they're authorized by FCC.

Now It Can Be Told? Jefferson Standard Life Insurance Co.'s WBTW & WBT, Charlotte, N. C. & WBTW, Florence, S. C., also got FCC frown this week for handling of pay-TV issue. Despite avowals of Chairman Doerfer favoring editorializing, despite extenuating circumstances, Commission undertook to set itself up as arbiter of editorial "fairness" in 4-p. letter holding that station had been "unfair" in treatment of the controversy on the air, just as it had said Birmingham's WABT was (Vol. 14:22). Letter was released as Public Notice 58-584, listed several programs stations carried (one of them titled *Now It Can Be Told*) which it held were generally anti-pay TV. But it also noted that editor of *Charlotte Observer*, thought to be pro-tollvision, had been invited to appear but declined; that spokesmen for Skiatron also had declined. It opined stations' whole activity was "weighted unreasonably against subscription TV"—but it held that their overall performance records justified license renewals.

Four new witnesses have been added by community antenna operators for testimony before Senate Commerce Committee June 24. These will appear, in addition to those previously scheduled (Vol. 14:22): Charlotte H. Brader, Havre, Mont.; Paul McAdam, Livingston, Mont.; Glenn Flinn, Tyler, Tex.; W. Randolph Tucker, Fairmont, W. Va. George Town, exec. director of TV Allocations Study Organization, appears same day, testifying on allocations. On June 25, FCC returns on allocations phase. June 26 & 27 are set aside for hearings on program rating services (Vol. 14:24), with these 2 additional witnesses scheduled: Albert Sindlinger, Sindlinger & Co.; Allan Jay, Videodex. Previously scheduled were representatives of Pulse, Trendex, ARB, Nielsen.

Hot floor fight on controversial Celler bill (HR-10378) providing qualified anti-trust exemptions for pro sports so that baseball clubs may limit telecasts of games (Vol. 14:23), was promised in House this week when Rules Committee cleared measure for action. In voting out bill, Committee ruled amendments—such as substitute proposed by Rep. Keating (R-N. Y.) to relieve clubs of need to show that exempt practices are "reasonably necessary"—may be offered from floor for open debate.

COMMON STOCK QUOTATIONS
 Week Ending Friday, June 20, 1958
Electronics TV-Radio-Appliances Amusements
 Compiled for Television Digest by
 RUDD & CO.
 Member New York Stock Exchange
 734 15th St. NW, Washington 5, D. C.

NEW YORK STOCK EXCHANGE

1958					Wk.	1958					Wk.
High	Low	Stock and Div.	Close	Cbg		High	Low	Stock and Div.	Close	Cbg	
10 5/8	7	Admiral	9 3/4	+1 1/4		372 1/2	300	IBM 2.60	372 1/2	+11 3/4	
25	19 3/8	AmBosch .30e	23 3/4	-1 1/2		37 7/8	29 1/4	IT&T 1.80	36 3/4	-9/8	
18	13	AmBcastg-Par 1	17 1/4	-3/8		41 1/2	36 1/4	1-T-E CirB .90e	37 1/2	-	
37 7/8	32 1/4	AmMy&F 1.60	35 1/2	+1 1/2		7 7/8	6 3/4	ListIndust 1/4e	7 7/8	-	
179 1/2	167 7/8	AT&T 9	177 1/2	-1 1/2		53	36 3/4	Litton Ind.	51 3/4	-	
27 1/4	22 3/4	Amphenol 1.20	26	-3/8		17 1/2	12 3/4	Loew's	16 3/4	-1/4	
29 1/4	23 5/8	Arvin 3/4e	24 1/4	+1/4		37 1/2	30 1/4	Magnavox 1 1/2b	36	-1 1/4	
7 1/4	5 5/8	Avco .30e	6 5/8	-1/4		28 3/4	23 3/4	Mallory 1.40b	26	+7/8	
25 3/4	18 1/4	BeckInst	19 3/4	+1 1/2		92 1/4	76	Mpls.H'll 1.60a	89	-2 3/4	
55 3/8	41 1/2	BendixAv 2.40	53 7/8	-3/8		42 1/4	35	Motorola 1 1/2	39	-1	
36 3/4	27 3/4	Burroughs 1	35	+3/4		9 1/4	7 3/4	Nat'l Thea 1/2	8 1/2	-1/4	
18 3/8	15 3/4	Clevite 1/4e	16 3/4	-3/8		40 1/2	30 3/4	Paramount 2	38 3/4	-1 1/2	
32	24 1/2	CBS "A" 1b	31 3/4	+1 1/4		17 1/2	12 3/4	Philco	15 3/4	-1/4	
31 3/4	24 1/4	CBS "B" 1b	29 3/4	-7/8		36 3/8	30 1/4	RCA 1a	31 1/4	-1 3/4	
18	12 1/2	Col Pict 3/4t	16 3/4	-5/8		32 1/4	21 1/2	Raytheon 1 1/4t	31 1/2	+1 1/2	
35 1/4	27 7/8	Cons Elec .40	30	+3/4		7 1/2	5	Republic Pic	6 1/4	-1/2	
26 3/4	19 1/2	Cons Electron	23 3/4	-1 3/8		34 3/4	25 7/8	Sang Elec 1.80	25 3/4	-1 1/4	
16 3/4	12 3/4	Cor-Dub .40c	17 1/2	+1 7/8		16 3/8	13 1/4	Siegler .80	13 1/4	-3/8	
86 3/4	74 5/8	CornGlass 1a	83 1/2	-1 1/4		4 1/2	2 3/4	Spartan	4 1/2	+1 3/4	
3 5/8	3	Davega	3 1/4	-		20 5/8	17 1/4	SperryRan .80	19 1/2	+1 3/8	
36 3/4	30	Daystrom 1.20	31 1/2	-1 1/2		8 5/8	6	Standard Coil	7 7/8	-1/4	
16 1/4	13 3/8	Decca 1	15	-1/4		18	14 1/2	Stanley War 1	17 1/4	-3/8	
21 7/8	14	Disney .40b	22 3/4	-1/2		34 3/4	29	Stew Warn 2b	33 3/4	-1/4	
113	97 1/4	EastKod 2.20c	111	+1 1/4		25 3/4	20	StorBestg 1.80	21	+1/4	
37 3/4	29	EmerElec 1.60	38 3/4	+1		37 1/2	31 1/2	Sylvania 2	35 7/8	+1 1/2	
7 1/4	4 1/8	EmersonRadio	6 7/8	+1 3/8		39 7/8	26 3/4	Texas Instru	39 7/8	+2 3/8	
8 1/2	7	Gabriel 1/4e	7 7/8	+1 1/8		55 1/4	41 3/4	ThomProd 1.40	48	+1 1/2	
65 3/4	55	Gen Dynam 2	58	-1/4		26 7/8	23 1/4	Tune-Sol 1.40b	25 1/4	-1 1/4	
64 1/4	57	Gen Electric 2	58 3/4	-1 3/4		31 1/2	21 3/4	20thC-Fox 1.60	29 1/4	-1 3/8	
9 3/8	4 3/4	Gen. Inst. .15g	8 1/2	-1/4		23 3/8	15 1/4	UnitedArt. 1.40	21 3/8	-3/4	
41	28 1/4	GnPrEquip.85e	32 3/4	-1 7/8		22 3/4	18 1/2	Univ. Pict.	21 1/2	+1	
30	22 1/4	Gen Tire .70b	24 3/4	-1 1/4		20 3/8	16 1/4	WarnBros 1.20	19 1/4	+1	
49 1/2	40 3/8	Gen Teleph. 2	49 1/4	+3 3/4		65 1/2	56 1/2	Westingh El 2	56 1/2	-3/4	
28 5/8	21	HoffmanElec 1	28 1/4	-5/8		86 1/2	67 1/2	Zenith 1/2h	81	-2 1/4	

AMERICAN STOCK EXCHANGE

4 1/4	2 3/4	Allied Artists	4 1/4	+1 1/4		40 1/4	30 1/2	Hazeltinc 1.40b	40	+1 1/2	
45	34 1/2	Allied Con 1a	38 3/4	+3/8		2 7/8	2	Herold Ra .05p	2 1/4	-1/2	
15 1/8	11 1/8	Am Electro	12 1/4	+1 1/2		4 5/8	3 3/4	Int Resist .20	3 3/4	-	
10 3/8	8 3/8	AssocArtProd	8 3/4	+1 1/4		7 1/4	4 1/4	Lear	6 3/8	-1/8	
14 1/2	7 1/4	AudioDev	14	+3 1/2		3 3/4	3	Muntz TV	11 1/6	-	
10 1/4	7 3/8	BeloeInst 1/4t	8 1/2	-1/4		4	2 1/4	Muter Co. 1/4t	4	-	
1 7/8	1 5/8	Cin'ma Inc.	1 7/8	+1 1/4		9 1/4	5 5/8	Nat'l Telefilm	8 1/2	+5 3/8	
3 3/4	2 7/8	Clarostat .15g	3 5/8	+3/8		6 7/8	2 3/4	Norden-Ketay	3 1/4	+1 1/4	
5 5/8	3	DuMont Lab	4 1/4	+1 1/4		3 5/8	2 3/8	Oxford El.10r	3 1/4	-	
4 3/8	2 7/8	Dynam Am	3 1/4	-1/2		16	11	Philips El	13 3/4	+1 3/4	
13 1/4	10	ElectronicCom	16 1/4	+3 3/8		9 1/2	6 5/8	Servomech 1/2t	9 1/4	-	
7 7/8	6 3/8	Electronics Cp	7 1/2	-1/4		6	3 3/8	Skiatron	4 3/4	+1/4	
31 3/8	19 1/4	FaircbCam 1/2g	24 1/2	-7/8		5 3/4	3 1/2	Teelnicolor	5 3/8	+7 3/8	
24 1/4	17 1/4	General Trans	21 3/4	+1 1/4		8 3/8	7 3/4	Telev Ind.	-	-	
17 1/4	14 5/8	Globe Un .80	15 3/4	-		4 1/2	3 1/2	Trans-Lux .20g	5	+1 1/2	
3 7/8	2 1/2	Guild Filma	3 7/8	+1 1/4		4 7/8	3 3/4	Victoreen Inst.	3 7/8	+1 1/4	

OVER THE COUNTER AND OTHER EXCHANGES

(Latest Available Data)

	Bid	Asked		Bid	Asked
Advanced Ind	2 3/16	3/8	Macblett Labs .25g	16 1/2	17 1/4
Aerovox	4 7/8	1/2	Magna Theatre	1 3/8	1 3/8
Airborne Inst	48	49	Maxxon (W. L.) .05	6 3/8	6 3/4
Altec Co. .80	7 1/4	8	Meredith Pub. 1.80a	30 1/2	31 1/4
AMP Inc .50	20 3/8	21 1/4	National Co. (4% stk.)	11	11 3/4
Ampex	69	70	Oak Mfg. 1.40	12 3/4	13 3/4
Baird Atomic	8 1/4	9	Official Films .10	1	1 1/8
Cinerama Prod.	15 3/4	13 1/16	ORRadio	18	19
Cohu Electronics	6 7/8	7 1/4	Pacific Mercury TV	5 5/8	5 7/8
Collins "A" .35	14 3/8	14 3/4	Packard-Bell .50	12 1/2	12 7/8
Collins "B" .35	14 1/2	14 3/4	Panelit	5 1/2	5 3/4
Cook Elec. .40d	16 3/4	17 1/4	Perkin-Elmer	24	24 1/2
Craig Systems	6 1/4	6 1/2	Philips Lamp (14% of par)	38 1/4	39
Metropolitan Bcastg.	7 3/8	7 7/8	Reeves Sondcraft (stk.)	3	3 1/4
Eitel-McCullough (5% stk)	25 1/2	26 1/2	Sprague Electric 1.20	31 1/2	32 1/4
Elec Assoc (stk)	39 1/4	40 1/2	Taylor Instrument 1.20	28	29
Erie Resistor .40b	6 1/4	6 3/8	Tele-Broadcasters	3	3 1/2
Friden Ind. 1	55 1/2	57	Telechrome .30	8 3/4	8 3/4
Giannini, G. M.	14	14 3/8	Telecomputing	4 1/4	4 3/4
Granco Products .05	1	1 1/4	Teleprompter (stock)	6	6 1/2
Gross Telecasting 1.60	19 1/2	20 1/4	Time Inc. 3.75	56 1/2	57 3/4
Hewlett-Packard	27 7/8	28 1/4	Topp Industries (stock)	9	9 3/4
High Voltage .10g	30 3/2	31 1/4	Tracerlab	6 3/4	6 3/4
Hycon	2 5/16	2 1/2	Trav-Ler	1 1/2	1 5/8
Indiana Steel Prod. 1.20a	18	19	United Artists	5	5 1/4
Jerrold	2	2 1/4	Varian Associates	18 7/8	19 3/8
Ling Electronics	7	7 1/2	Webeor .15e	10 1/4	10 1/2
Leeds & Northrup .60b	23 1/4	24	Wells-Gardner	7 3/4	8 1/4
			WJR Goodwill Sta. .50d	14	14 1/4

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

Talking Down TV as Sales Tool

Are Newspapers Deliberately Derogating Television?

NBC President, Citing Examples, Indicates Broadcasters Should Use Own Facilities to Tell Their Story. Sees TV and All Media Riding Out Recession and Going On to Bigger Things.

By **ROBERT W. SARNOFF**
President, National Broadcasting Co.

Address at Dedication of New Plant of Newhouse's WSYR-TV & WSYR, Syracuse, June 17.

THE PLAIN and dominant fact of broadcasting today is that the industry, and networks in particular, are under more concerted attack from more sources than at any time in their history. Some government officials want the networks to abandon those operations which make possible the national service they now provide. The networks are being investigated, subpoenaed, interrogated, rebutted and counter-rebutted by congressional committees, government agencies, study groups and college deans. The networks have spent heavily in money and man hours in the past year to marshal files, prepare testimony, and shuttle legal and executive battalions between Washington and New York. The cost to NBC alone exceeded that of creating 26 film episodes of the television epic *Victory at Sea*.

And the contagion spreads. On the one hand, there is an insistent government demand that we relinquish certain controls over programming; on the other, we face a rising clamor among critics against network abdication of program control to sponsors, advertising agencies and program syndicators. If programming is to be fresh and creative, they argue, the networks must have a decisive hand in it. By such conflicting demands are we pulled and hauled.

Calculated Onslaught on TV as Sales Tool

But this is a visible conflict, the protagonists and the differing points of view easily identified. There is another area of latent conflict which has not been publicly ventilated. A question seems to be arising among the nation's broadcasters as to whether some American newspapers, under the stress of intensified competition for the advertising dollar, are not taking calculated aim on television in terms of its effectiveness as a communications instrument and as a sales tool. This question echoed through the corridors last month in Los Angeles at the annual convention of the National Assn. of Broadcasters. In the weeks since, in letters from stations, in reports from field representatives, in informal comments by competing networks, one hears the question in swelling chorus, plus the corollary thought that broadcasters should perhaps use their own facilities to carry their story to the people.

I find it unusual that a question of such interest and such currency has not been aired publicly by broadcasters. It is surely not unreasonable for a broadcaster to speak of the press with the same candor that the press speaks of broadcasting. This is particularly true when he is on good neutral ground, as I am now, participating in the dedication of a broadcasting station owned by a distinguished newspaper chain, and surrounded by newspaper people.

So, stepping across the bodies of my public relations

staff, I will place myself in the role of a roving reporter of the broadcasting scene and attempt to articulate publicly the thoughts many broadcasters now voice privately:

The broadcaster is questioning some newspaper coverage of TV in terms of 3 sections of the paper. One is the main news section which carries reports of alleged improper conduct in Washington. The broadcaster says he does not object in the slightest to Washington investigations of any aspect of broadcasting or government administration—for such is the essence of the democratic processes by which he lives. But he has begun to ask whether any leaked story from Washington concerning TV is not a surer avenue to page one for a reporter than a trunk murder.

To illustrate, on Sun., June 1, the *New York Times* carried a front-page article about the Justice Dept.'s insistence that the FCC eliminate three basic elements of networking for anti-trust reasons. Apart from the fact that the Justice Dept. had expressed itself on these network operations 2 years ago, the point the broadcaster questioned was the play given the story. It was the lead domestic news story. Only the agony of France overshadowed it. Not even the staggering fatalities of Memorial Day could equal it.

The second newspaper section under question is TV show criticism. The broadcaster says he understands the panning of an individual Western or quiz show. The movies and the theater get that too. But why, he asks, must that panning be coupled with a characterization of the entire TV service as degraded and with the incorrect claim that we are losing millions of disenchanting viewers? Why must the fact that the TV channels carried this past season the greatest number of informational, cultural and educational special programs in TV's history be submerged in the backwash of things wrong?

And on the Advertising Fronts

The third newspaper section under the broadcaster's questioning gaze is the business section, and particularly the advertising news columns. Here he reads that TV costs are soaring, that advertisers are switching from TV to the print media who contend they are more efficient, more economical buys. Why should the annual meeting of newspaper advertising executives be covered like a summit conference? Why should one major paper, taken at random, give more than 1500 agate lines to the last Newspaper Advertising Executives Convention, yet not one agate line to the annual TV Bureau of Advertising Convention?

Over the past 10 years, most broadcasters say they have tended to ignore or shrug off print hostility. TV was growing so enormously, the sponsor demand for time so

great, the growth of audience so rapid, that most executives did not allow their sense of well-being to be ruffled.

But this has changed as the economy has changed.

The impact of a recession has specific, and different, realities for TV. Unlike the print media, who reduce their number of pages when advertising dwindles, TV must continue to program its time periods whether programs are sponsored or unsponsored. Consequently, the swing between profit and loss is far sharper and the risks far higher. A handful of prime evening time periods left unsponsored can transform the figures on any network's ledger from black ink to red ink.

However, the broadcaster considers himself no different from the magazine or newspaper in attempting to sell his service this year. The hesitancy of advertisers to make major commitments in view of uncertain economic conditions is a common problem.

Last year I wrote a letter to radio-TV news editors supporting a *New York Times* story about the new hard-sell era facing TV. Many in the industry considered it an unfair news article, but its prediction has been more than borne out. Our selling problems now make those of last season mild by comparison. By this date, 2 of the 3 TV networks have normally sold out their full nighttime schedule for the fall. But this June finds all of the networks with substantial amounts of open time—sufficient time, if it continues unsold, to have a profound effect upon their annual balance sheets.

Selling the High-Dome Shows

The solution most often volunteered us is to introduce fresh, bright and imaginative new shows which could capture greater audiences and thereby induce additional sales. And indeed we have a backlog of programs, and new ones on the drawing board, of the calibre that would bring forth critical hosannas if they were aired in prime viewing time. Every network has tried hard to sell them—the Project 20's, the See It Nows, the Operas, the Outlooks. But it is a fact of economic life that many sponsors and many agencies, when faced with substantial advertising commitments in unsettled times, prefer to place their money on tested mass audience attractions rather than risk the untried and the unpredictable.

Most broadcasters admit they do not cherish every program their sponsors or their audiences do, but this is not unique. A New York publisher recently expressed embarrassment at the amount of headline space the paper devoted to Lana Turner's misadventures. The publisher felt the story was played out of proportion to other newsworthy events but said that the paper had no choice if it were to maintain its circulation. While there is no relationship between the Turner story and a popular program, except size of audience, the broadcaster says he too has some obligation to give his audience what it wants. He operates a mass medium. He has nothing to sell but circulation. If the people find Westerns and quiz shows and comedies enjoyable, and if sponsors find advertising messages in these shows effective, he believes he must continue to program them. He fervently hopes, in fact, that he can continue to sell enough of them to support his non-sponsored shows of specialized appeal.

Telling the Broadcasters' Story

With these thoughts churning through his mind, how would the broadcaster present TV's case if he were to use his own facilities to do so?

He would probably start off by explaining that TV, as a commercial service, has just completed its first decade. After its phenomenal early growth, it appears to be approaching a plateau. There are 45,500,000 sets in American homes. Sight signals reach more than 97% of the population. Despite this near saturation, and despite the

novelty rub off, interest and support of the medium continue to an astonishing degree. In the broadcast season just ended, more Americans spent more time watching TV than ever before. The average set was turned on nearly 6 hours daily, an increase in set usage of 4% over the prior season. There is not a scintilla of fact to support the charge that the public is tiring of present programming. TV continues with a popular mandate of awesome proportions.

Concerning our Washington problems, he would probably introduce the subject by describing TV as a compound of newness and bigness, of private enterprise touched by government regulation—a vast and complex mechanism motivated by simple aims: to entertain, to instruct, to inform a nation. He would admit a driving need to get his story better understood by those in Washington. He might express the hope that out of the government investigations will emerge this better understanding and with it a reasonable pattern of procedure between those who are regulated and those who regulate.

Facts About Cost-Per-Thousand

To the charge that TV is pricing itself out of the market, the broadcaster will say bluntly and factually that its cost in terms of advertising coverage is going down, not up. True, the sponsor finds his total dollar outlay greater, but in exchange for that dollar increase he receives a far greater increase in viewers reached. His cost-per-thousand—a trade term which expresses the cost to the advertiser for reaching 1000 viewers—had declined in the past year. It continues to be the most result-producing cost-per-thousand of any advertising medium.

He would probably show you sponsor documentation on how TV commercials for a new product have galvanized national demand for that product almost overnight. This is a nation which consumes its way to prosperity and he would insist that TV can and does play a formidable role in stimulating the process of consumption. There was evidence of this during the economic dip of 1954—the year in which the McGraw-Hill publications say, "Advertising helped kill a business recession." The broadcaster has a hunch, though he can't prove it, that the final blow was struck by TV. While advertising in all media increased 5% that year, TV advertising was stepped up 33%.

And that represents my guess as to some of the things our typical broadcaster would say if he went before the cameras in his own defense. Now, I will move him off camera and offer a few final thoughts.

The Newspapers' Side of the Story

In any controversy, grievances, real or fancied, are not exclusive. If moved to do so, newspapers could point out that they give enormous coverage to TV programs through log listings, through feature stories and interviews, through pictures of stars. This helps their circulation but it helps TV's circulation too. Witness the tremendous attention newspapers have given Miss Elfrida von Nardroff on *Twenty-One*. It has stimulated millions of viewers to tune in—so many, in fact, that *Twenty-One* is now one of the top-rated shows in all TV.

Newspapers can say justifiably that TV in all aspects is big news, and that includes its relationships with government as well as its programs. They can assert with further justification that many programs are routine and undistinguished entertainment and that there is room for improvement in the quality of our service. I agree, and I also feel newspapers serve a valuable gadfly role in constantly reminding us of it.

Finally, newspapers can well ask: why, since many of us own TV stations, extremely profitable stations, would we spite our corporate face by cutting off our broadcast nose?

The newspapers of America, I am sure, can—and if the wish moves them, will—build a good case for their ap-

proach to TV. But if there are grounds, as so many broadcasters now feel, for conflict between the nation's 2 primary instruments of communication, then it is my belief that the sources of the conflict should be openly discussed and not allowed to simmer underground.

TV's 'Bulldozer Power' to Move Goods

In terms of TV's future, I personally hope its bulldozer power to move product mountains can play a significant role in reversing the current decline. One hopeful sign is that non-durable goods, which give the lion's share of their advertising to TV, have held a relatively strong sales curve while durable goods, which have placed a minority of their advertising with TV, have suffered most.

Regardless of the significance of this correlation, the formula for conquering a recession must be to sell your way out of it. If the current recession differs from others, it is only that there seems less excuse for it. Inventories of finished products are down substantially. Consumer savings now are at the highest in history. All advertising media face the challenge of luring out those savings. This is where our energies should be directed and there are two ways we can all go at it.

First, we can attempt to create a proper psychological climate by dramatizing the basic strength of our economy and its vividly hopeful prospects for the future. Nothing tightens a purse string like fear; nothing loosens it like hope.

I think many newspapers and magazines are now doing an effective job in emphasizing affirmative economic news,

and in contributing advertising space to the "buy now" and "confidence" campaigns of the Advertising Council. On the network level, we are attempting to match their effort by giving air time to support the theme of a growing and vibrant economy. At NBC we are donating more than \$1,000,000 in spot announcements to the campaign this summer and we expect to register a billion different viewer impressions.

Secondly, we should muster our total resources for selling—selling the advantages of our own media, yes; but, more important, selling the value of advertising as the essential lubricant of a healthy economic machine.

Future Looks Good for All Media

If TV weathers the present as resolutely as the men who created Syracuse's new broadcasting center, I think we will see within the coming 5 years a TV business, an advertising business and a national economy that dwarf the present. The NBC research dept. forecasts a gross national product by 1962 of \$535 billion, a \$100 billion increase over the 1957 level. We expect national advertising expenditures to total nearly \$13 billion, up \$2 billion over the current outlay. We think TV will get about half that increase, but we think newspapers and magazines will increase their volume too.

It is because I believe all advertising media can grow together that I see your imposing center as a symbol of logic and reason. It is a fusion of broadcasting and newspaper interests. It is a powerful testament to the vigor of a free, advertising-supported communications system.

Television Digest

with **ELECTRONICS REPORTS**

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SUMMARY-INDEX OF THE WEEK'S NEWS — June 28, 1958

WHERE BIG AD BUDGETS GO: Top 100 National Advertisers tabulated by major media, offering comparisons of newspapers, TV, other media (pp. 1 & 5).

TV RATINGS GET GOING OVER by Sen. Monroney in Commerce Committee hearing. Nielsen, Trendex, ARB, Pulse, Videodex defend them (pp. 2 & 4).

COMMUNITY ANTENNA OPERATORS defend service in Senate testimony, insist they have little impact on stations, are willing to consider regulation (pp. 2 & 11).

ALLOCATIONS SITUATION teeters because of tight FCC votes. Deintermixture forces in ascendancy—at the moment. Roles of TASSO, Craven, ABC (pp. 3 & 9).

NETWORK HEARING ENDS July 11 & 14 with testimony by Dean Barrow and top aides. CBS legal memo rebuts "per se" illegality of network practices (p. 6).

'PAY-OFFS' DUE FOR DEMISE as FCC starts rule-making aimed at "abuses" of procedures (p. 6).

SECOND UHF EDUCATIONAL DARK, as WKAR-TV, E. Lansing, leaves, bringing on-air totals to 533 (88 uhf), 31 educational. Reports on upcoming stations (p. 8).

PRESS CRITICS OF TV are answered in rebuttals by CBS' Richard S. Salant & Hubbell Robinson (p. 9).

BASEBALL TV 'BLACKOUT' BILL passed by House is victory for pro sports interests (p. 16).

Manufacturing-Distribution

SET MAKERS STILL 'BULLISH' on prospects for fall despite statistics indicating TV production may fall to lowest point since 1951 (p. 12).

TV-APPLIANCE PROFITS UP according to Cost-of-Doing-Business survey conducted by NARDA. Dealers plan big push on hi-fi this fall (p. 13).

24 TV-RADIO-ELECTRONICS FIRMS qualify for Fortune's 1957 list of 500 biggest U. S. industrial corporations. GE holds 5th ranking position (p. 15).

WHERE BIGGEST ADVERTISING BUDGETS GO: Speaking of intensifying and sometimes aggravating competition between the newspapers and TV for the advertising dollar, as did NBC pres. Robert Sarnoff so bluntly last week (Vol. 14:25), the measure of their relative successes is available in a tabulation of the Top 100 National Advertisers and their dollar expenditures in 7 major media. It was compiled by the advertising fraternity's news bible, Advertising Age, and is reproduced with permission (p. 5).

Bearing in mind these are total expenditures before frequency discounts and agency-rep commissions, the figures are important mainly for comparison and index purposes -- and it's too bad they didn't also include radio. Possibly radio was left out because its local business is now so dominant, but it should be pointed out that the McCann-Erickson figures for Printers' Ink for last year showed radio's total as \$648,000,000, of which \$204,000,000 went into spot, \$64,000,000 national network.

It's noteworthy that the ratio of dollars spent among media varies with the various companies; there's no clear pattern or trend, for media buying obviously depends to great extent on nature of product or service. For example, No. 1 national advertiser, General Motors, spent some \$52,000,000 of its budget of \$104,000,000 on newspapers, only \$12,700,000 on network TV, only \$1,700,000 on spot TV. On the other hand, Procter & Gamble, No. 2, spent only about \$8,000,000 of its \$90,000,000-plus on newspapers, \$47,000,000 on network TV, \$26,000,000 on spot TV.

Amounts going to other media -- general magazines, farm magazines, business publications, outdoor -- are also shown in the tabulations compiled from data of the ANPA, PIB, TvB and other trade sources. While newspapers and TV are actually No. 1 & No. 2 claimants on national ad budgets, it's also noteworthy that direct mail, also not included in the Advertising Age tabulation, actually runs No. 2 in total ad dol-

lars. It bulked \$1,500,000,000 last year vs. newspapers' \$3,325,000,000 and TV's \$1,315,000,000 in nation's gross advertising economy of \$10,432,000,000, as shown with breakdowns for all media and separations for national-local in the McCann-Erickson estimates -- published in full in our TV Factbook No. 26, p. 27.

Among the Top 100 National Advertisers, of course, direct mail would not be too big a factor, because so much of it is done by so many smaller companies.

* * * *

Some significant facts pointed up in analysis of the Advertising Age tabulation by TvB: All save distillers among Top 100 now use TV; 41 of the 100 spent over 50% and 14 spent over 75% of their budgets on TV; over-all, TV accounted for 46.5% of their budgets, which was 79% ahead of newspapers, 135% ahead of magazines.

TV RATING SYSTEMS—BOON OR EVIL? One-man Capitol Hill crusade against rating systems by Sen. Monroney (D-Okla.), who regards them as bad influences on the TV industry, advertisers & public (Vol. 14:24-25), got one-day play by Senate Commerce Committee this week -- and made little Congressional history.

Net results of one-man hearing were that spokesmen for 5 competing rating services managed to compile official records of sales talks hitherto directed at networks, stations & sponsors -- and that Monroney himself seemed more convinced than ever that ratings do TV programming and the country no good.

Nobody at hearing -- including Monroney -- suggested that Congress should or could do anything about polls which he protested break good shows (e.g., NBC's Voice of Firestone), and make poor ones (e. g., westerns), joining to reduce all programming to low average of "mediocrity" and worse.

And nobody on stand -- except for pres. Albert E. Sindlinger of Sindlinger & Co., long a critic of systems -- gave any support to Monroney's campaign. Witnesses for Nielsen, Trendex, Pulse, American Research Bureau, Videodex all argued earnestly that there's nothing wrong with ratings that improved polling techniques can't fix, and that they perform essential services for industry & viewers.

One thing's for sure: We'll continue to have rating systems with us for a long time to come. [For further details of Senate hearing, see p. 4.]

CATV ARGUES 'SERVICE' vs. 'MONOPOLY': Prospects of punitive or restrictive legislation against community antenna systems petered out substantially this week -- after CATV system operators pleaded their case before Senate Commerce Committee.

They didn't have much Senatorial audience -- only Sen. Lausche (D-O.) being on hand most of time -- but they did formidable job of presenting 2 major points: (1) If small-town telecasters are in trouble, it's because their markets are too small, not because of CATV competition. (2) If FCC's and Congress' studies show that some regulation of CATV is needed for orderly development of TV, CATV operators are willing to cooperate in drafting reasonable rules.

Lead-off man for CATV operators was E. Stratford Smith, general counsel of National Community TV Assn. Cleanup hitter was Milton J. Shapp, pres. of Jerrold Electronics Corp., major CATV equipment manufacturer. In between, there were 10 other witnesses, including western CATV operators and city officials of 3 Texas towns (for list of witnesses, see p. 11).

Smith's points were those he's made many times before -- that CATV is a legitimate business bringing multiple TV signals to people who want to pay for them; that stations' opposition is based on desire for monopoly in their towns; that FCC has no authority to tell public it can't get CATV service; that CATV has actually helped establish conventional stations, spurred them to supply better service.

Shapp's testimony was designed to refute, city-by-city, charges that CATV systems had forced stations off air -- and he gave details for Atlantic City, N.J.; Elmira, N.Y.; Harrisburg, Pa.; Tyler, Tex.; Sacramento, Cal.; Fairmont, W.Va.

Sen. Lausche seemed most impressed with testimony from mayors of Wellington

& Memphis, Tex., alderman from Childress, Tex. They stated that CATV systems in their towns still can't get good signals, need microwave -- and they urged FCC to lift "freeze" on microwave grants (Vol. 14:23). Lausche was quite sympathetic, said Committee can call this to FCC's attention "gracefully and properly."

The "join 'em if you can't lick 'em" story was told by several radio operators who went into CATV rather than into TV station operation -- because their markets are too small. [For details of this week's testimony, see p. 11.]

Note: Sole TV-radio operator in CATV is pioneer broadcaster J. Elroy McCaw, but we know of 9 radio broadcasters, all small-city, in the business; they're all listed on p. 11. We're now in process of bringing up to date the CATV directory for our next TV Factbook. Current Factbook lists 556 systems operating in U.S., 130 in Canada, and it's regarded as the authoritative source of CATV data.

ALLOCATIONS PICTURE—STILL OUT OF SYNC: It's clear that the allocations picture is foggy as ever. Basically, trouble seems to be an unstable balance of power at FCC -- and we can't see when it's going to get more stable, frankly. Votes on uhf-vhf policy decisions run 4-3 at one time, 3-4 another -- changing as replacements occur on Commission and as even a single member changes his mind.

Situation was well pinpointed by Sen. Pastore (D-R.I.) this week as Commission again testified before Senate Commerce Committee. The bouncy and excitable little Senator from Rhode Island squirmed with indignation because Commission has neither made uhf a major factor nor killed it off with finality. And, though he didn't say so, it was obvious he's mighty unhappy about FCC's recent move to drop plans to add a third vhf channel to biggest city in his state -- Providence.

Commission is still pulling in several directions. One is particularly significant, however. Right now, there's a clear 4-3 vote for "tough" deintermixture -- the kind that would move an operating vhf station to uhf, something Commission has never yet done. In fact, serious consideration is being given to moving the following vhf's to uhf: KERO-TV, Bakersfield, Cal. (Ch. 10); KFRE-TV, Fresno (Ch. 12); WRBL-TV, Columbus, Ga. (Ch. 4); WBRZ, Baton Rouge (Ch. 2).

There's some sentiment for vhf drop-ins via mileage cuts, on other hand, per ABC's recent proposal (Vol. 14:23). Comrs. Doerfer & Craven are definitely for it.

Then there's Craven's long-range (7-10 years) proposal that all TV be moved into 25-channel contiguous band starting at present Ch. 7 -- swapping with Govt. all the uhf band in exchange for the necessary vhf spectrum. There are a lot of pros & cons on this within Commission and in industry (mostly con). We can tell you that, despite publicity about proposal caused by published "leak," military hasn't given it serious thought yet -- though idea is familiar to officials (see p. 9).

Then, all factions are caught in a "TASO dilemma." Under highly respected Dr. George Town, TASO is bound to come up with excellent data on comparative vhf & uhf coverage and interference. Without these "sharper tools," which are due by end of year, pro-deintermixture forces find it difficult to counter opposition's argument that shifts of vhf stations to uhf will deprive people of service. And those favoring vhf mileage cuts are uneasy in face of warnings that such cuts will reduce service by increasing interference levels.

Court of Appeals was once a factor in the picture, probably no longer is. Clearly, it was pushing FCC toward deintermixture at one time, but its Hartford decision last week (Vol. 14:25) shows Court has washed its hands of the problem -- finally concluding that Congress had really given job to FCC, not to courts. Even Judge Bazelon, who had been most critical of Commission, went along with decision. [For details of Senate committee hearing and other developments, see p. 9.]

Committee isn't quite finished with Commission, has called it back for morning session July 1 -- for more on allocations and community antenna systems. This week, it heard CATV operators' side of story (see p. 2) and testimony on program rating services (see p. 2). July 1 hearing cleans up current TV hearings.

Ratings—TV's 'Supreme Court'? Dominating Senate Commerce Committee hearing this week on complaints by Sen. Monroney (D-Okla.) that TV rating systems are program wreckers (see p. 2) was chairman Arthur C. Nielsen of A. C. Nielsen Co., a leader in this controversial research field. He made no convert out of Monroney, but he did marshal mass of facts & figures in defense of polls.

To Nielsen & other witnesses Monroney persistently protested that: (1) Ratings have become "Sermon on the Mount" to everybody in TV, no matter how valid they may or may not be. (2) Whole system is "self-imposed supreme court of finality when it reaches Madison Ave." (3) Pollsters never bother to "take a sample of the IQ of audiences which determine our TV fare." (4) Pollsters "never ask people if they like the programs they view, but just whether sets are turned on."

Nielsen summed up his defense—which represented rebuttal by 4 competitors, too—thus:

"It is not the TV ratings that are responsible for the cancellation of a program but, rather, the logical policy of seeking programs which deliver audiences of the desired characteristics at a satisfactory cost-per-thousand . . . Blaming TV ratings for the elimination of a program is as illogical & unjustified as it would be to blame the accountant for the closing of the unpopular Broadway show."

* * * *

An affable but earnest witness, Nielsen held stand 3 hours June 26, leafing through 39-pp. bound presentation which was replete with graphic inserts, lecturing Monroney with help of pointer and charts on easel on virtues of his company (N. Y., Chicago, Menlo Park, Oxford, Toronto, Amsterdam, Wellington, Brussels, Frankfurt, Lucerne, Dublin). Nielsen made these points:

"(1) Nielsen TV Audience Research is accurate & reliable and conducted with absolute impartiality & integrity.

"(2) Responsibility for the demise of programs rests on those whose policy it is to please the public—and not on the TV ratings, which merely 'count the votes' cast by the public.

"(3) The policy of pleasing the public is not peculiar to TV. It is customary to all forms of entertainment.

"(4) Alternatives to pleasing the public would tend to create (a) inadequate advertiser support for TV, (b) govt.-sponsored TV, (c) higher taxes, (d) less satisfactory

entertainment, (e) higher distribution costs, and a lower standing of living."

Nielsen drew somewhat hesitant admission from Monroney that the acting Senate Committee chairman for the one-man hearing wasn't challenging general soundness of various sampling methods used by various rating agencies—although Monroney insisted "sociological implications" of ratings on programming should be deplored.

"The Nielsen organization recognizes that its function is to measure audiences accurately & thoroughly and to concern itself as little as possible with political or social problems of the TV industry," company's chairman said. He detailed operations of his system—including viewer diaries, "Audimeter" devices installed in 1050 TV homes across country.

* * * *

Sen. Monroney also complained that different systems often give different ratings for same programs, adding confusion to already lamentable effects of rating on programming. To this indictment, pres. Edward G. Hynes, of Trendex Inc. (telephone polls of 20 top markets) responded: "There's no reason why anybody should compare 2 national services, as far as I can see."

Hynes said various ratings are understood for what they are—within their varied limitations, as expressly stated by services supplying them—by clients such as networks, stations, advertising agencies, sponsors. Daily newspapers pick them up, distort them, he said.

Same point was made by pres. James W. Seiler, of American Research Bureau Inc. (diaries, telephone polls): "A great deal of misunderstanding about TV ratings by people not fully acquainted with the field arises from lack of knowledge of the limitations of sampling and the tendency to compare 2 measurements made at different times or in different areas by different techniques."

Other defenses of ratings were entered by director Sydney Roslow, of The Pulse Inc., which employs "cluster" technique of house-to-house interviews, and Allan J. Jay of Videodex Inc., primarily engaged in research for advertisers in consumer preferences.

Alone on Monroney's side among day's witnesses was pres. Albert E. Sindlinger, of Sindlinger & Co. He said he didn't take stand "to quarrel or find fault with any of these methods or techniques"—but with "current use & interpretation of the broadcast rating concept and its consequences." Ratings lead to emphasis on quantity instead of quality of audience, resulting in "more of the same" and mediocre programming, he testified. "We don't believe in ratings," Sindlinger said firmly.

FTC consent order this week settled complaint that TV & other advertising for "Lestoil" detergent by manufacturer Adell Chemical Co., Holyoke, Mass., failed to identify product as flammable (Vol. 14:6). Without admitting it violated law, company agreed to warn consumers detergent should not be used near open flame or extreme heat. TV commercials had shown open bottles of product close to flame, on top of radiators & kitchen stoves.

First TV film studio owned outright by an adv. agency is Hollywood's McGowan Studios (*Death Valley Days*, *Sky King*, etc.), bought by McCann-Erickson, which will operate facilities as subsidiary under programming-production v. p. George Haight. Agency had owned 50% of McGowan, acquired balance for reported \$500,000.

Videotape recording services for advertisers & agencies are being offered at CBS & NBC Hollywood studios, former having already taped commercials for Ford, Remington, Allstate Insurance, Pet Milk, Socony.

Broadcasters' Promotion Assn., now boasting membership among some 150 TV-radio stations or groups, is preparing series of industry success stories for distribution among members, concurrently with recruiting drive to increase roster, according to BPA pres. Elliott Henry. Next convention is Nov. 16-19 in Chase Hotel, St. Louis. Besides Henry, officers of expanding BPA are first v.p. Charles A. Wilson, WGN-TV & WGN, Chicago; 2nd v.p. Montez Tjaden, KWTW, Oklahoma City; secy.-treas. Wm. E. Pierson, WBKB, Chicago.

New reps: WTVM, Columbus, Ga. July 1 to Young (from Headley-Reed); WPTA, Ft. Wayne, July 1 to Young (from Meeker); KTAG-TV, Lake Charles, La. April 1 to Pearson (from Raymer).

Seattle's KOMO-TV sends own sports editor Keith Jackson, with cameraman Howard Rainaley, to England to cover Henley regatta in which U of Washington oarsmen will row.

The Top 100 National Advertisers of 1957

Dollar Expenditures in Seven Major Media

Reprinted with permission from *Advertising Age*

Sources: Bureau of Advertising, ANPA; Publishers Information Bureau; Farm Publication Reports Inc.; Associated Business Publications; Television Bureau of Advertising; Outdoor Advertising Inc.

Company	Total	Newspapers	General Magazines	Farm Magazines	Business Publications	Network Television	Spot Television*	Outdoor
1 General Motors Corp.	\$104,225,140	\$52,390,306	\$23,946,832	\$1,823,911	\$2,919,700	\$12,733,437	\$ 1,711,740	\$8,699,214
2 Procter & Gamble	90,428,276	7,939,655	8,917,358	213,508	394,900	47,046,015	25,916,840	
3 Ford Motor Co.	68,953,501	31,533,144	11,867,425	1,892,689	250,000	13,023,204	3,737,370	6,649,669
4 Chrysler Corp.	59,128,399	26,144,287	10,362,273	466,705	892,100	18,915,276	1,013,750	1,333,508
5 Lever Bros. Co.	42,781,748	14,288,510	4,476,956			16,297,289	7,642,980	76,013
6 General Foods Corp.	41,759,576	7,917,380	7,511,243	215,471	227,200	16,156,601	8,447,900	1,283,781
7 Calgate-Palmolive Co.	40,558,614	8,663,208	4,661,664	118,949		19,375,713	7,739,080	
8 American Home Products	28,574,083	1,919,172	3,352,751	176,672	1,000,000	18,535,808	3,589,680	
9 General Electric Co.	27,949,717	6,799,213	9,991,165	360,442	4,090,000	5,714,855	750,560	243,482
10 R. J. Reynolds Tobacco Co.	25,748,112	4,600,007	4,723,682	335,209		13,201,584	2,887,630	
11 American Tobacco Co.	24,887,649	3,265,110	5,986,844	189,795		9,346,629	3,145,930	953,341
12 Distillers Corp.—Seagram Ltd.	23,536,924	11,781,350	7,280,579		300,000	926,760		3,248,235
13 Brown & Williamson Tobacco Corp.	23,360,346	1,316,102	1,776,401	159,535		7,093,962	12,988,920	25,426
14 Bristol-Myers Co.	23,128,481	3,120,537	4,818,029	199,719	100,000	12,489,954	2,131,010	269,232
15 Gillette Co.	22,329,411	3,212,481	1,272,883	14,000	100,000	15,790,837	1,939,210	
16 National Dairy Products Corp.	21,514,440	6,848,351	3,037,775	7,063	179,000	6,644,647	1,935,530	2,862,074
17 American Tel. & Tel. Co.	20,919,489	4,444,880	7,455,621	462,624	510,200	3,277,929	4,088,300	679,935
18 General Mills	20,757,565	2,910,816	7,434,703	581,962	280,900	8,605,872	901,190	42,122
19 Sterling Drug	18,788,622	2,423,801	2,619,148	150,432	248,000	4,711,351	8,635,890	
20 Philip Morris Inc.	18,254,943	5,464,195	2,991,066		50,000	3,942,904	4,941,470	865,308
21 Liggett & Myers Tobacco Co.	17,362,145	2,763,668	2,415,264			8,181,373	4,001,840	
22 National Distillers & Chemical Corp.	17,219,497	8,541,769	5,639,044		456,300			2,582,384
23 Schenley Industries	16,211,454	8,295,414	3,921,763		500,000	271,396	203,850	3,222,881
24 Campbell Soup Co.	15,183,867	4,493,783	5,242,351	187,221	50,000	4,965,382	245,130	
25 Standard Brands	14,915,877	3,743,465	4,316,069	188,007	501,100	4,512,346	1,308,750	346,140
26 Warner-Lambert Pharmaceutical Co.	14,604,431	2,101,024	3,681,849	116,995	481,300	2,532,393	5,690,870	
27 Kellogg Co.	14,586,074	2,422,979	1,074,353	56,447	225,000	7,977,785	2,829,510	
28 Continental Baking Co.	14,200,351	2,126,142	34,700		25,000	677,549	10,190,060	1,146,900
29 Coca-Cola Co.	13,455,543	3,469,297	1,280,666		50,000	1,041,290	4,207,890	3,406,400
30 National Biscuit Co.	12,856,761	3,362,597	1,013,274	91,104	190,000	2,247,934	5,822,320	129,532
31 Miles Laboratories	12,790,919	427,418	476,075	45,185	401,300	5,048,301	6,392,640	
32 E. I. du Pont de Nemours & Co.	12,765,690	2,224,897	4,866,634	255,249	2,800,000	1,738,960	635,950	244,000
33 Westinghouse Electric Corp.	12,635,048	2,686,786	3,293,809	156,912	1,740,000	4,501,985	136,920	118,636
34 Quaker Oats Co.	12,558,941	3,839,399	2,297,571	230,900	361,100	4,706,501	1,123,470	
35 P. Lorillard Co.	12,537,302	4,205,610	118,910			5,194,122	3,018,660	
36 Goodyear Tire & Rubber Co.	11,450,382	2,906,589	5,065,902	602,243	786,600	2,060,788	28,260	
37 Shell Oil Co.	11,385,600	2,240,129	2,539,875	193,302	300,000		2,993,100	3,119,194
38 Pharmaceuticals Inc.	11,219,689	1,096,064	597,840			8,585,635	940,150	
39 Carter Products	10,949,614	2,372,555	319,334			1,262,465	6,995,260	
40 Armour & Co.	10,705,242	3,188,021	1,926,181	314,527	924,600	3,853,642	470,030	28,241
41 Jos. Schlitz Brewing Co.	10,682,254	2,711,244	1,445,264			3,005,514	1,990,510	1,529,722
42 Eastman Kodak Co.	9,770,869	845,991	3,939,718	54,975	1,300,000	3,194,715	435,470	
43 Borden Inc.	9,734,734	1,138,708	1,409,144			7,019,042	167,840	
44 Swift & Co.	9,715,258	1,754,464	1,214,442	230,784	75,000	5,196,425	512,760	731,383
45 Nestle Co.	9,553,829	1,889,158	993,800	10,450		4,130,101	2,530,320	
46 Anheuser-Busch	9,438,976	1,381,452	1,379,185		100,000		2,921,080	3,657,259
47 Pillsbury Mills	9,254,059	3,114,078	1,507,392	154,856	75,000	3,805,646	545,460	51,627
48 Standard Oil Co. (Ind.)	9,236,602	2,763,047	38,876	351,221	355,900	937,431	1,749,820	3,040,307
49 Standard Oil Co. (N.J.)	9,023,227	2,682,164	1,220,129	58,112	192,800	173,460	3,191,110	1,505,452
50 Borden Co.	8,820,057	2,037,519	2,572,495	122,060	100,000	2,810,739	1,049,160	128,084
51 Johnson & Johnson	8,612,416	802,583	3,838,782	373,966	777,500	2,526,955	292,630	
52 Pepsi-Cola Co.	8,601,813	3,087,613	1,636,120	70,000	75,000	211,554	3,038,650	482,876
53 Corn Products Refining Co.	8,590,939	1,372,919	1,459,890	92,119	257,300	2,930,851	2,477,860	
54 Radio Corp. of America	8,528,950	1,572,306	2,878,005	109,263	827,900	2,344,036	797,440	
55 Helene Curtis Industries	8,524,237	1,205,572	1,977,353		90,000	4,667,982	583,330	
56 Hiram Walker—Gooderham & Warts	8,359,536	4,076,145	3,536,949		75,000			671,442
57 Gulf Oil Co.	7,729,820	3,266,630	1,082,445	81,973	310,200	1,100,304	179,710	1,608,558
58 Weissen Oil & Snowdrift Co.	7,589,754	2,516,264	1,564,296	64,600	100,000	1,604,997	1,618,070	121,527
59 Sperry-Rand Corp.	7,480,707	226,842	2,069,805	307,598	517,500	4,257,142	101,820	
60 Carnation Co.	7,350,319	2,409,464	1,603,430	282,946	153,000	2,054,120	506,530	340,829
61 U.S. Steel Corp.	7,308,325	904,231	1,438,299	386,005	2,021,800	2,514,090	43,900	43,900
62 Texas Co.	6,792,095	919,242	1,438,994	232,900	457,000	233,140	1,992,030	1,518,789
63 Firestone Tire & Rubber Co.	6,773,036	1,456,512	3,023,001	467,969	201,000	1,549,074		
64 Wm. Wrigley Jr. Co.	6,735,329	2,030,673	486,352		71,400		1,968,000	2,178,904
65 Socony-Mobil Co.	6,490,281	2,563,252	1,281,507	311,605	391,100	375,750	1,139,720	427,347
66 Scott Paper Co.	6,475,565	686,028	1,614,398	7,900	100,000	3,342,357	630,190	94,692
67 H. J. Heinz Co.	6,416,787	1,633,303	1,711,621		100,000	1,350,073	1,621,790	
68 American Chicle Co.	6,379,466	35,299				2,617,367	3,726,800	
69 Studebaker-Packard Corp.	6,339,451	4,804,199	442,820	97,246	62,000	103,062	54,420	775,704
70 American Cyanamid Co.	6,270,196	94,107	1,596,701	1,493,218	2,955,000	62,540	68,630	
71 S. C. Johnson & Son	6,259,918	1,575,904	706,086		50,000	3,889,778	38,150	
72 Stanley Warner Corp.	6,008,188	1,211,793	73,735				4,722,660	
73 Aluminum Co. of America	6,005,088	972,623	2,065,796	213,296	589,700	2,070,723	92,950	
74 Max Factor & Co.	5,827,821	65,015	585,692			2,886,264	2,290,850	
75 Chase-Brough-Pond's	5,694,370	991,940	724,271		100,000	3,164,839	713,320	
76 Whirlpool Corp.	5,666,252	1,314,338	2,365,987	183,073	250,000	1,538,454	14,400	
77 Baiton-Purina Co.	5,653,701	640,974	271,908	541,913	84,000	2,723,689	1,059,010	332,207
78 Kimberly-Clark Corp.	5,634,604	816,473	1,252,230		480,300	2,346,917	641,220	97,464
79 Hazel Bishop Inc.	5,542,618	46,025				5,192,193	304,400	
80 American Motors Corp.	5,419,953	2,807,997	926,406	43,200	330,600	1,008,588	105,060	198,102
81 Prudential Insurance Co.	5,407,191	2,066,847	70,360	18,000	50,000	3,201,984		
82 Falstaff Brewing Co.	5,363,527	335,202				627,247	2,196,180	2,204,878
83 Bulova Watch Co.	5,295,323		11,000			1,233,923	4,050,400	
84 Best Foods Inc.	5,278,112	830,879	667,558	12,770		2,641,965	1,124,940	
85 California Packing Corp.	5,276,382	1,310,805	2,395,738	19,120	175,000	379,076		996,643
86 United Merchants & Mfg. Co.	5,197,663		193,733		75,000		4,928,930	
87 Union Carbide Corp.	5,131,576	736,942	1,447,487	110,863	1,599,100	1,191,864	45,320	
88 Time Inc.	4,918,001	1,630,860	365,130		770,000	2,012,991	139,020	
89 Heublein Inc.	4,848,910	1,950,250	2,452,899		75,000		259,020	111,741
90 Phico Corp.	4,764,723	2,130,415	2,256,617	115,658	100,000	114,223	47,810	
91 Liebmann Breweries	4,753,115	2,644,463	306,937				667,780	1,133,935
92 General Tire & Rubber Co.	4,707,450	689,007	1,860,708		193,000		585,600	1,379,135
93 Armstrong Cork Co.	4,695,133	382,745	1,665,584	51,815	400,000	2,194,989		
94 B. F. Goodrich Co.	4,511,770	1,306,867	484,720	82,553	1,231,500	1,276,110	130,020	
95 U.S. Rubber Co.	4,498,740	507,511	1,516,397	50,853	770,000	1,085,449	466,090	102,440
96 Eastern Airlines	4,487,614	4,174,114					313,500	
97 Pabst Brewing Co.	4,473,266	358,520	181,872		50,000	1,521,153	1,503,350	858,371
98 Sylvania Electric Products Inc.	4,433,043	104,361	1,576,213		200,900	2,501,769	49,800	
99 Standard Oil Co. (Cal.)	4,431,485	1,749,413	76,985	32,553	400,000		655,590	1,516,944
100 Brown-Forman Distillers Corp.	4,397,476	1,672,502	1,920,663		100,000			704,311

*In some instances spot tv figures include both parent company and dealer or distributor expenditures.

Network Hearing Windup: Final phase of FCC's massive network hearing comes July 11 & 14 with testimony by architect of network study staff's huge anti-network report—Roscoe Barrow, dean of Cincinnati U Law School, accompanied by his lieutenants Louis H. Mayo and Jesse Markham.

No other sessions are scheduled. Charges that networks have pressured program producers into cutting them into programs (Vol. 14:25) may come to hearing some day—but it won't be in this proceeding, because FCC plans separate inquiry into programming.

After July 14, whole business is up to Commission. Justice Dept. says FCC should outlaw certain practices (Vol. 14:25) but it also says it will wait to see what Commission does before considering action on its own.

* * * *

Justice Dept.'s opinion that option time and must-buy are illegal, must be forbidden, was countered by well-prepared legal memorandum submitted to FCC last week by CBS. Drafted by firm of Cravath, Swaine & Moore, memorandum makes 2 points:

(1) "The Rule of Reason, not illegality *per se* by false analogy, is the test to apply to both practices [option time and must-buy]."

(2) "The Commission has the primary responsibility to consider the reasonableness of both practices in the context of the public interest."

'Pay-offs' On Way Out: FCC this week started shutting door on practice of deals among competing applicants whereby all except one withdrew upon payment to them of "expenses" by surviving applicant—who then stood clear for uncontested CP. Practice also covered agreements whereby withdrawing applicants acquired share of CP after it was granted.

Commission action was in form of proposed rule-making, on which comments may be filed until July 28. There were no dissents to action, but Chairman Doerfer abstained from voting. It's understood that Comr. Ford initiated move. Here's Commission's reason for action:

"The Commission is concerned that these practices may tend to defeat the purpose of hearings on applications for broadcast facilities and encourage the filing of marginal or 'strike' applications in the hope that payment may be exacted in consideration of amendment or dismissal of such applications. In many instances these practices may also represent an abuse of the Commission's hearing processes."

FCC proposes to amend rules so as to kick out all applicants who are parties to such deals. Interestingly, Comr. Ford, when on staff as head of FCC's hearing div., urged establishment of the payment of "expenses" so that fewer hearings, quicker grants and faster service would result. However, "expenses" have ballooned to something quite different in some cases. Despite abuses, system did expand TV service much faster than it would have grown otherwise.

* * * *

Cancellation of CP for KYAT, Yuma, Ariz. (Ch. 13), held by Wrather-Alvarez Bestg. Inc., was recommended by examiners James D. Cunningham & Herbert Sharfman. Grantee sought to move site to El Centro, Cal., also faced

"In the instant case," memo argues, "the wisdom of avoiding the sterilizing influence of presumptions, conclusive or otherwise, is especially compelling. The business of networking is unique. The networks have provided the business initiative and creative force which have developed and are developing the TV medium. Moreover, within the framework of private enterprise, there appears no alternative to the network as the means of insuring prompt national visual communication.

"The heart of networking is the affiliation relationship between stations and the network organization. In that relationship, option time is a natural, crucial provision—without it, the irreducible fact is that there is no reason for affiliation. To force the network organizations to retract to the position of intermittent, piecemeal program suppliers would tend to force all national programming to filmed entertainment. As even the [Barrow] Report itself concedes, the 'loss of the programming and communication values associated with the network system would be adverse to the public interest' . . .

"Perhaps the most significant question concerning option time is whether networks are to be considered on a competitive par with film syndicators, shorn of any natural advantage accruing to them by virtue of their unique continuing contributions to broadcasting, and thus relegated to the same role in the industry. The expert, informed judgment of the Commission, framed according to its overall conception of the public interest, is required even to attempt any answer to so basic an anti-trust question. In that sense, at least, the 'Rule of Reason' is merged into and is an integral part of the duty of this Commission to determine the public interest."

protest from KIVA, Yuma (Ch. 11)—but examiners held that problems involved shouldn't have prevented construction; CP has been held since Jan. 25, 1956.

Grant of Ch. 9, Ogden, Utah, to United Telecasting & Radio Co., controlled by KVOG, was recommended by examiner Thomas H. Donahue. It was surviving applicant after dismissals of 2 competitors—Jack A. Burnett and owners of KNAK, Salt Lake City.

One uhf CP was surrendered—KGMS-TV, Sacramento (Ch. 46) citing economic conditions.

WCCO-TV, Minneapolis (Ch. 4) was authorized to identify itself with St. Paul as well as Minneapolis.

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"Influence" prober Rep. Harris (D-Ark.) got a little mussed up himself this week, when newspapers discovered he had queried FCC on behalf of radio KOTN, Pine Bluff, Ark. Noting that Jefferson County Bestg. System is radio applicant there, he wrote: "It would be of interest to me to have such information as you can give as to Commission policy on the number of radio stations the Commission authorizes in a given area. As an example, Pine Bluff has an estimated population of 60,000 at this time. I do not know what the population is within the trade territory. Since there are already 3 stations in the area, I thought you might be able to use this as an example to advise the general policy the commission follows in the number of stations authorized in a given trade area." Doerfer responded by telling him it has no such policy. Harris told reporters he saw nothing wrong in his inquiry. However, he obviously implied that Pine Bluff has enough stations already. But was he telling Commission—or asking?

RCA & NBC extend leases to 1982 on 13 acres of office & studio space in New York's Rockefeller Center at rentals "in excess of \$70,000,000."

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Personal Notes: Merle S. Jones, pres. of CBS-TV stations div., elected temporary chairman of organizing committee for proposed TV film export assn., working out of N. Y. office of Motion Picture Export Assn., 25 W. 43rd St. . . . Frank Stanton, pres. of CBS, returned from Europe June 21 . . . Howard Monderer, with NBC legal dept. last 6 years, on July 1 becomes network's Washington legal representative, headquartering at WRC-TV; he's Harvard Law '49, will have as secretaries Mrs. Pat Sullivan, ex-secy., and Mrs. Gladys Murphy Borrás, ex-administrative aide to Frank M. (Scoop) Russell, ex-NBC v.p., now its public relations consultant . . . John A. Serrao promoted to Los Angeles TV sales mgr., Joseph L. Scanlan to same post, San Francisco, of rep firm Peters, Griffin, Woodward . . . Rudy Marcoux promoted to gen. mgr. of WLBZ-TV, Bangor, Me. (Ch. 2), changed from WTWO with this week's transfer of ownership to Wm. H. Rines interests; he reports to E. B. (Buck) Lyford, ex-NBC, recently named asst. to Rines, headquartering at WCSH-TV, Portland . . . James C. Hanrahan, gen. mgr. of WEWS, Cleveland, plans to spend month of Aug. touring Europe with his family, already there . . . Richard Lewine promoted to CBS-TV special programs director; John F. Hall to special programs coordinator . . . Ben Ludy, pres. & gen. mgr. of radio KWFT, Wichita Falls, Tex., founding ex-mgr. of WIBW-TV, Topeka, has returned to his Texas job after convalescing in Kansas for several months from a heart attack . . . Hugh Barclay, ex-WEAR-TV, Pensacola, named station mgr. of WJDM, Panama City . . . Louis Wolfson promoted to asst. to exec. v.p. Lee Ruwitch of WTVJ, Miami . . . Ralph Renick, news v.p. of Miami's WTVJ and pioneer in editorializing via TV, honored recently with testimonial "Ralph Renick Day" by South Beach Men's Club, Miami Beach . . . Norman Jewison, top Canadian

ADVERTISING AGENCIES: Walter Barber promoted to v.p. of Compton Adv. . . . Tom Burch retires as v.p. of Young & Rubicam; Burt Cochran as Los Angeles v.p. of McCann-Erickson . . . David N. Laux, ex-Foote, Cone & Belding v.p., named senior v.p. of Lennen & Newell . . . Jeremy C. Beman promoted to v.p. of Erwin Wasey, Ruthrauff & Ryan, Chicago . . . Wm. R. Seth, ex-MacManus, John & Adams, joins TV-radio dept. of Lennen & Newell . . . Martin J. Dwyer resigns as v.p. of Lennen & Newell to join Whitehall Labs . . . Charles Boland, ex-Parkson Adv., heads new Creative TV Services, N. Y. . . . Nina Flinn, ex-Fuller & Smith & Ross, named TV director, Webb Assoc., N. Y. . . . J. Howard King elected v.p. of Creamer-Trowbridge, Providence.

William Golden, creative genius behind CBS's exceptional adv. & sales promotion art, has collection of his graphic arts material on exhibit as part of annual Festival of Contemporary Art at Cornell U's White Museum of Art.

Network shift: WHTN-TV, Huntington, W. Va., to CBS July 1 (from ABC).

Broadcasting Corp. TV producer, signs contract with CBS-TV . . . Len Sirowitz, ex-CBS-TV, named NTA art director; Fred Gordon, ex-Pharmaceutical Adv., named adv. production mgr. . . . Donald G. Kraatz, ex-Campbell-Ewald, named v.p. of Van Praag Productions, Hollywood . . . Marshall Jamison resigns as exec. producer of Theatre Guild's *U. S. Steel Hour* (CBS), plans other TV and movie work . . . Samuel F. Jackson, ex-Avery-Knodel, named national sales mgr. of WMBD-TV, Peoria . . . Leslie A. Harris resigns as coordinator of ABC-TV o-&o station sales, network abolishing position . . . Donald H. McGannon, pres. of Westinghouse Broadcasting Co. last 2½ years, honored this week with Silver W, highest award of parent company.

Gordon Gray, whose *Winston-Salem Journal* and *Twin City Sentinel* own WSJS & WSJS-TV (Ch. 12) there and who once was active in broadcasting industry affairs, this week was appointed President Eisenhower's special asst. for national security affairs. Native No. Carolinian and Democrat, Gray, now 57, went into the Army as a private in World War II, emerged a captain, served as Asst. Secy. of the Army under Truman in 1947-49, Secretary of the Army 1949-50, then pres. of U of No. Carolina. He returned to Washington to become Asst. Secy. of Defense for National Security Affairs and in 1957 was named director of Office of Defense Mobilization.

Howard Pyle, ex-Gov. of Arizona, onetime program executive of Arizona Broadcasting Co. (KVAR & KTAR, Phoenix; radios KYUM, Yuma & KYCA, Prescott), is resigning his job as White House liaison for Federal-State relations as of Aug. 1 or Sept. 1 to return to his business interests in Arizona, may rejoin Louis-Lewis TV-radio group in executive capacity.

Frank E. Schooley, U of Illinois director of broadcasting (WILL & WILL-TV), named pres. of National Assn. of Educational Broadcasters until next Jan. 1 at special board meeting in Chicago this week; he was pres. 1944-45 & 1955-56, now fills unexpired term of Dr. Burton Paulu, U of Minnesota, who recently resigned to spend year abroad. Next pres. will be elected at NAEB convention in Omaha next fall.

Marie W. Fish, chief of TV branch, FCC license div., and David Warren, attorney in FCC's office of opinions & review, were married in Chevy Chase, Md. June 20.

Group of ex-INS staffmen, headed by Richard W. Hubbell, has formed World Wide Information Services, 730 Fifth Ave., N. Y. (phone, Judson 2-1370) to continue functions of old INS Special Service Div., handling special assignments by text, photo & newsfilm and specialized market, product & media research. Initial clients include such adv. agencies as Young & Rubicam, Anderson & Cairns, Wm. Esty, Bryan Houston, Lambert & Feasley, Reach, McClinton & Co., St. Georges & Keyes; also Cinerama Inc. and Rhodes Pharmacal Co.

Obituary

Ed M. Anderson, 52, part owner of No. Carolina radios WIFM, Elkins; WBRM, Marion; WPNF, Brevard; WBBO, Forest City, and publisher of 5 weekly newspapers, died at Brevard June 24.

Mrs. Raymond H. Rutherford, part owner of *Cedar Rapids Gazette* and its stations KCRG & KCRG-TV (Ch. 9), died in Miami June 27.

John W. Scott, 65, news director of KRGV-TV, Weslaco, Tex., died there June 23.

New & Upcoming Stations: Fifth uhf to go dark this year is educational WKAR-TV, East Lansing, Mich. (Ch. 60), which quits air June 28 after 4½ years of operation, bringing on-air total to 533 (88 uhf), 31 non-commercial. It's second educational to go off air, first having been KTHE, Los Angeles (Ch. 28), which quit in 1954 (Vol. 10:37). Station has been operated by State Board of Agriculture, Michigan State U, also share-time applicant for Ch. 10, Onondaga, Mich. with Television Corp. of Mich. Inc. (headed by John C. Pomeroy of radio WILS, Lansing), which were favored in initial decision issued March 7, 1957 by examiner Annie Neal Huntting.

Next new starters are expected to be KCIX-TV, Nampa, Ida. (Ch. 6) with mid-July target (Vol. 14:21) and educational WJCT, Jacksonville, Fla. (Ch. 7), which has changed target from June (Vol. 14:21) to July 27.

* * * *

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

KGLD, Garden City, Kan. (Ch. 11), planned as satellite of parent KCKT, Great Bend, Kan. (Ch. 2), has ordered GE transmitter and expects to start programming Sept. 20, writes E. L. Kuhlman, KCKT gen. mgr. Near SW corner of state, KGLD will use microwave to pick up NBC-TV from KCKT, 120 mi. away. Also planned as satellite by KCKT is KOMC, McCook, Neb. (Ch. 8), 150 mi. NW of Great Bend, for which Dec. target has been set, but equipment has yet to be ordered. KGLD began studio-transmitter construction June 10, also is working on anchors and base for 800-ft. Stainless tower, which will have 12-bay GE antenna. Resident mgr. will be O. D. Carmichael. KGLD will be sold as bonus with KCKT, which has \$300 base hour. Rep is Bolling.

WGTE-TV, Toledo, O. (Ch. 30, educational) has set Aug. 27 target, reports program & production director Murray W. Stahl. It has 100-watt GE transmitter and helical antenna on hand. Construction hasn't begun, but present studio facilities would permit limited operation when transmitter is hooked up and antenna installed on University Hall tower.

Note: For latest reports on other upcoming new stations, see Vol. 14:24.



Canadian coast-to-coast microwave facilities will be opened officially July 1 with Dominion Day program including pickups across country—from Sydney, N.S. to Victoria, B.C. A few coast-to-coast telecasts have been achieved previously, using some U.S. facilities. A network relay center in Calgary also goes into operation July 1, will use 4 videotape recorders to adjust programming to time-zone differences. Extension of network to Newfoundland is due in winter.

Two applications for new TV stations filed this week were for Ch. 10, Presque Isle, Me. by new owners of WLBZ-TV (formerly WTWO), Bangor (Ch. 2); for Ch. 17, Bakersfield, Cal. by motel operators George King & Lloyd G. Hobbs. This brings total pending to 117 (29 uhf). [For details, see *TV Addenda 26-V.*]

Facility changes: KENS-TV, San Antonio (Ch. 5) due to move about Oct. 1 to 1500-ft. tower near Elmendorf, Tex., sharing it with WOAI-TV (Ch. 4). KPLO-TV, Reliance, S. D. (Ch. 6) satellite of KELO-TV, Sioux Falls (Ch. 11) boosted power June 25 to 100-kw.

FCC staff additions: Engineers—Wilbert Mason & Andrew J. Vaccarelli, to aural new & changed facilities branch. Attorney—Francis J. Larkins, to office of general counsel.

Sale terms for KVII, Amarillo, Tex. (Ch. 7), which is being taken over by Television Properties Inc. of Dallas (Vol. 14:24), are revealed by transfer application filed this week. Buyers are Jack C. & Grady H. Vaughan Jr. (47.8% each) and Cecil L. Trigg (4.25%), who are principal owners of KOSA-TV, Odessa, Tex. (Ch. 7) & KOSA. They are acquiring 77.7% (38,872 shares) of KVII stock for \$136,052 with option to buy remaining 22.25% held by pres.-gen. mgr. Murry Woroner for \$2.50 per share, plus 3-year employment agreement at \$800 monthly. Operating statement shows \$13,749 net loss for 5 months through May 31. Net income was \$129,656, operating expenses \$143,405. Gross income is broken down as follows: \$73,455 local, \$12,344 national, \$26,280 network. May 31 balance sheet lists \$39,057 current assets, \$61,127 current liabilities, \$298,176 fixed & other assets, \$239,854 note payable.

Back from Moscow international conference on TV standards, conducted by CCIR Study Group 11 (Vol. 14:20), FCC chief engineer Edward W. Allen reports results were excellent. Basic job of group was to exchange technical information, not make policy decisions, and Allen said that was accomplished—with no political interference at all. Most of discussion was about color, and Allen said there was considerable support for NTSC system. Allen headed delegation including: James E. Barr, FCC asst. chief of broadcast bureau; Florence T. Dowling, State Dept.; Axel Jensen, Bell Labs; J. R. Popkin-Clurman, Telechrome; C. G. Mayer, RCA London representative. Allen and Mrs. Dowling returned on *Kungsholm* June 19; Barr is inspecting TV-radio facilities in Western Europe.

Next 3 NAB conventions will be held in Chicago's Conrad Hilton, March 15-19, 1959; April 3-7, 1960; May 7-11, 1961. The 1962 conclave goes to Washington, next 2 back to Chicago. Next board meeting is Feb. 2-6, 1959 in Hollywood Beach Hotel, Hollywood Beach, Fla. The 1958 fall conference schedule: Sept. 18-19, Buena Vista Hotel, Biloxi, Miss.; Sept. 22-23, Oklahoma Biltmore, Oklahoma City; Sept. 25-26, Challenger Inn, Sun Valley, Ida.; Sept. 29-30, Mark Hopkins, San Francisco; Oct. 13-14, Schroeder Hotel, Milwaukee; Oct. 16-17, Radisson Hotel, Minneapolis; Oct. 20-21, Somerset Hotel, Boston; Oct. 23-24, Shoreham, Washington.

WPIX rather than WOR-TV will get N. Y. state board of regents' educational TV curriculum for metropolitan New York City next school year under deal whereby it pays \$296,000 to station for daytime periods. The *New York News*-owned independent's bid compared with WOR-TV's \$365,000 and board's TV committee headed by T. Norbert Hurd, Ithaca, and State Education Dept. will proceed with program plans under recent \$600,000 legislative grant. Decision to use a commercial station for programs followed regents' original plan to seek channel of WATV (Ch. 13), now WNTA-TV, Newark-N. Y. (Vol. 14:11-13).

Biggest stereo broadcast yet has been scheduled by NBC for New York, Chicago & Washington, linking the cities simultaneously for AM-FM broadcast of *Bell Telephone Hour* 9-9:30 p.m. June 30 and *Bert Parks Bandstand* 11:05-noon July 1. NBC estimates 22% of U. S. population will be in range of signals.

Translator starts: K72AP, K76AK & K80AM, Window Rock, Ariz. began June 11 repeating KOB-TV, KOAT-TV & KGGM-TV, Albuquerque; K72AS & K81AB, La Barge-Big Piney, Wyo. began June 28 repeating KUTV & KTVT, Salt Lake City.

Call letter change: WTWO, Bangor, Me. (Ch. 2), becomes WLBZ-TV, with June 25 transfer of ownership from Murray Carpenter to Wm. Rines interests.

CBS Counterattacks, Too: Coincident with pungent speech last week by NBC pres. Robert W. Sarnoff challenging newspaper attacks on TV (Vol. 14:25 and Special Supplement), 2 CBS executives came out fighting this week in defense of network policies & programming against press criticism.

Addressing St. Louis Rotary Club, CBS Inc. v. p. Richard S. Salant said TV critics on metropolitan newspapers ("our hairshirts"), and in other print media, "have a curious penchant for a double standard—one for themselves, another for us."

In July *Esquire*, CBS-TV exec. v. p. Hubbell Robinson Jr., in charge of network programming, said it would be hard to find "more vociferous, articulate and fractious passel of lambasters" than press derogators of TV. Conceding TV has "soft underbelly" inviting attack, Robinson protested that critics ignore "genuine accomplishments [which] touch more facets of living with greater impact than do those of any other medium."

Naming no names, Salant referred to professional TV critics as "good people, on the whole, [who] prod us, chastise us, scold us, counsel us, check & double-check us [but who] have also added a new dimension to criticism":

"If a dramatic critic reviews a play or a literary critic a book, the critic usually considers the work at hand and how well or badly it is done. TV critics frequently go beyond that. They tell us all about the programs that we should be doing. They seem to prefer to talk about the programs we don't do—rather than the ones we do."

In his *Esquire* article, Robinson cited "measured opinion" of many TV critics that "TV programming is a mess [and] seems likely to get messier." He noted that "more probing, perceptive critics" like *N. Y. Times'* Jack Gould, *N. Y. Herald Tribune's* John Crosby, *N. Y. World-Telegram & Sun's* Harriet Van Horne see "moments of gold among the dross."

But often overlooked, Robinson wrote, is that TV has "hard core of programming able to compare favorably with comparable efforts in any of the arts, and reaching successfully into areas the others never tap."

Allocations Tug-of-War: Though Sen. Pastore (D-R. I.) raised unholy hob with FCC during Senate Commerce Committee hearings on allocations this week (see p. 3), there certainly isn't the kind of Senatorial interest there used to be. Pastore conducted hearings alone, except when relieved by Sen. Schoepel (R-Kan.). Such hearings once attracted half a dozen or more Senators. Pastore's main gripe:

"You never reach a decision. This has been going on for 4 years. You march up the hill and march down again. Don't you ever agree on anything? There are 96 Senators, and no one is more individualistic than a Senator—but we compromise and get things done."

Then, dramatically, he asked: "Who's for deintermixture? Stand up." Comrs. Hyde, Bartley, Lee & Ford rose promptly. Then: "Who's against it?" Comr. Doerfer raised hand; Cross rose slowly; Craven rose even more slowly, and stated: "I'd like to be heard on that later."

Doerfer explained his philosophy: Even if FCC had deintermixed 13 markets, as proposed, it wouldn't be enough to promote uhf effectively. Shift of stations from

Justice Stern Presiding: Miami Ch. 10 "influence" proceeding at FCC got under way this week with pre-hearing conference (Vol. 14:25), and presiding officer Judge Horace Stern showed he has situation well in hand, impressing attorneys by the way he fielded questions and problems—though they were quite routine. FCC general counsel Warren Baker said that he would start by calling as witnesses ex-Comr. Mack and his friend, Thurman Whiteside, but had no plans to call members of Congress. Actual hearing begins Sept. 8 in Washington, but additional pre-hearing conferences are scheduled for June 30 and Aug. 22 to determine procedures and ground to be covered. Judge Stern, retired Chief Justice of Pennsylvania Supreme Court, declined to disqualify himself after attorneys for National Airlines (WPST-TV) and WKAT noted they have had dealings with certain Philadelphia law firms whose lawyers Stern had counseled since his retirement. He said he has no interest in the firms. It's expected some sessions will be held in Miami, as urged by National Airlines; intervenor Eastern Airlines offered to fly Miami witnesses to Washington free. Counsel in case are: FCC general counsel's office, Warren Baker; FCC broadcast bureau, Harold Cowgill & Robert Rawson; Justice Dept., Robert Bicks; National Airlines, Norman Jorgensen, of Krieger & Jorgensen; L. B. Wilson Inc., Paul Segal; North Dade Video, A. Harry Becker; WKAT, Paul Porter, of Arnold, Fortas & Porter; Eastern Airlines, Harold Russell, of Gambrell, Harlan, Russell, Moye & Richardson.

August is vacation month as usual at FCC, but law requires at least one meeting monthly—so Commission will convene Aug. 1, resume Sept. 3. At least one commissioner will be available during month; chore is usually rotated.

TV Allocations Study Organization moves about Sept. 1 to Iowa State College, Ames, where exec. director Dr. George Town resumes teaching while finishing TASO report, due at year's end.

vhf to uhf will cause "white areas." "If you take out a V," he said, "you'll have every Senator and Congressman screaming. If you deintermix, you'll get less service than you have today." He said that FCC should wait for TASO's technical data; that it's "just as foolish to lose service by moving to uhf as it is through changes in vhf standards."

Doerfer also had this to say about TV generally: "In view of the cold war, maybe we've got more space for broadcasting than we need. Maybe we're indulging in a luxury."

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Doerfer said ABC's proposal for major-market vhf-drop-ins via mileage cuts (Vol. 14:23) "has real merit." Broadcast Bureau chief Harold Cowgill said: "We don't want to move piecemeal into short spacings." Craven disagreed: "I believe immediate relief is possible with short-spaced V's. We should put them out for rule-making."

Committee counsel Kenneth Cox called attention to "Bowles Report"—the allocations analysis by Edward Bowles' committee, made at Senate Commerce Committee's behest (Vol. 14:12). Bowles recommended an "independent audit" of problem by some organization outside FCC—but his committee didn't give him much support.

Doerfer was against it. It would simply create another body and "they won't come up with a better solution." "I'm disappointed in the report," he said. "There's little

new technical information in it. It's just a criticism of the FCC."

Doerfer said he thought one agency, civilian, ought to handle whole spectrum. "Two cooks are too many," he said, "One agency could give due weight to needs of the military." Craven added: "I don't believe that the spectrum should be put in the hands of the executive department."

Earlier, Pastore asked whether a 3-man FCC could produce faster action. Doerfer said he once did—but doesn't any more, because of big load of Commission work.

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Lee spoke up for uhf several times. "It works," he said. "A substantial number of areas are well-served by uhf." He noted that Commission has assigned him job of investigating ability of uhf to serve New York City. Sen. Schoeppel also spoke up for uhf, said it's satisfactory except where it competes with vhf.

Cox asked whether manufacturers would speed uhf equipment development if FCC said all TV would go to uhf in 8-10 years. Said Craven: "If you make that announcement, all you're telling the public is that they're going to have to pay twice as much for their sets. I'm not ready to make that decision." Said Doerfer: "Industry may not believe it will ever come about—even if FCC says so now. Research should be left to private industry."

Cox wondered whether FCC is going to find out why NBC couldn't make uhf work in Buffalo. Doerfer said he didn't believe Commission would find out anything it doesn't know—but added that he's willing to look into it.

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Craven's proposal for creating 25-channel vhf band for TV doesn't spark much enthusiasm among his colleagues. Said one, cynically: "Yeah, we could study that one for a couple years, too." Another: "I have no idea why he thinks it can be done."

Even before he broached idea to Commission, Craven sounded out manufacturers. Most manufacturers queried don't go for it. One big reason: Electronic Industries Assn. has been trying, for many months, to get military to agree to complete analysis of entire spectrum—with the goal of taking care of all needs in logical fashion. Craven's idea is termed a "patchwork" within this larger concept.

As expected, RCA-NBC and CBS are opposed. Whatever other reasons they might have, they certainly don't want their owned-&-operated stations to be shifted from Ch. 2-6 to some unknown channel from Ch. 7 on up—perhaps to channels beyond Ch. 13, giving them conversion problem comparable with uhf's. GE spokesman likes the idea, would go it one further—tacking on 11 more TV channels at top of Craven's band, for total of 36.

Many objectors complain that 25 channels are too few. Craven says that's true only if goal is to permit every small-town stations same power & height accorded metropolitan outlets—and he sees no need for that.

Craven claims that growing non-broadcast needs must

be taken care of by shift such as he recommends—though he doesn't claim his particular proposal is final answer, by any means. He mentions "scatter" communications and satellite operations as very important demanders of spectrum,

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EIA's project of joint military-civilian spectrum analysis has had slow going. One traditional reason is that military always has been cavalier about civilian needs, satisfied that it can simply take whatever spectrum it wants when emergency strikes. Industry feels it would be far more logical to give each service, military or civilian, a reasonably "permanent" home—satisfying all needs and freeing civilian services from unnecessary threat of arbitrary usurpation.

There hasn't been a truly candid and complete evaluation of all spectrum uses in history of radio. Civilian users have done fair examination of their portion from time to time—but military has maintained closed door.

Top allocations figure in military picture is Paul Goldsborough, staff director for communications, Office of Secretary of Defense. He's man of considerable experience, once headed Aeronautical Radio Inc. Says he:

"I haven't had a chance to study Craven's memo, haven't given much thought to it. I've talked to him a number of times about such proposals, and I guess if you look at some of these things on a real long-range basis, you might be able to do something. One thing you must be aware of is that it would be tremendously costly in terms of equipment."

Craven acknowledges that it would cost "billions," but he states that much military equipment is obsolete or will be before long—and may as well be replaced with equipment in different portion of spectrum.

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TASO exec. director Dr. George Town submitted statement to Senate Commerce Committee, described what TASO is, outlined projects completed or underway. He didn't give details of any findings which might affect allocations policy.

He said that reports of 5 of TASO's 6 panels should be in by Aug. 31, but Panel 5—on "analysis & theory"—can't sum up work of others until end of year. Job of this important group is to "prepare and develop reliable propagation curves and analyze all pertinent engineering and technical factors having an influence on TV picture quality in order to establish standards of acceptable service in the vhf and uhf frequency bands."

Chairman of Panel 5 is Robert M. Bowie, Sylvania research director; vice chairman, Wm. B. Lodge, CBS v. p. for engineering & station relations. Chairmen of its committees are: Ogden L. Prestholdt, CBS-TV; Donald W. Peterson, RCA Labs; Howard T. Head, A. D. Ring & Assoc. (a chairman up to last Dec. 12), who has been succeeded by Wilson C. Wearn, WFBC-TV, Greenville, S. C.; Jack W. Herbstreit, Bureau of Standards.

Bricker's Good-Neighborism: Better relations with Latin America, through improved communications, is goal of S. Res. 317, introduced this week by Sen. Bricker (R-O.). "We hear repeatedly," he said, "that the U. S. has neglected Latin America. Some attribute the ill treatment of our Vice President, on his recent trip, to this feeling of being neglected. It is true that most of our attention has been directed toward Europe, the Near East and the Orient. It is also true that further neglect of Latin America will help the Communist cause there." He asked

that special subcommittee be established, given \$50,000 and asked to report by March 1, 1959 on feasibility of building network through Mexico and Central America to handle "telephone, telegraph, teletype, facsimile, radio & television." Bricker said we now rely solely on high frequency radio for U. S.-Latin American communications, "with their fadings and outages" and "some ancient cables." Exchange of TV-radio programs, he said, "would be of tremendous value." Subcommittee would comprise 4 members each from Committees on Foreign Relations, Commerce, Armed Services.

CATV Defends Itself: Community antenna operators have always shied away from any talk of govt. regulation, but in testimony before Senate Commerce Committee this week (see p. 2), they came out and said they're not bull-headed about it—if FCC and Congress believe it's necessary. Incidentally, FCC has extended until July 7 the deadline for filing comments in its "small-town TV" inquiry (Vol. 14:21).

E. Stratford Smith, gen. counsel of National Community TV Assn., put it this way: "At the moment it is not clear that competition would not be more effective than regulation to assure the extension of the maximum amount of TV service to the largest number of people. Nevertheless, we are actively studying the possibility of legislation in a sincere effort to find the place in the national TV picture where CATV can serve the greatest public interest."

He didn't say, but it's well known, that some municipalities have come up with wild ordinances and taxes—and that CATV operators would much prefer Federal regulation to spread of such restrictions.

Among most interesting witnesses was Mrs. Charlotte Brader, mgr. of radio KOJM, Havre, Mont. and operator of CATV system there. She described how her organization weighed economics of station operation, decided CATV was only way to bring TV to town. She concluded: "Frankly, I am amazed at the turn of events that has taken place. We took every possible precaution to assure ourselves that we were doing nothing to jeopardize our position with the Commission. We had been assured by the TV broadcasters (whose signals were being received by us) that they were delighted with what we were doing. They enjoyed the additional benefits brought to them through the coverage we gave them. We cooperated in every respect." System gives public 3 signals.

Paul McAdam, operator of KPRK and CATV in Livingston, Mont., went step further: "Constructively, while we are cable system operators in Livingston, we intend to operate a small TV station and radiate local public expression and interest programs to everyone in Park County,

when economic conditions will permit. We already have our camera chain of vidicon cameras, and local programs are sent down the leased channel on the cable system."

Glenn Flinn, system operator in Tyler, Tex., sought to offset the claims of injury presented by KLTW there (Vol. 14:22). He stated that 40% of KLTW was offered to him for \$200,000—and station showed him following earnings before depreciation and taxes: 1955, \$155,000; 1956, \$172,000; 1957, \$165,000. "The antenna company had a ready made audience for the station when it came on the air," he said, "and the station was able to operate in the black much earlier than many TV stations have."

Jerrold Electronics pres. Milton J. Shapp argued that uhf stations' demise in CATV towns scarcely could be blamed on CATV—because latter had too few subscribers to mean anything. His figures: Atlantic City, 400 subscribers; Elmira, N. Y., 500; Harrisburg, 1400; Tyler, Tex., 3000 (when uhf KETX-TV quit); Sacramento, 300; Fairmont, W. Va., 1432. Said he: "Our industry deplors the action of a small group of broadcasters who, before this Committee, would make the CATV industry the scapegoat of their economic difficulties."

Other CATV witnesses: W. L. Reiher, Twin Falls, Ida.; Archer S. Taylor, Kalispell, Mont.; Clifton W. Collins, Soap Lake, Wash.; Charles M. Crowell, Casper, Wyo. attorney; W. Randolph Tucker, Fairmont, W. Va. Brief statements were presented by following, after introduction by Sen. Yarborough (D-Tex.): O. L. Helm, mayor of Memphis, Tex.; Hiram L. Cudd, mayor of Wellington, Tex.; Dr. Jack Fox, alderman from Childress, Tex.

Interlocking ownership of CATV systems and TV-radio stations is still relatively rare, but it's expected to spurt. We know of 10: Aberdeen, Wash. system, by J. Elroy McCaw, stockholder in KTVW, Tacoma-Seattle; KTVR, Denver; KONA, Honolulu. Pottsville, Pa., by WRTA, Altoona, Pa. Laconia, N. H., by WWNH, Rochester, N. H. Fayetteville, Ark., by KHOG. Livingston, Mont., by KPRK. Havre, Mont., by KOJM. Rogers, Ark., by KAMO. Farmington, N. M., by KVOC, Casper, Wyo. (also Ch. 12 TV applicant for Farmington). Casper, Wyo., by Bill Daniels, stockholder in foregoing TV application. Kalispell, Mont., by Archer Taylor and associates, stockholders in off-air KGEZ-TV, Kalispell.

Rate increases: WSJV, Elkhart-South Bend, July 1 adds Class AA hour (7-10 p.m. daily) at \$400, min. at \$80, Class A hour remaining \$300. KRDO-TV, Colorado Springs, July 1 raises hour \$175 to \$225, min. \$35 to \$45. Rate cut: KTNT-TV, Tacoma, has cut base hour from \$900 to \$625, min. \$200 to \$130. Canadian increases: CKCO-TV, Kitchener, Ont. July 1 raises hour from \$450 to \$485, min. \$90 to \$110. CFRN-TV, Edmonton, Alta., July 1, hour \$400 to \$450, min. \$110 to \$125. CHCT-TV, Calgary, Alta., July 1, hour \$350 to \$380. CKVR-TV, Barrie, Ont., July 1, hour \$300 to \$350. CFQC-TV, Saskatoon, Sask. July 1, hour \$260 to \$280. CKRS-TV, Jonquiere, Que. April 1, hour \$250 to \$265. Canadian rate cut: CBOFT, Ottawa, Ont. has cut hour from \$315 to \$200.

TV tape jurisdictional dispute between Screen Actors Guild & AFTRA, which wants national referendum of both unions to decide issues (Vol. 14:24), was explored by NLRB at N. Y. hearing this week, agency directing both sides to submit written briefs by July 15.

Wm. Rosensohn, TelePrompTer v. p., resigns to take on promotion of Floyd Patterson-Roy Harris heavyweight title bout in Los Angeles Aug. 18.

Equipment shipments: RCA superturnstile antenna June 19 to WFBC-TV, Greenville, S. C. (Ch. 4), planning move to new tower site. RCA antenna June 11 to upcoming WFPK-TV, Louisville (Ch. 15, educational), planning Sept. start. Ampex Videotape recorders shipped to KGUL-TV, Galveston (Ch. 11) & WVUE, Wilmington-Philadelphia (Ch. 12); one bought by WTIC-TV, Hartford (Ch. 3).

Desilu-AFM 5-year contract signed this week in Hollywood provides for use of live music in recording of scores for TV films, at least 5 to be produced this year. Agreement calls for fixed flat payments to AFM's TV trust fund of \$125 for 1st reruns, \$62.50 for 2nd & 3rd, \$31.25 for 4th & 5th.

Closed-circuit TV in big N. Y. brokerage firm Bache & Co., and Los Angeles headquarters of E. F. Hutton & Co., brings ticker tape quotations into brokers' offices, customers rooms. Bache system installed by Siegler's Hallamore Electronics div.; Hutton's by Cohu.

Instantaneous audience-measuring system, termed "Instam," has been developed by Britain's TV Audience Measurement Ltd., will be tested shortly, according to TAM governing director Bedford Attwood.

STATISTICS vs. PREDICTIONS—TAKE YOUR CHOICE: 1958 can be worst TV year since 1951 -- if you believe first half statistics and their normal projection for balance of the year. Or, it can be a pretty good year, all things considered -- if you credit the upbeat predictions of industry executives and their economists.

Statistical projection indicates 5,450,000 TV sets will be turned out this year, assuming historical patterns of 3/5 of total production coming in second half. That's lowest figure since 1951's 5,300,000 sets, compares with 6,400,000 in 1957. And, if the recession should continue and TV production fail to rise from present plateau, total production would sink to 4,350,000 sets -- lowest since 1949.

At midyear, 2,200,000 sets, a few thousand one way or other, had been built.

Production must be at 6,900,000 annual rate during second half if industry is to reach normal output. That's pretty high rate. Some closed facilities will have to be activated. As we warned earlier (Vol. 14:17), the "hour of decision" to meet that goal may have passed already.

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Industry leaders don't share this dim view, happily. We talked with several this week, culled comment of others from talks with distributors. We believe you'll be interested in what we heard -- it makes interesting reading in these dull times.

Robert L. Shaw, gen. marketing mgr., Sylvania -- "TV industry will have retail sales at least 3,800,000 in second half for 1958 total in excess of 6,000,000. This estimate, based on realistic appraisal of general economic outlook, is conservative. We expect 4th quarter will be much stronger than anticipated. Sylvania's incoming orders indicate our distributors & dealers share our confidence."

Robert A. Seidel, RCA exec. v.p.-consumer products -- "Enthusiasm over the prospect of business upturn this fall was evident throughout our recent distributor meetings across the country. We believe recession has reached bottom and that TV industry will enjoy a bigger than usual 2nd half. Color sets are selling well ahead of last year and we anticipate further increase this fall."

James M. Skinner, Philco pres. -- "Our distributor meeting in June was highly successful. I have received reports from the distributors about their dealer open houses and without exception they state that dealers all over America share their enthusiasm for the new Philco line. We at Philco expect an excellent TV year."

Hugh Robertson, Zenith pres. -- "June convention sales of TV, radio & hi-fi were substantially ahead of last year. Total dollar volume was approximately 10% above 1957 convention orders which in turn were ahead of 1956."

Paul V. Galvin, Motorola chairman -- "The electronics industry is rounding the recession corner and swinging wide on the curve to develop a momentum which will lead the nation's industries in the 1960's. TV sales by retailers this year will be about 6,000,000 units. Motorola's share is now running 15% ahead of last year."

Robert S. Bell, Packard-Bell pres. -- "We are approaching a business boom. Our profits already show a sizeable increase over comparable months last year."

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National Assn. of Purchasing Agents, whose membership includes all the major TV makers -- June reports indicate continuing improvement in production & new order position. "Of our agents, 39% report new order position better, 45% say no change, 15% show decrease. Also, 34% list higher production in June against 29% in May."

United Business Service, Boston -- "Key to upturn [from May] was improvement for first time this year in output of durable goods -- steel, automobiles, and to a

lesser degree furniture and TV sets." U.S. News & World Report -- "Increases are scheduled in the output of TV sets." These are in line with highly bullish reports in semi-annual survey of economic conditions in all sections of the country by the American Bankers Assn., released this week.

Dealer Profits Up: NARDA's Cost-of-Doing-Business Survey, covering all 1957 operations of dealer members, released this week and available from NARDA (Merchandise Mart, Chicago), shows profits up 35% over 1956, gross sales up 1.4%. Survey revealed net operating profit was 1.6% on sales, attributed most of increase to a sharp rise in servicing revenue. TV-radio-phonos continued as best selling category representing about third of total business. TV dropped from 2nd to 3rd place among products expected to be best sellers in 1958, trailing laundry equipment and hi-fi phonos in that order. Air conditioners were next. Dealers report they expect to put most sales effort behind hi-fi, built-in kitchens, color TV -- in that order. Survey also showed 24% of dealers anticipate a rise in 1958 profits averaging 7.3% despite poor first half; 43% expect no change, 33% a decline averaging 15.5%. TV trade-ins declined in 1957 for the first time to 35% of sales compared with 43% in 1956. There was little trade-in business in air conditioners, freezers and dryers.

TV-Radio Production: TV set production was 81,999 in week ended June 20 vs. 76,029 preceding week & 116,302 in corresponding 1957 week. Year's 24th week brought total TV production to 2,018,158 vs. 2,458,088 last year. Radio set production was 160,531 (55,453 auto) vs. 162,575 (51,698 auto) preceding week & 229,967 (86,270 auto) in corresponding week last year. Radio output for 24 weeks was 4,356,742 (1,385,129 auto) vs. 6,497,386 (2,660,452 auto) in the 1957 period.

Trade Personals: John Q. Adams, CBS-Hytron sales v.p. since 1945, member of the historic Mass. family that gave the U. S. 2 presidents, who got into radio in 1922 via old Rauland Mfg. Co., then worked with Sears Roebuck and Champion Lamp Works, retired this week after 36 years in the industry; pres. A. L. Chapman will announce successor shortly . . . Pierre Boucheron, ex-RCA adv. mgr., ex-Farnsworth sales mgr., who was retired from Navy as captain and who recently joined Grimson Color Inc., N. Y. as sales mgr. (Vol. 14:24), is author of *How to Enjoy Living After Sixty*, book on "happy old age" just published by Archer House-The McBride Co., N. Y.; now 69, he has lectured on subject, is currently promoting new Scanscope wide-screen closed-circuit TV system . . . Brig. Gen. David Sarnoff, RCA chairman, and Mrs. Sarnoff sail July 1 on Italian liner *Christofer Colombo* for Naples, plan month in Italy, go to Frankfurt Aug. 1, London Aug. 8, Brussels Aug. 17, Paris Aug. 21, returning by boat Sept. 2 . . . Peter J. Schenk, ex-GE, pres. of Air Force Assn., named asst. to Raytheon pres. Charles F. Adams . . . Justin L. Albers promoted to merchandise mgr., RCA Victor Radio and Victrola div. . . H. J. Horstman promoted to Westinghouse TV service training supervisor . . . Jack Blaylock promoted to sales mgr., Westinghouse So. Cal. district, succeeding Don Burton . . . Daniel E. Brockover promoted to Westinghouse adv. media mgr., succeeding S. G. Symons, retired . . . Ray B. Cox, ex-Horn & Cox, Los Angeles, named gen. mgr. of Hoffman Sales Corp. of Cal., succeeding John B. Chadwell, now asst. national sales mgr. for radio & hi-fi . . . W. G. Pengelley promoted to district mgr. of Canadian Westinghouse, Toronto, in changes in which other district mgrs. named are: K. W. Fraser, Vancouver, B.C.; G. R. Raisbeck, Calgary; J. G. Johnson, Winnipeg; J. A. Tames, Montreal; C. F. MacNeil, Halifax . . . Jack Y. Burgess promoted to RCA Victor commercial sales & merchandising mgr.

DISTRIBUTOR NOTES: Motorola-Baltimore announces resignation of sales mgr. Arthur E. Selnick to become mfrs. rep. . . Gross Distributors, N. Y., which purchased Capehart from IT&T in 1956 (Vol. 12:18), now imports British hi-fi & stereo, exits appliance distributing business . . . Electrical Distributing Co., Portland, Ore., names Gus P. Kikes, ex-Hamilton Mfg., as Zenith sales mgr. . . Zenith appoints Graybar, Little Rock, for all consumer products . . . Sylvania appoints Radio Specialty Corp., New Orleans, for all consumer products . . . Philco's Landsdale Tube div. appoints Milgray Electronics for transistors.

Merrill W. Applebee, of Burstein-Applebee, Kansas City, newly elected pres. of National Electronic Distributors Assn., accompanied by NEDA's new executive officer, Col. Gail S. Carter, spent June 25 in Washington establishing liaison with Electronic Industries Assn. and conferring with James D. Secrest, EIA exec. v.p. & secy. and his aide Tyler Nourse. Intermediary was J. A. (Shine) Milling, pres. of Howard W. Sams & Co. and chairman of EIA distributor relations committee as well as director of EIA parts div., who set up the conference, interrupting vacation in Beach Haven Terrace, N. J. for Washington trip. Col. Carter, ex-v.p., Merritt Transformer Co., Hollywood, Fla., has succeeded Herbert V. Hedeem as NEDA exec. officer in Chicago headquarters at 343 S. Dearborn St. Other new officers: Mauro S. Schifino, Rochester Radio Supply Co., Rochester, N. Y., chairman; V. N. Zachariah, Zack Radio, San Francisco, 1st v.p.; Roy J. Schneider, Walder Radio & Appliances, Miami, 2nd v.p.; Rubin Green, Green Tele-Radio Distributors, Brooklyn, N. Y., secy.-treas.

Obituary

William V. O'Brien, 58, GE v.p. & mgr. apparatus sales div., committed suicide in Scarsdale, N. Y., June 21.

William R. Winfield, 60, district mgr. of Graybar Electric, died in Seattle June 18.

Much Ado Over Fair Trade: Little new came out of wordy hearings this week on pros & cons of fair trade legislation before Senate Small Business Committee. Staunch, perennial advocates of Federal price maintenance laws urged adoption of 3 bills by Sen. Humphrey (D-Minn.) to (1) legalize manufacturers' minimum prices (S-3850); (2) prohibit loss leader sales (S-3851); (3) ban sales at unreasonable low prices to destroy competition (S-3852).

Expected Justice Dept. opposition to any price fixing legislation was voiced by Robert A. Bicks, anti-trust div.'s first asst. who vigorously defended discount houses, termed their lowering of distribution costs "precisely that economic result which effective competition, goal of the anti-trust laws, envisions." He said dept. survey showed 4 big D. C. stores cut profit margins 10-25% in 1955 because of discount house competition, added consumer prices in 8 non-fair trade areas averaged 28% below prices in fair trade regions.

Major breakthrough in Administration opposition to any fair trade legislation came with admission by FTC Chairman John W. Gwynn he would favor strengthening Robinson-Patman Act to prohibit loss leader selling when purpose is to destroy competition. However, he reiterated agency's opposition to price maintenance legislation.

D. L. MacQuaig, GE mgr. of distribution for housewares and radio div., testified in favor of Humphrey bills, said GE sales this year "are appreciably below first 5 months of last year" when GE was still enforcing fair trade on these products (Vol. 14:9-10,18). He said there was a "slight increase" in his div.'s sales immediately after GE abandoned fair trade but sales slumped as dealers assumed "watchful waiting" attitude or dropped lines entirely.

Another advocate was Joseph Fleischaker, head of Will Sales Appliances, Louisville, and pres. of National Appliances & Radio-TV Dealers Assn., who blamed discount houses for plight of small dealers, said they fail to provide satisfactory service, thus "devalue brand names in public eye."

Stephen Masters, pres. of giant discounter Masters Inc., told committee enforcing fair trade was like "telling the waves to stop rolling in," laws only serve to protect "lazy and inefficient retailers."

Note: Fair trade bill in House by Rep. Harris (D-Ark.) was stymied in Commerce Committee which concluded hearings in May (Vol. 14:19), reviewed measure this week, took no action.

Tax relief for small business was urged on Congress this week by Merrill W. Applebee, of Burstein-Applebee, Kansas City, new pres. of National Electronic Distributors Assn. He said adoption of pending bill (HR-11258) providing net income deduction equal to additional investment in depreciable assets, inventory or receivables, but not to exceed 20% of net income or \$30,000, would be "a positive stimulant for small business" and "a logical answer to pressing problem of lack of working capital."

Packard-Bell's 1959 TV line includes 3 color models—one of few to back RCA's bid for color competition (Vol. 14:25). Prices were not announced as new sets were shown distributors in Los Angeles this week. Also in new line are 6 radio-phono combinations, one with tape recorder, a new hi-fi phono, a TV-hi-fi stereo combination. Five of 14 new TV models are equipped for stereo. TV line features both wired and remote control.

PLANT SHUTDOWNS for vacations, traditional in industry to fulfill union contracts, give management opportunity to check inventories in preparation for fall lines, as reported to EIA:

Set manufacturers: GE, July 7-20; Magnavox, June 30-July 20; Motorola, June 30-July 13; Olympic, June 30-July 14; Packard-Bell, June 30-July 13; Philco, July 21-Aug. 3; RCA, July 21-Aug. 3 (Bloomington, June 26-July 14); Sylvania, July 21-Aug. 3; Warwick, June 30-July 13; Wells-Gardner, June 30-July 7; Westinghouse, July 7-20.

Tubes: CBS-Hytron, June 30-July 13; Eitel-McCullough, July 28-Aug. 10; Federal, June 30-July 13; GE, July 7-20; Raytheon, June 30-July 13; RCA, July 21-Aug. 3; Sylvania, July 21-Aug. 3; Tung-Sol, July 14-27; Westinghouse, July 14-27.

Components and others: Adler, June 30-July 13; Amphenol, July 7-20; Chicago Condenser, June 30-July 13; Erie Resistor, June 30-July 15; International Resistance, July 7-20; Texas Instruments, June 30-July 11.

Add stereo lines: Week saw 4 phono makers announce new 1959 lines of stereo & monaural instruments, radios and tape recorders. Symphonic showed distributors in N. Y. 27 models ranging from a 3-speed manual phono at \$20 to hi-fi stereo 2-piece ensemble including AM-FM at \$795. Tele-tone entered stereo market with 14 models ranging from \$25 to \$100; also, radios & clock radios from \$13 to \$40. Steelman showed distributors, also in N. Y., 20 new monaural and stereo phonos ranging from \$25 for a 4-speed manual phono to a 6-speaker AM-FM combination priced at \$500. Capitol Records, in Los Angeles, showed distributors 11 hi-fi phonos, most of them equipped for stereo, ranging from 4-speed manual portable at \$40 to stereo console at \$350.

Motorola joins Drexel Furniture Co., designing & producing 3 furniture groupings which incorporate TV and hi-fi. New Motorola lines were shown distributors this week but details withheld until end of presentations. Trade reports indicated TV line includes 10 table & console models, 6 portables, some stereo hi-fi models. TV prices range from \$200 to \$370, feature wireless remote control.

Brief walkout by 1400 members of American Federation of Technical Engineers at RCA's Camden, Moorestown & Cherry Hill, N. J. plants (Vol. 14:25) ended this week with contract-reopening agreement on 4% pay increase, merit review plan improvements, liberalization of seniority provisions.

Chicago Furniture Mart dates, changed last week to July 6-16, 1959 (Vol. 14:25), have been reset for original June 22-July 2 period due to conflict with previous hotel commitments.

Letter From Home

Wherever You Go This Summer
TELEVISION DIGEST
 Will Be Mailed To You Every Week
at no extra cost

NOTE TO SUBSCRIBERS: Figure 4 days from our Saturday mailing time for airmail delivery anywhere in Europe, 5 days to the Far East, 7 days anywhere in the world. All foreign mailings are via air—at our expense. Just send us your address.

In Fortune's '500 Club': Among the nation's top 500 industrial corporations in 1957, as ranked by July *Fortune* in its 4th annual tabulation, are 24 which may be catalogued as TV-radio-electronics manufacturers, bearing in mind that most are also identified with other products.

For our purposes, we've culled only those firms directly or indirectly concerned with "entertainment electronics" (our basic field) for the listings herewith reprinted with permission of *Fortune*. For that reason, some companies in our *Fortune* reprint of 1956 companies last year (Vol. 13:31)—aren't included this time.

The 2 top TV-radio manufacturers' parent companies—RCA and GE—again rank high in *Fortune's* roster of

bigness, GE holding 5th place both years, RCA rating 29th place in 1957 vs. 25th in 1956. Other major brand names on 1957 list: Philco (116), Sylvania (120), Motorola (192), Admiral (256), Zenith (299), Magnavox (397). Notable absentee from *Fortune's* 1957 roster: Emerson Radio (424th among 500 in 1956). Notable newcomer: Texas Instrument (487th in 1957).

Note: *Fortune's* annual list of 100 largest foreign industrial companies will be published in Aug. issue, along with compilations of 50 biggest banks and merchandising, transportation, life insurance & utility companies. Combined reprints of all lists will be available Aug. 1 from Fortune Directory, Room 1430, 9 Rockefeller Plaza, N. Y., one copy free to subscribers, 25¢ each for additional copies.

TV-Radio-Electronics Rankings Among 500 Largest U. S. Industrial Corporations

RANK '57 '56	COMPANY	SALES ¹ (\$000)	ASSETS ² (\$000)		NET PROFITS ³ (\$000)		INVESTED CAPITAL ⁴ (\$000)		EMPLOYEES ⁵ RANK					
			'57	'56	'57	'56	'57	'56						
5	5	General Electric	4,335,664	2,361,319	10	10	247,852	9	10	1,231,273	12	12	282,029	2
11	9	Western Electric	2,480,136	1,328,922	19	19	84,608	20	25	775,402	19	22	144,055	7
14	17	Westinghouse Electric	2,009,044	1,400,683	18	18	72,653	25	397	821,350	18	17	128,572	9
20	28	General Dynamics	1,562,539	570,605	58	73	44,279	19	78	225,278	91	116	91,700†	14
29	25	Radio Corp. of America	1,170,905	751,644	38	35	38,549	63	61	288,382	71	71	78,000†	18
51	65	Bendix Aviation	707,000	370,089	90	96	27,499	90	95	205,125	99	103	50,221	38
58	73	Int'l Tel. & Tel.	638,669	799,873	30	30	22,413	102	89	375,440	51	51	128,000†	10
97	99	Whirlpool	402,322	217,592	138	147	10,592	198	160	103,932	187	183	16,602	125
116	105 ^a	Philco	357,961	195,167	157	136	4,363	357	486	100,460	193	185	19,983	101
120	113	Sylvania Electric	342,957	247,311	121	120	12,656	172	145	137,406	135	125	27,000	76
133	121	Avco Manufacturing	314,883	159,753	189	159	12,833 ⁷	169	495	90,392	205	217	22,000	92
143	169	ACF Industries	294,592	196,472	151	162	9,033	230	255	118,025	156	151	18,198	113
167	223	Raytheon	259,865	127,220	233	268	6,860 ⁸	277	472	49,651	336	360	28,347†	69
192	180	Motorola	226,361	121,879	242	244	7,824	258	257	66,172	269	271	11,000	191
230	254	General Precision	185,094	132,374	226	231	4,264	362	446	61,571	286	305	15,500	131
256	214 ^c	Admiral	161,128	102,116	271	258	965	479	479	58,123	303	288	8,000	270
261	243	Corning Glass	159,070	142,697	215	210	16,533	125	119	102,643	189	186	13,600†	149
274	267 ^m	Zenith Radio	148,459	97,239	288	320	8,166	246	304	64,450	275	326	NA	
301	285 ⁿ	Collins Radio	123,828	67,640	369	382	2,699	423	411	24,382	460	463	8,500	247
397	438	Magnavox	87,468	48,492	416	455	3,759	385	413	22,591	466	475	5,350	352
430	450	Mallory (P. R.)	77,580	57,973	403	413	3,138	406	415	31,834	425	422	5,274†	356
444	487	Daystrom	74,402	50,197	438	460	2,459	437	461	28,420	414	441	7,175†	297
169	477	Arvin Industries	69,706	31,346	486	485	3,690	387	389	24,308	461	464	4,212	403
487	—	Texas Instruments	67,339	37,716	480	—	3,765	384	—	19,640	471	—	5,500†	350

¹ Net sales, including service & rental revenues for companies, that derive at least 50% of their revenue from manufacturing or mining, for fiscal years ending not later than Jan. 1, 1958. Sales of consolidated subsidiaries included; excise taxes collected by the manufacturer not included. ² Total assets employed in business net of depreciation & depletion, but including govt. securities offset against tax liabilities. ³ Including special charges or credits; non-recurring items of a non-operating nature are footnoted when

they are 10% of total profit or loss. Figures in parentheses are losses. ⁴ Capital & surplus (i.e., net worth). ⁵ Average employment for year unless followed by dagger (†), in which case year end. ⁶ Without excise tax would have ranked 111 in sales in 1956. ⁷ Includes special credit of \$2,363,193. ⁸ Includes nonrecurring gain of \$2,032,000. ⁹ Without excise taxes would have ranked 229 in sales in 1956. ¹⁰ Without excise taxes would have ranked 292 in sales in 1956. ¹¹ Without excise taxes would have ranked 286 in sales in 1956.

ELECTRONICS PERSONALS: Phillip Zonne, chairman of American Electronics, Los Angeles, adds duties of pres., succeeding Arthur Lamel, resigned; George Otis promoted to v. p. . . Joseph Starr promoted to industrial sales mgr., Pyramid Electric, No. Bergen, N. J. . . Boyce Adams, ex-Robertshaw-Fulton Controls, named head of Wayne Kerr Corp., Philadelphia, new subsidiary of British Wayne Kerr Ltd. . . Richard H. Chamberlain promoted to product design mgr., Eitel-McCullough, San Bruno, Cal. . . George W. Fenimore promoted to asst. v. p., Ramo-Wooldridge . . . Wm. L. Sparks promoted to mgr., Westinghouse Pacific coast defense products div. . . James H. Schaefer promoted to mgr., Amphenol's new western div., Chatsworth, Cal.

Ronald M. Robinson, v.p. & gen. mgr. of Canadian GE's electronic equipment and tube dept., elected pres. of Electronic Industries Assn. of Canada which changed name last week from RETMA of Canada.

Avco earnings rose 19% in 6 fiscal months ended May 31 to \$6,210,485 (67¢ per share) from \$5,232,621 (56¢) year earlier despite decline in sales to \$140,219,487 from \$165,016,259. Backlog of defense orders (electronic & airframe equipment, aircraft engines) totaled \$125,000,000 at end of half year. Consolidated figures aren't broken down by subsidiaries but include those for highly profitable Crosley, which owns WLWT & WLW, Cincinnati; WLWC, Columbus; WLWD, Dayton; WLWA, Atlanta; WLWI, Indianapolis.

Guild Films, which recently made big foreign TV distribution deal with Standard Sulphur Co. to form Inter-World TV Films Inc. (Vol. 14:23), increased gross film rental income to \$3,391,201 in first half of fiscal year ended May 31 vs. \$2,612,455 year earlier. Income before Federal income taxes in 6 months was \$261,621 vs. \$452,383 in 1956-57 period, loss of \$318,011 in first 1957-58 quarter being wiped out by second-quarter earnings.

COMMON STOCK QUOTATIONS

Week Ending Friday, June 27, 1958

Electronics TV-Radio-Appliances Amusements

Compiled for Television Digest by

RUDD & CO.

Member New York Stock Exchange

734 15th St. NW, Washington 5, D. C.

NEW YORK STOCK EXCHANGE

1958		Stock and Div.	Close	Wk. Cbg	1958		Stock and Div.	Close	Wk. Cbg
High	Low				High	Low			
10 7/8	7	Admiral	10 1/4	+1 1/2	37 1/2	300	IBM 2.60	368	-1 1/4
26 1/2	19 3/4	AmBosch .30c	25 3/4	+1 1/2	37 5/8	29 1/4	IT&T 1.80	38 1/4	+1 1/2
18	13	AmBestg-Par 1	18 1/8	+7/8	41 1/2	36 1/4	I-T-E-CirB .90c	37 1/4	+1 1/4
37 3/8	32 1/4	AmM&F 1.60	37	+1 1/2	7 7/8	6 1/2	ListIndust 1/4c	7 1/4	+1 1/2
179 1/2	167 3/8	AT&T 9	178 3/8	+1 1/4	53	36 7/8	Litton Ind.	51 3/4	+1 1/2
27 1/4	22 3/4	Amphenol 1.20	26 3/4	+3/8	17 1/2	12 1/4	Loew's	17 3/4	+1
29 3/4	23 5/8	Arvin 3/4c	24 1/2	+1 1/4	37 1/2	30 1/4	Magnavox 1 1/2 b	38 1/4	+2 1/2
7 1/4	5 5/8	Avco .30c	7 1/2	+7/8	28 3/4	23 3/4	Mallory 1.40b	25 3/8	-3/8
25 3/4	18 3/4	BeckInst	21	+1 3/8	92 1/4	76	Mpls.H'll 1.60a	90	+1
55 3/8	44 1/2	BendixAv 2.40	54 3/4	+7/8	42 1/4	35	Motorola 1 1/2	40	+1
36 7/8	27 5/8	Burroughs 1	34 3/4	-1 1/4	9 1/4	7 3/8	Nat'l Thea 1/2	8	-1 1/2
18 3/4	15 3/4	Clevite 1/2c	16 1/2	-1/8	40 1/4	30 3/8	Paramount 2	38 3/8	+1 1/2
32	24 1/2	CBS "A" 1b	31	+3/8	17 1/4	12 3/4	Philco	16 1/4	+1
31 3/4	24 3/4	CBS "B" 1b	30 1/2	+7/8	36 3/4	30 1/4	RCA 1a	34 3/4	+1 1/2
18	12 1/2	Col Pict 3/4t	16 1/4	-1 1/2	35	21 1/2	Raytheon 1 1/4t	33 1/4	+1 1/2
35 1/4	27 7/8	Cons Elec .40	31	+1	7 1/4	5	Republic Pic	6 3/4	+1 1/2
26 3/4	19 1/2	Cons Electron.	24	+1 1/4	31 3/4	25 1/4	Sang Elec 1.80	25 1/2	-1 1/2
17 3/4	12 3/4	Cor-Dub .10c	16 3/4	-5/8	16 1/4	12 3/4	Siegler .80	12 3/4	-1/4
86 3/4	74 5/8	CornGlass 1a	83 3/4	-1 1/4	4 1/4	2 3/4	Spartan	4 1/4	+3/8
3 3/8	3	Davega	4 1/4	+5/8	20 5/8	17 1/4	SperryRan .80	19 1/4	-1 1/4
36 3/4	30	Daystrom 1.20	35 1/2	+1	8 3/4	6	Standard Coil	8	+7/8
16 1/4	13 3/8	Decca 1	15	-	18	14 1/2	Stanley-War 1	17 1/2	+3/8
2 1/4	1 1/4	Disney .40h	2 3/4	+5/8	34 3/4	29	Stew Warn 2b	35 1/4	+1 1/2
113	97 1/4	EastKod 2.00c	112 1/4	+1 1/4	25 3/4	20	StrBestg 1.80	21 1/4	+1 1/2
39 3/8	29	EmerElec 1.60	39 3/8	+7/8	37 1/2	31 1/2	Sylvania 2	35 1/2	-1 1/2
7 1/8	4 1/8	EmersonRadio	7	+1 1/4	10 1/4	26 1/4	Texas Instru	39 3/8	-1 1/2
8 1/2	7	Gabriel 1/4c	7 3/4	-1 1/4	5 1/4	4 1/8	ThomProd 1.40	5 1/2	+2
65 3/4	55	Gen Dynam 2	57 3/4	-3/4	26 3/4	23 1/4	Tung-Sol 1.40b	22 7/8	-2 3/8
61 1/4	57	Gen Electric 2	59	+1 1/4	31 1/2	21 3/4	20thC-Fox 1.60	29 1/2	+1 1/4
9 3/8	4 5/8	Gen. Inst. .15g	8 7/8	+3/8	23 5/8	15 3/4	UnitedArt. 1.40	21 3/8	-
41	28 1/2	GnPrEquip.85e	32 3/4	-1 1/4	22 5/8	18 1/2	Univ. Pict.	21 1/2	-
30	22 1/4	Gen Tire .70b	25 1/4	+5/8	20 3/8	16 7/8	WarnBros 1.20	20	+3/4
50 3/4	40 3/4	Gen Teleph. 2	50	+7/8	65 1/2	55 1/2	Westingh El 2	56 1/4	-1 1/4
29 3/8	21	HoffmanElec 1	28 1/2	+1 1/4	86 1/2	67 1/2	Zenith 1/2h	83	+2

AMERICAN STOCK EXCHANGE

15 3/8	2 7/8	Allied Artists	4 1/4	-1 1/4	41	30 1/2	Hazeltine 1.10h	40	-
45	34 1/2	Allied Con 1a	38 1/2	+1 1/4	27 3/8	2	Herold Ra .05p	2 3/8	+3/8
15 1/4	10 1/4	Am Electro	10 3/8	-1 1/8	45 1/4	3 3/4	Int Resist .20	4	+1 1/2
10 1/4	8 3/8	AssocArtProd	9	+1 1/4	7 1/2	4 1/4	Lear	6 3/4	-
11 7/8	7 1/4	AudioDev	13 3/4	-1 1/4	3 1/4	3 1/4	Muutz TV	9 1/16	-2/16
10 1/4	7 3/4	BlockInst 1/4t	9	+1 1/2	4 1/4	2 1/2	Muter Co. 1/4t	3 3/4	-3/8
2	1 3/4	Cin'ma Inc.	1 3/4	-1 1/2	9 3/4	5 3/4	Nat'l Telefilm	8 3/4	-3/8
3 3/4	2 7/8	Clarnstat .15g	3 1/4	+1 1/4	6 7/8	2 3/4	Norden-Ketay	3	-
5 3/4	3	DuMont Lab	4 5/8	+1 1/2	3 5/8	2 7/8	Oxford El.10r	3	-1 1/2
4 1/4	2 7/8	Dynam Am	3 3/4	-	16	11	Phillips El	13 1/2	+3/8
15 3/8	10	Electronic Com	15 3/8	-7/8	11 1/8	6 3/4	Servouech 1/2t	10 5/8	+1 1/2
7 3/8	6 3/8	Electronics Cp	7 3/4	-	6	3 3/8	Skiatron	4 7/8	+3/8
31 3/8	19 1/2	FairchCam 1/2g	24 3/4	-3/8	5 3/4	3 1/2	Technicolor	5 1/4	-1 1/4
21 1/4	17 1/4	General Trans	20 7/8	-1 1/2	8 7/8	7 3/4	Telev Ind.	8	-1 1/4
17 1/4	14 5/8	Globe Un .80	15 3/4	-	6	3 1/2	Trans-Lux .20g	6	+1
3 7/8	2 1/2	Guild Films	3 7/8	-	4 7/8	3 3/4	Victoreen Inst.	4 3/8	+1 1/2

OVER THE COUNTER AND OTHER EXCHANGES

(Latest Available Data)

	Bid	Asked		Bid	Asked
Advance Ind	2 5/16	2 7/16	Magna Theatre	1 3/8	1 3/4
Aerovox	4 1/8	4 1/2	Maxson (W. L.) .05	6 1/4	6 3/8
Altec Co. .80	7 1/4	7 3/4	Meredith Pub. 1.80a	30 1/4	31 1/4
AMP Inc. .50	30	30 1/2	National Co. (4% stk.)	11	11 3/4
Ampex	70	71	Oak Mfg. 1.40	12 1/4	12 3/4
Baird Atomic	7 1/4	8	Official Films .10	15 1/16	1 1/16
Cinerama Prod.	2 1/16	2 1/4	ORRadio	16	17
Cnhu Electronics	6 3/8	6 7/8	Pacific Mercury TV	9	9 1/4
Collins "A" .35	14 1/4	14 3/4	Packard-Bell .50	12 3/4	12 7/8
Collins "B" .35	14 1/4	14 3/4	Panellit	5 1/4	5 1/2
Cook Elec. 40d	17 3/8	18 1/4	Perkin-Elmer	24 1/4	24 3/4
Craig Systems	6 3/8	6 3/4	Philips Lamp (14% of par)	38	38 1/2
Metropolitan Bestg.	7 1/2	7 7/8	Reeves Soundcraft (stk.)	3 1/4	3 3/4
Eitel-McCullough (5% stk)	25 1/2	26 1/2	Sprague Electric 1.20	31 1/2	32 1/4
Elec Assoc (stk)	38 3/4	39 3/4	Taylor Instrument 1.20	27 1/2	28
Eric Resistor .40b	6 3/4	6 3/2	Tele-Broadcasters	2	2 1/2
Friden Inc. 1	53	54	Telechrome .30	8 3/8	9
Giannini, G. M.	13 1/2	14	Telecomputing	4	4 3/8
Granco Products .05	1	1 1/4	Teleprompter (stock)	6 3/4	7 1/2
Gross Telecasting 1.60	19 1/2	20 1/2	Time Inc. 3.75	60 1/2	61 1/4
Hewlett-Packard	27 1/2	28	Topp Industries (stock)	8 3/8	9
High Voltage .10g	30 3/4	31 1/2	Tracerlab	6 1/4	6 5/8
Hycor	2 3/16	2 3/8	Trav-Ler	1 1/2	1 5/8
Indiana Steel Prod. 1.20a	18 1/2	19	United Artists	5 1/8	5 3/8
Jerrold	2	2 1/4	Varian Associates	19 1/4	19 1/2
Ling Electronics	6 3/4	7	Wehcor .15c	10	10 1/4
Leeds & Nnrthrup .60b	22 1/4	23 1/4	Wells-Gardner	7 7/8	8 1/4
Machlett Labs .25g	16 1/4	17	WJR Goodwill Sta. .50d	13 7/8	14 1/4

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

Baseball TV Blackout? Organized baseball had its way—all the way—in House this week with passage by voice vote of legislation to exempt pro sports from anti-trust laws and permitting inter-club agreements to restrict telecasts of games (Vol. 14:25). Measure now goes to Senate, where Sen. Hennings (D-Mo.) introduced companion bill.

House rejected Celler bill (HR-10378), recommended by Judiciary Committee, which authorized "reasonably necessary" big league TV geographic rules to protect minor clubs from home-area telecasts of major games. Instead it voted for substitute—favored by all baseball interests—giving blanket exemptions from monopoly laws to baseball, football, basketball, hockey.

Only such pro sports business as stadium operations & concessions apparently would be subject to anti-trust regulation under terms of substitute sponsored by Reps. Keating (R-N. Y.), Walter (R-Pa.), Miller (R-N. Y.) & Harris (D-Ark.) In sometimes acrid floor debate, Rep. Celler (D-N. Y.) termed substitute a "peanut" bill, warned:

"Virtually the entire United States can be blacked out from telecasts of major league baseball games, whether or not the blackout is needed to protect minor league territories. Major leagues can black out all of the U. S. free TV so they can charge for your viewing the games on pay TV, or by way of closed circuit."

Celler also prophesied that if bill is finally enacted: "Commissioners could blacklist, boycott, and censor sports announcers & commentators on TV and radio broadcasts."

As principal floor spokesman for substitute, Keating argued there was little opposition to freeing pro sports from constant threats of anti-trust action by Justice Dept., that main difference between Celler bill & Keating-Walter-Miller-Harris measure was "reasonably necessary" qualification.

Still more honorary degrees and other academic distinctions (see also Vol. 14:18, 23-25): Fred D. Wilson, IT&T v.p. for industrial relations, onetime RCA & Bendix executive and later pres. of Capehart-Farnsworth, awarded Doctor of Humanities degree by Philathea College, London, Ont., theological school; same distinction also was bestowed last week on J. Harry LeBrum, gen. counsel for Machlett Labs and Grover Electronic Tube Corp. and ex-Signal Corps general. Daniel E. Noble, Motorola ex-research chief and now its v.p. in charge of communications & industrial electronics and semiconductor & military products divisions, engineering graduate of Harvard & MIT and onetime asst. prof. of electrical engineering at U of Conn., awarded special citation by Indiana Technical College, Ft. Wayne. Other awards: To John S. Knight, publisher of *Miami News* and other newspapers, with interests in WCKT, Miami and WAKR-TV, Akron, Doctor of Laws, Kent State U, Kent, O.; Harry S. Ashmore, editor of *Little Rock Arkansas Gazette* (KTVH), Doctor of Laws, Oberlin College; Barry Bingham, publisher of *Louisville Courier-Journal* and *Times* (WHAS-TV & WHAS), Doctor of Laws, Kenyon College.

More diversification by CBS: CBS Inc. is partner with Los Angeles Turf Club, operator of Santa Anita racetrack and Lake Arrowhead projects, in newly opened Pacific Ocean Park, outdoor amusement center at Santa Monica, on outskirts of Los Angeles, where its CBS-TV Enterprises (Sydney Rubin, mgr.) has already lined up such firms as Coca-Cola, Bank of America, Westinghouse, Union Oil, Foremost Dairies as exhibitors. Directed by Wm. Jaynes & Ben O'Dorisio, Coney Island-like project charges admissions up to 90¢, looks like another profitable investment by big network firm, a la its 40¢ in *My Fair Lady* and 10¢ in *Around the World in 80 Days*.