

**THE  
AUTHORITATIVE**  
WEEKLY NEWS DIGEST  
FOR EXECUTIVES OF THE  
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# Television Digest

with **ELECTRONICS REPORTS**

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## SUMMARY-INDEX OF THE WEEK'S NEWS — September 6, 1958

**FUTURE OF TV QUIZ SHOWS** in doubt as newspapers go to town on "exposes" of *Dotto* and *Twenty-One*; "fix" and "blackmail" charges hurled (pp. 2 & 6).

**TELECASTING IN CUBA** has many curious aspects, yet American enterpriser enters competitive fray with old Storer station (pp. 3 & 4).

**'ARBITRON' COMMERCIAL START** greeted in N.Y. ARB instantaneous rating service in Chicago next. Nielsen readies pilot service (pp. 3 & 5).

**NETWORK BILLINGS CONTINUE RISE** in July, first 7 months score 12% gain over 1957. CBS, though still leader, shows first decline since Aug. 1957 (p. 5).

**NEXT MAJOR MARKET STARTERS** are Pittsburgh's WTAE (Ch. 4) and Flint's WJRT (Ch. 12). Two new educationals on air. Other upcoming stations (p. 9).

**INFLUENCE OF THE LADIES** on TV-radio: Senate leader Lyndon Johnson's Lady Bird (KTBC-TV, Austin, etc.) and how she operates (p. 14).

### Manufacturing-Distribution-Finance

**NEW TACK IN COLOR TV SALES** undertaken by RCA, bringing 175 grass-roots dealers East to brief them on technical & commercial aspects (pp. 1 & 12).

**RUMORS OF SKIATRON** wired pay-TV plans for N.Y. area produce heavy stock trading, but pres. Matty Fox says "there's nothing conclusive." (p. 8).

**DISTRIBUTORS SEE UPTURN** in all lines this fall. Replies to questionnaire indicate TV up 54%, radio 47%. Stereo hi-fi seen boosting phono sales 82% (pp. 10 & 11).

**TV FACTORY SALES HIT PEAK** in Aug. but 556,000 total still far below same 1957 month (p. 10).

**NEW GRASS ROOTS EFFORT TO SELL COLOR:** Unswervingly determined to put over color TV, with "color coordinators" spotted through its vast set, tube, merchandising, servicing, transmitter & broadcasting operations and headed up at N.Y. headquarters level ("the 53rd floor") by one of brightest of its younger executives, William E. Boss, RCA this week undertook a new tack in effort to stimulate sales of color receivers.

It brought 175 selected dealers and a few distributors from Southern and Southeastern states on a 3-day visit to its tube plant in Lancaster, Pa., its labs at Princeton, its NBC colorcasting operations in N.Y. It unburdened to them what it knows about the technical, artistic and commercial facts of color TV; and some of its top executives swapped views with them on the economics of color.

This was no ordinary junket, and these were representative dealers handling other lines as well as RCA's who had committed themselves to certain quotas of the new color receivers. Their reactions, over and above the inevitable oh's-&-ah's expressed at what they were shown, were those of hard-headed, grass-roots business men. As we sensed things, attending some of the sessions and talking with them:

They're completely "sold" on the splendor, the appeal and the desirability of color. They marvel at the engineering and production accomplished. They agree it's the biggest potential factor for revivifying the now none-too-profitable TV trade. They incline to the view that a color set is a "Cadillac" item and think it can be sold in at least Cadillac proportions.

But they wish it could be priced lower, apparently impossible until mass production is achieved. Meanwhile, it offers enough profit to impel them to put their push behind it, with the expectation that there will be more color programs in their areas this autumn and winter, as promised (p. 12).

Concerned about price, which begins at \$495, one dealer during the give-&-take even suggested that perhaps a 17-in. set might be offered to "sell up" to the 21-in. standard -- but Lancaster kinescope plant mgr. H.R. Seelen said the TV makers

face same problem as auto manufacturers: Costs don't go down in ratio to size.

Since the intricate shadow-mask tube is heart of set, representing about 30% of cost and pricing, great attention was focused on it. Seelen said some are being sold to other set makers -- "but not enough." Lancaster can fill any and all orders and would like nothing better than to see more manufacturers make the tube and more turn out color receivers. He was certain the engraved shadow-mask, with its nearly 1,000,000 apertures facing on the phosphored faceplate sealed to all-glass container tube with pyro-ceramic material, will prevail over the long-promised Lawrence tube and the now seemingly quiescent "Apple." Yet he admitted it may not be the ultimate. "But," said he, "when better tubes are made, we'll make them."

Biggest factor in bringing down price is volume production, as was case with first TVs which started at \$425, then \$375, then lower for 10-in., speedily worked down to today's prices which are even less for 17 & 21-in. Even making tube necks shorter and cabinets smaller isn't answer to price; shorter tube would mean changed deflection angle and pose "some pretty nasty problems" on how to control the beams.

With some 300 stations equipped for network color (nearly all on NBC & CBS), with nearly half of them able to originate color via slides & film, and with some 3 dozen capable of staging local live color (see TV Factbook for complete list); with advertisers, agencies & film people ready and willing to go to color when audience justifies (the commercials are fantastically appealing); with networks promising new & expanded colorcast schedules afternoons as well as evenings; with nearly everyone in the business wedded to the idea of color as the ultimate in TV --

RCA's zeal in pushing color, continuing to spend millions on its furtherance, has aroused the respect & admiration of all save perhaps some of the financial community unsatisfied with its enormous expenditures on such a long-range prospect.

Whether its latest tack will succeed -- arousing the men who sell at customer levels to new zeal & effort -- remains to be seen. Heretofore, dealers have shied from color because it puzzled them, sets were hard to tune & service, programs were few & far between, demonstration times inadequate, markups too small by comparison with other sets that sold more easily and more quickly.

Certain it is that today's sets, if not priced much lower except for recent discount dumping, are vastly improved, easier to handle, cost less to service, offer new profit prospects. And we can attest that dealers on this week's indoctrination trip showed genuine interest and mounting enthusiasm. Nor are signs lacking that things may be starting to move when a live-wire merchandiser like New York's Liberty Shops, with 5 stores and a record of 1000 color sets already sold, reports that it's now going all-out for color.

\* \* \* \*

How many color tubes and sets are now being produced? RCA was asked by the dealers, too, as it has been by trade newsmen. But it won't say, except to put in a plug that it can "double capacity overnight." However, RCA executives indicate real respect for Frank Mansfield's figures (he's Sylvania marketing chief and chairman of EIA's statistical dept.) showing 275,000 sets-in-use at end of 1957; 40,000 produced and 45,000 sold in first half of 1958; 320,000 in use as of last July 1.

**HOT TV SHOW--THE CASE OF THE 'QUIZLINGS':** From headlines splashed over front pages of many newspapers, you might not know that there was big trouble for the U. S. at Quemoy this week. The big story was sinister doings -- and/or rumors of such -- on packaged TV network quiz prize shows (Vol. 14:35).

Even the sober N. Y. Times gave top-head, column-length play ("6 Are Questioned in TV-Quiz Inquiry," "Quiz Scheme Laid to Stempel by '21'") to charges of "fix" and countercharges of "blackmail" (see p. 6) revolving around packagers of quizzes and disgruntled contestants -- whom Variety promptly dubbed "Quizlings."

"Quizzes on the Queer?" asked the Washington Post editorially, pontificating that "it's a pretty sordid story any way you look at it." Editorial did have sympa-

thetic word for the networks, however, pointing out that quiz shows "are conceived and developed not by the broadcasting concerns but by the weissenheimers, or ideamen, of Madison Ave. [who] purchase the time from the networks."

Despite field days being enjoyed by the press against its advertising competitor, we think TV -- along with public's confidence in medium -- will manage to survive this crisis. But there's little question that (1) Survival of some quizzes as staple of TV fare is at stake, public's trust in them having been shaken seriously. (2) Story couldn't have broken at worse time for harassed network executives, still sore beset by problems of filling sales gaps in upcoming season (below).

**CUBAN TV—COMPETITION WITH A VENGEANCE:** Have a look at TV in Havana, if you want to see really tough competition. The 6-station capital of Cuba offers some curious similarities to, and at same time contrasts with, American methods. While duopoly is permitted, and a handful of interests control all the island's stations, the basic pattern of competition is same, Cuba's advertising being perhaps more "hard sell."

Another American has just ventured into the Cuban field, treading where no less well-heeled an angel than George Storer did in 1952-53 when he acquired, then gave up after less than a year, his Television de Caribe (Ch. 11) after unprofitable and unhappy experiences with Latin business and political methods (Vol. 10:18,22). Now, the selfsame CMTV, presently assigned Ch. 10, licensed to publisher-broadcaster & auto dealer Amadeo Barletta, has been revived by U.S. film man Reuben Moulds -- and the story given out that he has taken away the 15-year NBC affiliation from the brothers Mestre, operating CMQ-TV (Ch. 6) and its provincial network of 5 stations.

That simply isn't so, says Goar Mestre, Yale graduate well known in inter-American broadcasting circles, and he's echoed by an unequivocal statement from NBC saying it has "no intention of altering its long and happy relationship with CMQ." Story arose apparently when CMTV lessee Moulds, putting on big shindig for ad folk at Havana Hilton, where CMTV transmitter is located, used as motif "Filial NBC."

The denials led us to do a bit of exploring of Cuban TV and to develop an interesting story of what might be termed ultra-American types of commercial operation, promotion and what-have-you (see p. 4).

**'ARBITRON' START EYED KEENLY BY ALL:** New instantaneous automatic TV program rating service called "Arbitron" and developed by American Research Bureau (Vol. 14:34), seems to have made an auspicious start as it went commercial in New York this week -- and it will be watched very closely as it progresses this fall. Payoff seems to be customers, and ARB is getting them. Pres. James Seiler reports that network keys WCBS-TV & WRCA-TV, along with WOR-TV & WABD (changing Sept. 7 to WNEW-TV), are buying it at \$850 to \$2700 monthly, depending on station's rates.

"It's too early to evaluate it," we're told by industry people concerned, but they seem favorably impressed already. Speed of service, most particularly, has impressed such competent analysts of ratings as Jay Eliasberg, CBS-TV research director, and Bud Sherak, Kenyon & Eckhardt v.p. & research director (see p. 5).

Arbitron's "multi-city" network report, based on "sub-sample" of 7 cities, is due to go commercial next week. It will cover minute-by-minute viewing in N.Y., Chicago, Philadelphia, Detroit, Cleveland, Baltimore & Washington. A local service for Chicago, like that in N.Y., is due by end of month. Target date isn't definite yet for start of local Los Angeles service (for more details, see p. 5).

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**Boxscore on Unsold Time:** Open TV network time in season's prime evening hours totaled 26 half-hours at end of this week vs. 28 half-hours 4 weeks ago (Vol. 14:32). CBS had 7½ half-hours unsold (down from 9), NBC 8½ (down from 9), ABC 10. Daytime option time sold: CBS 78% (up from 74.2%), NBC about 70% (unchanged), ABC 95% (up from 90%). Now, NBC v.p. Don Durgin, national sales mgr., who prognosticated complete sellout of night option time by Labor Day, states: "We do expect the night time schedule to be sold out for the 1958-59

season which gets underway in Oct." CBS-TV national sales v.p. Tom Dawson asserts: "My statement of last month (Vol. 14:32, p. 2) certainly holds true; the happenings of recent weeks make me even more emphatic in regard to the 1958-59 picture. All signs point to a very healthy season." ABC sales development v.p. Don Coyle said: "The ABC-TV network has more time sold than ever before in history, and a larger percentage of our commercial offerings currently are sold than either NBC's or CBS's."

**The Cuban TV Story (Cont.):** Six-station Havana (pop. 1,236,000, according to latest Rand-McNally Atlas) can offer aces & spades to 7-station New York and Los Angeles when it comes to unusual commercial methods and rugged competition, now intensified by the reactivation and takeover of Havana's CMTV (Ch. 11) by U. S. entrepreneur Reuben Moulds. He is pitting his newly acquired Television Habanera against 3 country-wide networks with their keys in Havana, plus one all-color independent and another 6-hour-a-day station programmed primarily with live panel shows and second-run films.

Moulds' station, formerly Ch. 10 acquired from George Storer as a distress property in 1953 by Amadeo Barletta, had been kept silent for some time by Barletta, operator of Telemundo, a network comprising CMAB-TV, Havana (Ch. 2) with 6 satellites around the island linked by station-to-station pickups. Telemundo's other outlets are Ch. 9, Camaguey; Ch. 12, Jatibonico; Ch. 11, Matanzas; Ch. 8, Santa Clara; Ch. 13, Victoria de las Tunas; Ch. 7, Santiago de Cuba. Barletta is publisher of the daily *Havana El Mundo* and Cuban distributor for Cadillac, Oldsmobile, Chevrolet.

\* \* \* \*

Perhaps best known and biggest network in Cuba (total pop. 5,832,000 in 1956, says govt.) belongs to Goar & Abel Mestre and has the NBC affiliation, meaning first call on network's kinescoped shows, as well as radio pickups. The Mestres' CMQ-TV, Havana (Ch. 6) links satellites in Matanzas, Ch. 9; Santa Clara, Ch. 5; Camaguey, Ch. 6; Holguin, Ch. 3; Santiago, Ch. 2—with Ch. 7 due to be added this month in Ciego de Avila and Ch. 5 early next year in Pinar del Rio. They're linked by 16 microwave stations, owned by Micronadas Nacionales, S.A., 60% controlled by CMQ. The Mestre operations are headquartered in Radiocentro, recently added 2 big studios to make total of 7, in Cuba's newest and tallest apartment building, Fosca, built by company headed by Goar Mestre. CMQ-TV operates 10 hours a day, with 90% of its programs live. With its radio network, Circuito CMQ employs staff of 630.

Third network is keyed by CMBF-TV, Havana (Ch. 4), and licensee Cadena Nacional, S.A. is 40% owner of the Mestres' microwave system, feeding to Matanzas, Ch. 13; Santa Clara, Ch. 3; Camaguey, Ch. 4; Holguin, Ch. 8; Santiago, Ch. 5—with added transmitters also being built at Ciego de Avila (Ch. 2) and at Pinar del Rio (Ch. 8).

**CBS's Tape Plans:** Substantial expansion of video tape use in 1959, to take care of markets in standard time areas, is planned by CBS-TV—which will absorb more than \$1,000,000 in extra costs of providing the service. Wm. B. Lodge, v.p. for affiliate relations & engineering, said it is network's responsibility to get programs to affiliates "at the most appropriate times and in the best possible sequence for public and advertiser attractiveness." CBS plans \$500,000 expansion of videotape facilities in Los Angeles and payment for extra AT&T circuits to provide: (1) Initial live release in eastern & central daylight saving time markets. (2) One-hour delay to most standard time markets. (3) Two-hour delay to Pacific daylight saving time areas. (4) Three-hour delay to Ore. & Wash., which remain on Pacific standard time.

This network is owned by RCA distributors Julian Lastra & Miguel Humara; the publisher of *Informacion*, Jose I. Montaner; contractor Alberto Vadia—with the brothers Mestre as minority stockholders. Cadena Nacional employs 140, carries largely U. S. telefilm dubbed into Spanish (24 hours a week vs. CMQ's 5 half hours), has a hot-shot daily 9-10 a.m. live show, claims percentage of audience second only to Circuito CMQ.

All 3 network keys operate from nearby antenna farm at Televilla, using one transmitter building, each with 10-kw RCA transmitter radiating from 660-ft. Blaw-Knox tower. Televilla was put into operation 2 years ago at cost of \$835,000.

\* \* \* \*

The other 2 Havana independents present unique setups. There's CMBA-TV (Ch. 7), owned jointly by CMBF Cadena Nacional and the Mestres, which started only last month as a sort of foil against the new CMTV. It's on the air only 6 hours a day, with simple live programs of the panel type and films supplied by CMQ-TV & CMBF-TV. It also operates from the Mestres' Telecentro.

Most unusual station is Gaspar Pumarejo's CMBJ-TV (Ch. 12, started a month ago and broadcasting all-color 16 hours a day, albeit Havana has only a few hundred color receivers. It's located atop the Habana Hilton. It carries a one-hour color kine of news, interviews, commentators, etc. which is repeated over and over. Efforts to obtain information from Pumarejo had proved consistently unavailing—but his competitors say this station is in the nature of an "insurance policy" for his amazing *Escuela de Television* which he telecasts on time bought on the Telemundo network (Ch. 2).

The enterprising Senor Pumarejo originally bought 2 hours a day of Telemundo's time as a block, sells his own sponsors, programs from his own studios; currently, he reportedly uses as much as 8 hours a day of Telemundo's 14-hour schedule, financing his operations from sponsorships and from his famed *Hogar Club* (meaning Home Club). Cuban housewives pay \$1 a month membership in return for the privilege of participating in giveaway shows that have as prizes cooperative apartments, autos, refrigerators and many lesser items.

Rivals claim his shows are lotteries and illegal, but the Govt. apparently doesn't. He is said to have 180,000 members in *Hogar Club* and to net about \$130,000 a month. He also operates a stamp system enabling a purchaser to buy merchandise at discount, to receive stamps, and to turn in stamp books at Christmas time for cash. It's rumored he netted close to \$1,000,000 last Christmas.

Duopoly, newspaper ownership, giveaways, gimmicks—the little island of Cuba has all of these aplenty, and more. There's never a dull moment, though there may be some profitless ones for some, in Cuban telecasting.

Automatic Videotape splicer is now in regular production, and shipments began this week, according to Neal K. McNaughten, Ampex professional products div. mgr. In N. Y. this week, exhibit of Ampex equipment, including Videotape recorder, was opened in Grand Central Terminal under auspices of investment firm Merrill Lynch, Pierce, Fenner & Smith. Display is in recognition of Ampex's spectacular financial showing—sales rising to \$30,115,000 in year ended April 30 from \$18,737,000 preceding year, earnings to \$1,540,000 from \$1,087,000 (Vol. 14:19, 29).

Identification changes: WABD, New York (Ch. 5) becomes WNEW-TV after Sept. 7. KMSP-TV, Minneapolis (Ch. 9) granted waiver of rules to identify itself also with St. Paul; KHOL-TV, Kearney, Neb. (Ch. 13), to add Holdrege.

## Network Television Billings

July 1958 and January-July 1958

(For June report see *Television Digest*, Vol. 14:31)

**N**ETWORK BILLINGS in July, continuing upward trend though at slackening rate, marked first month in almost a year CBS had decline from corresponding month year earlier. TvB's compilation shows 3 networks had gross billings 5.9% ahead of July 1957. CBS, still leading but by narrow margin, was down 1.4% from year ago—its first month-to-month decline since Aug. 1957. NBC billings were up 13.2%, ABC up 11.6%. Complete TvB report for July:

| NETWORK TELEVISION |                     |                     |             |                      |                      |              |
|--------------------|---------------------|---------------------|-------------|----------------------|----------------------|--------------|
|                    | July 1958           | July 1957           | % Change    | Jan.-July 1958       | Jan.-July 1957       | % Change     |
| ABC                | \$ 7,083,555        | \$ 6,348,496        | +11.6       | \$ 58,701,356        | \$ 46,443,714        | +26.4        |
| CBS                | 18,273,690          | 18,537,069          | -1.4        | 142,321,106          | 135,299,556          | +5.2         |
| NBC                | 15,702,029          | 13,874,872          | +13.2       | 123,108,261          | 107,674,376          | +14.3        |
| <b>Total</b>       | <b>\$41,059,274</b> | <b>\$38,760,437</b> | <b>+5.9</b> | <b>\$324,130,723</b> | <b>\$289,417,646</b> | <b>+12.0</b> |

### 1958 NETWORK TELEVISION TOTALS BY MONTHS

|          | ABC         | CBS          | NBC          | Total        |
|----------|-------------|--------------|--------------|--------------|
| January  | \$9,168,609 | \$22,094,015 | \$18,344,111 | \$49,606,735 |
| February | 8,441,988   | 19,410,741   | 16,785,315   | 44,638,044   |
| March    | 9,402,407   | 21,211,070   | 18,874,597   | 49,488,074   |
| April    | 8,739,456   | 20,628,511   | 18,283,379   | 47,651,346   |
| May      | 8,477,755   | 20,970,022   | 18,470,368   | 47,918,145   |
| June     | 7,387,586   | 19,733,057   | 16,648,462   | 43,769,105   |
| July     | 7,083,555   | 18,273,690   | 15,702,029   | 41,059,274   |

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.

**ADVERTISING AGENCIES:** Walter Tibbals, ex-BBDO Hollywood TV radio v.p., named to same post at Norman, Craig & Kummel, N. Y. . . . Carroll C. Grinnell promoted to v.p. of Benton & Bowles . . . Walter B. Grosvenor promoted to v.p. of Grey Adv. . . . Harry W. Betteridge, ex-sales mgr., WWJ-TV & WWJ, Detroit, named v.p. of Clark & Bobertz Inc., Fox Bldg., Detroit . . . George R. Gibson promoted to v.p. of Paris & Peart . . . John N. Jackson, ex-Ogilvy-Benson & Mather, named exec. v.p. of Wesley Assoc., N. Y. . . . John Waite, ex-C. J. LaRoche, named v.p. of Lambert & Feasley, N. Y. . . . Lester Wunderman resigns as exec. v.p. of Maxwell Sackheim Co., to form Wunderman, Ricotta & Klines, 345 Madison Ave., N. Y. . . . Harold J. McCormick, ex-Motorola adv. & sales promotion mgr., joins Dancer-Fitzgerald-Sample.

**Rate increases:** KSD-TV, St. Louis, Sept. 1 adds Class AA hour (6:30-9:30 p.m. daily) at \$1750, min. at \$330, Class A hour going from \$1200 to \$1300. WBAY-TV, Green Bay, Wis. Oct. 1 raises base hour from \$500 to \$600, min. \$100 to \$120. KERO-TV, Bakersfield, Sept. 1, hour from \$500 to \$550, min. \$125 to \$140. WTVV, Tupelo, Miss., Sept. 1, hour \$150 to \$200, min. \$30 to \$50. KHAD-TV, Laredo, Aug. 1, hour \$187.50 to \$200. KREX-TV, Grand Junction, Colo., Aug. 1, hour \$150 to \$175. Spot increases: KPRC-TV, Houston, has raised base min. from \$250 to \$275; KTRK-TV, Houston, min. \$220 to \$250; WSTV-TV, Steubenville, O., min. \$112.50 to \$120.

**New reps:** KJEO, Fresno, to H-R Television Oct. 1 (from Branham); KOLO-TV, Reno, to Headley-Reed Sept. 1 (from Pearson); KLFY-TV, Lafayette, La. to Richard O'Connell Sept. 1 (from Young).

Broadcast Advertisers Reports, 750 Third Ave., N. Y., has extended its monitoring activities to additional 230 TV stations in 100 cities for total of 312 stations.

**Debut of 'Arbitron':** First commercial week of new automatic TV program rating service called "Arbitron" (see p. 3) drew reactions "beyond our fondest expectations," reports ARB director James Seiler. Agency, station & network research people seem quite impressed by initial results, but say they need more time before they can draw definite conclusions.

Speed is big feature, particularly for new programs—everyone eager to "see how we're doing." Important factor is that service's continuous nature eliminates abnormal ratings produced when stations "loaded" schedules with strong programs during "rating week."

Says Jay Eliasberg, CBS-TV research director: "It's better than anything we are getting now. We used inadequate ratings because they were the only thing available." Says Bud Sherak, v.p. & research director of Kenyon & Eckhardt: "The speed-principle is excellent. Of course, we can't be Wall St. speculators, changing our minds minute-by-minute."

To show how speed impresses those who live by ratings, Seiler notes that 50 organizations have asked for small duplicates of ARB's big "light board"—which shows relative positions of stations graphically—to be installed in their own offices. Small boards are run by servo system from main board, will rent at about \$25 monthly plus cost of teletype lines.

Multi-city service will give true measure of competitive pulling power of networks, Seiler claims. The 7 cities were chosen because they are representative of the 23 in which all 3 networks have full-time live vhf affiliates. New feature due to be added in next few months is report on cumulative audience.

Arbitron was announced prematurely last Dec. (Vol. 13:50), ran into trouble because phone company had difficulty balancing lines from receivers to ARB headquarters. Many organizations had experimented with such systems for years, but Seiler claims breakthrough came when engineers learned to put as many as 30 TV sets on one line. Previous efforts involved a line for each set. Seiler says this would cost \$40,000 monthly for lines in N. Y., compared with Arbitron line cost of \$3800.

A. C. Nielsen is prepared to offer similar service as the demand develops, according to Henry A. Rahmel, exec. v.p. broadcast div. By mid-Oct., 100-receiver pilot service will be offered in Chicago & N. Y., will be expanded to as many as 15-20 cities if economic support appears.

Instantaneous radio rating system was demonstrated by Nielsen in 1946 but few takers were found, according to Rahmel. Pilot TV setup has been operated in Chicago for a year. Trendex, which operates next-morning telephone survey system, is reported considering automatic system, too.

TvB's 16-city selling clinics—with theme "Television Sells Best, But It Also Requires Better Selling"—open Sept. 10 in Barringer Hotel, Charlotte, N. C. Other workshops, for TvB members only: Atlanta, Sept. 12 (Dinkler-Plaza); Memphis, Sept. 15 (Peabody); Baton Rouge, Sept. 17 (Capitol House); Detroit, Sept. 19 (Statler-Hilton); Chicago, Sept. 22 (Sheraton); Oklahoma City, Sept. 24 (Oklahoma Biltmore); Los Angeles, Sept. 24 (Sheraton Town House); Kansas City, Sept. 25 (Muehlebach); Seattle, Sept. 26 (Olympic Western); San Francisco, Oct. 1 (Mark Hopkins); Denver, Oct. 3 (Cosmopolitan); Milwaukee, Oct. 15 (Schroeder); N. Y., Oct. 17 (Sheraton-East); Boston, Oct. 22 (Kenmore); Washington, Oct. 29 (Mayflower).

**Whither the Quizzes?** All told, 23 quiz prize shows (14 NBC, 8 CBS, 1 ABC) are current on TV networks or scheduled for upcoming season. Big questions this week, as newspaper-exploited "fix" scandal (see p. 2) involving now-defunct *Dotto* (Vol. 14:35) spread to *Twenty-One*: How many can last? Is the big-money TV show era ending?

Partly reflecting headlines, answers will come from ratings as weeks go by—and some answers already were coming in before hanky-panky on *Dotto* was exposed. In last 3 Nielsen audience counts—for first time in several years—no quiz show was among top 10 in ratings.

Meanwhile, networks (excepting virtually quiz-less ABC), packagers & sponsors were playing it close, watching to see how the public turns in response to the heavily-headlined quiz exposes. And if quizzes are on their way out as big programs, what then? *Variety* suggests this uncertain answer: "Obviously the industry's waiting for that 'something new' which will spark the latest trend in programming, but as yet nobody's come up with it."

As for this week's episodes in mushrooming quiz story, they centered around N. Y. District Attorney Frank Hogan's office and: (1) Charge by \$48,000 *Twenty-One* winner Herbert M. Stempel that he had been coached in answers on NBC-TV show, that producers Barry & Enright advanced \$18,500 to him while he was still a contestant in 1956. (2) Countercharge by Barry & Enright, supported by tape-recording containing purported admission by Stempel, that he tried to "blackmail" producers out of \$50,000; rebuttal by producers, insisting Stempel got his advance because he threatened to quit show. (3) Summoning of partner Sy Fischer of *Dotto* producers Frank Cooper Assoc. to Hogan's office for questioning about "fix" charges by standby contestant Edward Hilgemeier Jr. on CBS-TV & NBC-TV show, Fischer refusing to disclose just what was discussed. (4) Claim by housewife Mrs. Regan Leydenfrost that she got help in answering *Dotto* questions to win \$900 in May.

Other developments: (1) Barry & Enright said they are suing *N. Y. World-Telegram & Sun* and *N. Y. Journal-American* for libel for publishing statements attributed to Stempel. (2) Hogan went on *Between the Lines* show on WABD to report he still had unearthed no crimes in his quiz-show probe. (3) Brooklyn court justice ordered radio WMGM to open its records to Mr. & Mrs. Donald Reid, who claimed they mailed correct answers to *Name It & Claim It* quiz, but prize went to somebody else. (4) Hollywood movie producer Harold Mirisch said he's negotiating for film rights to *The Hot Half Hour*, new novel about rise & fall of quiz program written by Robert L. Foreman, BBDO creative services chief.

Public service spots worth \$65,000,000 and totaling nearly 900,000 are contributed annually by subscribers to NAB's TV Code, reports Review Board chairman Roger W. Clipp of Triangle Stations. Estimate is based on survey of 101 of 301 TV Code Stations in 43 cities in Feb., March & April, showing they donated announcements in behalf of more than 100 national service and charitable organizations (National Safety Council, American Red Cross, etc.), dozens of local agencies.

First broadcaster to publish logo of UN, which airlines are all adopting, is WJAR & WJAR-TV, Providence. It's half-inch in diameter, with "UN" and "We Believe" printed above and below world globe surrounded by peace wreath.

**First of NAB Regionals:** Agenda of initial NAB fall conference, at Buena Vista Hotel, Biloxi, Miss., Sept. 18-19, which indicates pattern of the conferences, starts off with "general assembly" featuring: "Profit or Loss," by Charles H. Tower, mgr., dept. of broadcast personnel & economics; "Public Relations Pays," Donald N. Martin, asst. to pres.; "Where We Stand in Washington," Vincent T. Wasilewski, mgr. of govt. relations who will also moderate discussion of editorializing.

TV sessions: "Management Problems in Technological Change" and "Case Study in Human & Labor Relations," discussions led by Tower; "Keeping Track of Costs in TV," Dwight W. Martin, WAFB, Baton Rouge & George B. Storer Jr.; "Getting the Most for Your Sales Dollar," Wm. MacRae, TvB director of station relations; "Economics of the TV Code," Edward H. Bronson, TV Code Affairs director; "Profitable TV Station Programming," Kenneth I. Tredwell Jr., WBTV, Charlotte, George Harvey, WFLA-TV, Tampa, and James Woodruff Jr., WRBL-TV, Columbus, Ga.

Radio sessions: "Sales Dept. Administration," J. W. Hicks, WRDW, Augusta, Ga., L. M. Sepaugh, WSLI, Jackson, Miss., Joseph Sierer, Edward Petry & Co. & Hugh M. Smith, WCOV, Montgomery, Ala.; preview of film "Hear & Now"; "Broadcasting the News," Daniel W. Kops, WAVZ, New Haven, Conn.; "Management Looks at Current Trends in Music Programming," John F. Box, WIL, St. Louis; report of All-Industry Radio Music License Committee, Robert T. Mason, WMRN, Marion, O.; "Staff Organization & Integration," Howard L. Brooks, WJBO, Baton Rouge, Ray Butterfield, WLOX, Biloxi & Wilton E. Cobb, WMAZ, Macon; "Executive Selection," discussion led by Tower; "Toward Greater Internal Efficiency," Charles Okel, Charles Bruning Co.

Luncheon speakers: Sept. 18, Harold E. Fellows, NAB pres.; Sept. 19, Wm H. Thomas, TV-radio director, Fitzgerald Adv., New Orleans.

For other regional conferences, these luncheon speakers have been named: Oklahoma City, Sept. 23, Dr. Melvin S. Hattwick, adv. director, Continental Oil Co., Houston; Sun Valley, Ida., Sept. 26, Wm. Niscannon, gen. mgr., Pacific Trailways Co., Bend, Ore.; San Francisco, Sept. 20, Charles Stuart Jr., adv. mgr., Bank of America, San Francisco; Minneapolis, Oct. 17, J. Cameron Thomson, chairman, Northwest Bancorporation, Minneapolis; Washington, Oct. 28, Felix W. Coste, v.p. & marketing director, Coca-Cola Co., N. Y.

Personnel patterns in broadcasting industry, and ways to stimulate job satisfaction, will be studied by special NAB committee named by Pres. Harold E. Fellows. Co-operating with Assn. for Professional Broadcast Education, group will be headed by Charles H. Tower, mgr. of NAB broadcast personnel & economic dept. Other members: Dr. Glenn Starlin, chairman, U of Ore. speech dept.; Dr. Kenneth Harwood, chairman, U of So. Cal. telecommunications dept.; Robert J. McAndrews, v.p., KBIG, Hollywood; R. M. Brown, v.p. & gen. mgr., KPOJ, Portland; F. H. Garrigus, NAB mgr. of organizational services.

Joseph L. Floyd, pres. of KELO-TV, Sioux Falls, S. D., named chairman of NAB TV Film Committee. Other members: A. J. Fletcher, v.p. & gen. mgr., WRAL-TV, Raleigh; Frederick S. Houwink, gen. mgr., WMAL-TV, Washington; Paul W. Morency, pres., WTIC-TV, Hartford; Lee Ruwitch, exec. v.p., WTVJ, Miami; Eugene S. Thomas, v.p. & gen. mgr., KETV, Omaha; Miss Lynn Trammell, film program mgr., WBAP-TV, Fort Worth; Kenneth I. Tredwell Jr., v.p., WBTV, Charlotte, N. C.

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|  <p><b>Television Digest</b><br/>and <b>ELECTRONICS REPORTS</b><br/>WYATT BUILDING, WASHINGTON 5, D. C.</p>  | <p>MARTIN COEEL, Publisher<br/>ROBERT COEEL, Bus. Mgr.<br/>ALBERT WARREN, Senior Ed.<br/>WILLIAM WIGHT, Managing Ed.</p> |
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| <p>Weekly Newsletters Published Saturdays<br/>Television Factbooks Published in March &amp; September<br/>AM-FM Directory Published in January<br/>TV and AM-FM Addenda Published Weekly</p> | <p>Copyright 1958 by Television Digest, Inc.</p>   |

**Personal Notes:** John A. Schneider, ex-mgr. of CBS-TV Spot Sales, who last week took over as gen. mgr. of CBS' newly acquired WCAU-TV, Philadelphia, announces these major staff appointments: James E. Conley, named gen. sales mgr., transferring from CBS-TV Spot Sales, N. Y.; Robert N. Pryor, public relations v.p., named director of promotion & information services; John M. Dolph Jr., promoted to program director; Mel Levine, promoted to administrative asst. to Mr. Schneider; also, John G. Leitch, for 29 years with WCAU, engineering v.p. since 1949, named engineering director for both WCAU-TV & WCAU; Charles V. Lynch, asst. auditor of *Philadelphia Bulletin*, which sold stations to CBS, named comptroller of combined stations . . . P. A. (Buddy) Sugg, NBC v.p. for owned stations & spot sales div. & Matthew J. Culligan, v.p. for radio network, elected NBC exec. v.p.'s; Wm. N. Davidson, gen. mgr. of WRCA-TV & WRCA, N. Y., and Raymond W. Welpott, newly named gen. mgr. of WRCV-TV & WRCV, Philadelphia, elected NBC v.p.'s . . . James L. Caddigan, ex-DuMont Network program & production mgr., recently v.p. of Lowell Thomas' Odyssey Productions and consultant for Ch. 6 applicant WNBH, New Bedford, Mass., named v.p. & gen. mgr. of St. Louis' upcoming Ch. 11 independent KCPP, which is scheduled to be launched early in 1959 by 220 Television Corp., headed by

Harold Kolpar, owner of Chase and Park Plaza hotels . . . Wm. J. Flynn, ex-WWL-TV, New Orleans, named national sales mgr., WAGA-TV, Atlanta; Kenneth C. Willson, ex-Tobacco Radio network, named local sales mgr. . . Edward F. Lethen Jr., CBS-TV sales development mgr., is recovering from surgery at Doctors Hospital, N. Y. . . Joseph J. Weed, pres. of rep Weed & Co., is convalescing from hip injury in N. Y. Hospital . . . Jerome Harrison, ex-Ziv, named NBC-TV sales development mgr. . . Roger Gimbel promoted to exec. producer, John C. Greene to mgr., NBC-TV daytime programs . . . Willard M. Ballard, ex-v.p. of John W. Shaw Adv., named MBS market planning director . . . Pax Shaffer, ex-Peters, Griffin, Woodward, named sales mgr. of WOC-TV & WOC, Davenport, Ia., succeeding Mark Woodlinger, who has joined Community Telecasting Corp., Ch. 8 applicant, same city . . . Alvin J. Slep promoted to mgr. of new publicity & exploitation dept., WRCA-TV & WRCA; John O'Keefe continues as publicity mgr. . . Betty Forsling, onetime radio editor of *Newsweek*, succeeds resigned John Derr, onetime CBS sports director, as special asst. to Arthur Godfrey for public relations . . . Wallace M. Bradley, exec. director of Committee for Competitive TV, named to Syracuse U Radio & TV Center faculty; will supervise WAER-FM as well as teach . . . Malcolm MacGregor named exec. producer of NBC-TV educational project, succeeding Brice Howard, now with Michigan State U College of Communication Arts . . . Alvin E. Unger resigns as Ziv's Chicago v.p., his future plans to be announced . . . Raymond Junkin resigns as sales v.p. of Official Films, plans not yet disclosed . . . Jac Hein, ex-NBC-TV, forms Jac Hein & Co., production-packaging firm, 55 W. 54th St., N. Y. . . Tom Loeb, NBC-TV special events director, ex-Foote, Cone & Belding, has resigned to head Perry Como's Roncom Productions . . . A. W. (Sen) Kaney, NBC station relations, Chicago, veteran of Westinghouse's old KYW there, retired as of Sept. 1.

John L. FitzGerald is new FCC general counsel, appointed this week to succeed Warren E. Baker, resigned to enter private practice. FitzGerald has been chief of Office of Opinions & Review since 1954, after having served in various govt. housing agencies since 1934. He's 49, a native of Seattle. Donald J. Berkemeyer is promoted to succeed him. Baker left Sept. 5 to open Washington office (640 Shoreham Bldg., Republic 7-8050) for Wall St. firm of Chadbourne, Parke, Whiteside & Wolff. He had been general counsel 5 years, previously served with Civil Aeronautics Board and Maritime Commission.

FCC Chairman Doerfer sails Sept. 12 for Europe on *America*, stopping in London & Paris before going to Geneva where he will head U. S. delegation to telephone & telegraph conference of International Telecommunications Union. Accompanied by Mrs. Doerfer, he returns in mid-Nov. Rosel Hyde will be acting chairman during Doerfer's absence. FCC staff members in delegation: John J. Nordberg, John R. Lambert, Marion H. Woodward, Asher H. Ende, Terrence L. Slater, Frank T. McGann, Vivian F. Fishman, Mary L. Moose.

Herbert Mayer, founder of the old KPTV, Portland, Ore. (Ch. 27) and of WXEL, Cleveland (Ch. 8), now WJW-TV, which he sold to George Storer along with his Empire Coil Co., New Rochelle, N. Y. in \$10,000,000 deal (Vol. 10:2, 44), has acquired Viking Wire Co., Danbury, Conn., maker of drawn coat copper wire for electronic applications, for which he's currently constructing new 40,000-sq. ft. factory at cost of \$500,000.

Charles L. Glett, pres. of National Theatres Inc. subsidiary National Television Investments Inc., who handled acquisition of *Kansas City Star's* WDAF & WDAF-TV and is currently working on proposed merger with National Telefilms Inc. (Vol. 14:35), elected Sept. 5 to board of directors of parent firm—pres. Elmer C. Rhoden hailing choice as "recognizing the increasing importance of [our expansion] into the broadcasting field." He fills vacancy created by resignation of Peter Colfax, pres. of American Potash & Chemical Co. Glett is ex-CBS v.p. in charge of West Coast TV-radio and ex-Don Lee v.p. for TV. He headquarters at 340 N. Camden Dr., Beverly Hills, Cal.

Howard Pyle, ex-Gov. of Arizona, onetime program executive of KTAR, Phoenix, for last 3 years deputy asst. to President Eisenhower in charge of state relations, has agreed to postpone his resignation (planned Aug. 1) to handle White House end of 1958 election campaign. He proposes to return to broadcasting in Arizona.

Clifford L. Lord, director of Wisconsin State Historical Society and prime mover in its Mass Communications History Center, whose TV-radio collection is a pet project of H. V. Kaltenborn, this month becomes dean of College of General Studies, Columbia U—his successor soon to be appointed.

Andrew G. Haley, Washington TV-radio attorney whose avocation is rockets and problems of outer space (Vol. 14:20), reelected pres. of International Astronautic Federation at Amsterdam convention Aug. 29, will preside over London convention next year.

**Skiatron & Pay-TV Rumors:** Flurry of trading this week in stock of Skiatron Electronics & TV Corp., during which it rose a point and led in volume on American Exchange, was unexplained at week's end. However, Matty Fox, pres. of Skiatron TV Inc., which has rights to promote Skiatron pay-TV system, tells us he'll have "some sort of announcement" next week. "There's nothing conclusive," he said. Asked about rumors of contract with N. Y. Telephone Co. to wire up N. Y. area for cable-theatre type of system, he said: "We've been talking with them for a couple years." Phone company officials merely acknowledged they've been making engineering studies. It's understood Fox has asked for cost of facilities to serve homes in Westchester & Suffolk counties, with a control point at White Plains. Elsewhere in pay-TV arena, Houston City Council postponed scheduled Sept. 4 hearing on bids of 7 applicants for franchises to wire up city for cable-theatre—pending study by city attorney to determine whether city has authority to grant franchises. In Chicago, former heavyweight champion Jack Dempsey, on WGN-TV sports program, opined that pay-TV would be salvation of boxing. "Those million-dollar pay-TV gates," he said, "will stir up interest among the young fellows and bring out some new faces." In Los Angeles, County Board of Supervisors postponed to Sept. 16 hearing on cable-theatre application of Homevision Inc. for Antelope Valley.

**Senate Report Delayed:** Due before adjournment of Congress, report by special counsel Kenneth Cox to Senate Commerce Committee on May-June-July allocations hearings (Vol. 14:21, 22, 26, 27) has been delayed, target date now set for "some time" during recess. Chairman Magnuson (D-Wash.) was back home this week, conferring in Seattle with Cox on scope of report covering community antennas, boosters, etc., as well as allocations. Cox also had 35-pp. response by FCC to series of written questions he submitted to Commission at end of hearings, asking clarification & expansion of points in FCC testimony. Submitted Aug. 14, FCC's replies recounted chronology of CATV cases, explored advantages & disadvantages of all-uhf and mixed vhf-uhf systems, discussed booster problems. Meanwhile, Senate Committee was preparing publication of little-heard-of allocations report by ad hoc advisory committee headed by consulting engineer Edward L. Bowles (Vol. 14:12), appointed by Magnuson in 1955. Bowles report's recommendations for "independent audit" of allocations system, etc., haven't been adopted by Magnuson Committee, and printed copies won't carry any official endorsement.

New regional Skyline Advertisers group has been formed by 5 Ida-Mont. stations with Gill-Perna national sales rep. C. N. (Rosy) Lane, gen. mgr. of KID-TV, Idaho Falls, is in charge of local & regional sales office, 1275 E. 17th St., Idaho Falls (Jackson 3-4567). In addition to KID-TV, group includes KLIX-TV, Twin Falls, Ida.; KOOK-TV, Billings; KXLF-TV, Butte; KFBB-TV, Great Falls, Mont.

Two TV applications were filed this week: For educational Ch. 11, Durham, N. H. by U of New Hampshire there. For Ch. 13, Anchorage, Alaska, by owners of KBYR there. They bring total applications pending to 94. (30 uhf). [For details, see *TV Addenda 27-A.*]

Grantee WSLA, Selma, Ala. (Ch. 8) this week lost long fight for modification of CP when FCC announced final decision turning down its request to use site 50 mi. from Selma, 25 mi. from Montgomery for proposed 1993-ft. antenna.

**ETV Experiment Starts:** First "permanent" closed-circuit educational TV operation in N. Y. state, linking 8 schools in Cortland, Virgil & Truxton, was dedicated this week by Deputy State Education Comr. Dr. Ewald B. Nyquist. About 800 of 4300 enrolled students in 3 school districts will participate at outset in Spanish, English, music, geography, art, chemistry lessons carried to 32 receivers in classrooms equipped with 2-way audio hookup. Pilot system will be extended eventually to other school districts, Nyquist said. In other ETV developments: (1) Maine's education dept. announced start of experimental ETV music courses some time in upcoming academic year, lessons to be carried by commercial stations to towns lacking regular music teachers. (2) WVEC-TV, Hampton-Norfolk, Va., offered station's "complete facilities" to Norfolk officials in event integration closes public schools there, pres. Thomas P. Chisman reporting he's "perfectly willing to drop all commercial commitments to give the school board whatever time it needs." (3) Northwestern U prof. Paul Witty told American Psychological Assn. convention in Washington that survey of children in Chicago area shows they spend average of 20 hours per week watching regular TV programs vs. 22 hours last year, that half of children polled thought TV helped them in schoolwork. (4) Mennonite parents in Washington County, Md., members of sect which opposes TV & radio, withdrew children from schools where successful Hagerstown closed-circuit ETV system operates. School board approved move, leased empty building to sect to conduct own classes.

Unusual turnabout whereby TV-radio station owners acquire state's, and one of country's, biggest movie houses has occurred in Minneapolis, where Paramount's downtown 4200-seat Radio City Theatre will close down Oct. 15—sold to Midwest Radio & Television Inc., licensee of WCCO-TV (Ch. 4) and WCCO. The TV station, occupying 38,000 sq. ft., is only other tenant, radio WCCO having 20,000 ft. elsewhere; whether radio will be moved to TV location remains to be decided, according to exec. v.p.-gen. mgr. F. Van Konynenburg. Both are CBS basics. It's definite, though, that the extremely valuable real estate, purchase price undisclosed, will no longer house any theatre. Midwest is owned by combination of Ridder and Cowles newspaper-radio-TV interests, Ridders publishing *St. Paul Dispatch* and *Pioneer Press*, Cowles *Minneapolis Star and Tribune* (see *TV Factbook* for other holdings). Note: Currently Philadelphia's 4400-seat Mastbaum Theatre is being dismantled, and ABC-Paramount is reported selling its 3400-seat first-run Paramount Downtown, Los Angeles. And in Miami, ex-Theatre Owners of America pres. Mitchell Wolfson, deciding to expand quarters of his WTVJ (Ch. 4) a few years ago, completely remodeled his Wometco chain's biggest downtown movie house into modern TV-only studio & office building.

TV courtroom coverage was upheld this week by Okla. Court of Criminal Appeals, which denied appeal by convicted burglar who contended his constitutional rights were violated by films taken by WKY-TV, Oklahoma City. Camera crew from *Daily Oklahoman* station took pictures in courtroom during trial recess before jury was selected but while some members of panel were present. Defendant argued TV cameras prevented him from having fair trial—and that trial court violated American Bar Assn.'s Canon 35 (Vol. 14:35) in permitting them. President Justice John A. Brett of appeals court ruled Canon 35 is only set of principles subject to modification to meet conditions of changing times—and that it has no force of law. NAB's Okla. TV Assn. participated in case.

**New & Upcoming Stations:** With WTAE, Pittsburgh (Ch. 4) currently on test patterns and still planning Sept. 14 debut with ABC-TV (Vol. 14:35), next major market starter will be WJRT, Flint, Mich. (Ch. 12), which is set for Oct. 12 ABC-TV programming, according to John F. Patt, pres. of grantee Detroit radio WJR. It plans to install 12-bay RCA antenna Sept. 8 or 9 on 990-ft. Emsco tower; transmitter house is due to be ready in 2 weeks for 50-kw RCA unit. Third studio being added to facilities leased from off-air WTAC-TV (Ch. 16) is 60% ready. Base hour will be \$700. Rep. will be Harrington, Righter & Parsons.

Starters this week are educationals WFPK-TV, Louisville (Ch. 15) and WJCT, Jacksonville (Ch. 7), making on-air total 532 (86 uhf). WFPK-TV starts Aug. 8 using 1-kw RCA transmitter, with antenna on 384-ft. Ideco tower of FM radio WFPK, also operated by grantee Louisville Free Public Library. C. R. Graham, library director, is station mgr.; Richard VanHoose, supt. of schools, program mgr.; Mrs. Mildred Cobb, production mgr.; Emmet R. Beeker Jr., chief engineer. Programs will originate from studios of WAVE-TV, Louisville (Ch. 3).

WJCT begins Sept. 10 using 5-kw GE transmitter donated by *Washington Post's* WJXT, Jacksonville (Ch. 4), but installed in WFGA-TV transmitter house. It has Alford antenna on WFGA-TV tower at 843-ft. level. It will use WJXT studios, but film equipment is located at WFGA-TV transmitter plant. Heywood Dowling is pres. of grantee Educational Television Inc.; Dr. William K. Cumming, ex-Stephens College, Columbia, Mo., gen. mgr.

\* \* \* \*

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

KNOP, North Platte, Neb. (Ch. 2) has ordered 5-kw used GE transmitter and hopes to begin programming Oct. 15, writes gen. mgr. Bob Riedy, ex-radio KODY, North Platte. Attorney Rush C. Clarke heads owners, group of local businessmen. Tri-level plant will include 2 studios. Foundation and anchors for 500-ft. Ideco tower are ready. Bill Wood, ex-KODY, will be program mgr.; John Seide, ex-KHOL-TV, Kearney, chief engineer. Network affiliation hasn't been signed as yet. Rates not set, rep not chosen.

KXAB-TV, Aberdeen, S. D. (Ch. 9), affiliated with KXJB-TV, Valley City-Fargo, N. D. (Ch. 4), has changed target to Oct., reports pres.-gen. mgr. John W. Boler. It has 10-kw RCA transmitter scheduled for Sept. 15 delivery

and work has started on 400-ft. Stainless tower, which is scheduled to get 6-bay antenna Sept. 25. Base hour will be \$150. Rep will be Weed.

WGTE-TV, Toledo (Ch. 30, educational) has changed target to "late Sept. or Oct.," writes Murray W. Stahl, program & production director. Helical antenna is being installed on University Hall tower, but 100-watt GE transmitter won't be wired for 3-6 weeks. Dorothy Kellog, from WTDS, Toledo public school's FM outlet, will be production director; William Ryan, ex-radio WTOD, Toledo, acting chief engineer.

WEDU, Tampa-St. Petersburg (Ch. 3, educational) has 5-kw RCA transmitter on hand and expects to meet fall target, reports gen. mgr. C. W. Mason, ex-program mgr. of WSUN-TV, St. Petersburg. Foundations for studio-transmitter building have been completed and work has started on 475-ft. Stainless tower, which will have 3-bay antenna.

KHTV, Portland, Ore. (Ch. 27), filing application to change site to Signal Hill, near present KPTV (Ch. 12), has changed target to Nov. 1, writes pres. & 55% owner Wally Matson, also owner of CATV system there. RCA 1-kw transmitter and GE antenna formerly used by KPTV are on hand in Portland. It plans to operate as independent with syndicated shows and feature films. Base hour will be \$300. Rep not chosen.

KVIE, Sacramento, Cal. (Ch. 6, educational) has ordered 10-kw Standard Electronics transmitter, hopes to begin in mid-Dec., reports gen. mgr. John C. Crabbe, ex-director of TV-radio for College of the Pacific, Stockton. It will install transmitter in Ch. 10 KBET-TV building and antenna will be on KBET-TV's 450-ft. Ideco tower. It will share space provided by KBET-TV, KCRA-TV & KOVR.

WMUB-TV, Oxford, O. (Ch. 14, educational) has been delayed from Sept. start by wet weather which held up construction of studio-transmitter building, reports William L. Utter for grantee Miami U. It has 1-kw RCA transmitter on hand and 6-section helical antenna has been installed on 320-ft. Truscon tower.

KVOG-TV, Ogden, Utah (Ch. 9) plans to order RCA transmitter, has plans ready for new studio-office building, hopes to begin in approximately 8 months, reports David B. Affleck, asst. mgr. of radio KVOG, 53% stockholder of grantee United Telecasting & Radio Co. It will use Gates 400-ft. tower. Rep will be Grant Webb.

**Share-Time CP for VHF:** In final 4-2 decision (Comrs. Craven & Ford dissenting, Comr. Cross not participating) Ch. 10, Parma-Onondaga, Mich., in Jackson area, this week was awarded TV Corp. of Mich. Inc. & State Board of Agriculture on share-time basis. Latter has surrendered CP for educational WKAR-TV, E. Lansing (Ch. 60). Sustaining initial recommendations by examiner Annie Neal Huntting—and matching her 224-pp. report (Vol. 13:10) with 225-pp. findings of its own—majority preferred TV Corp. (headed by John C. Pomeroy of off-air WILS-TV, Lansing) and State Board largely on programming grounds. Comr. Ford protested action permitting TV Corp. "to ride piggy-back into a license on the strength of the qualifications" of non-commercial WKAR-TV, Comr. Craven concurring. They favored Triad TV Corp. (C. Wayne Wright, WBCK, Battle Creek.) Other losers: WIBM, Jackson; WKHM, Jackson.

**Ampex Videotapes:** One each shipped to KCOP, Los Angeles; WAGA-TV, Atlanta; WJW-TV, Cleveland; one ordered by WCCO-TV, Minneapolis.

Long hassle over shift of WKTV, Utica, from Ch. 13 to Ch. 2, involving antenna site, dissolved this week after aeronautical interests informed FCC that ways had been found of eliminating air hazard of WKTV's proposed 1081-ft. tower at site it desired. With everyone satisfied, Commission called off hearing on matter, and WKTV is free to build. Action also permits grantee WTRI, Albany (Ch. 35) to build Ch. 13 plant, effectuating FCC's decision to make area all-vhf.

Translator application for Roseburg, Ore. was opposed this week by KPIC, Roseburg (Ch. 4) which fears loss of audience to the translator. In petition to FCC, it requests hearing on the application, notes that translator applicant also controls community antenna system in Roseburg, says this "raises a question as to whether a possible pincer movement is involved."

Translator starts: K77AK, The Dalles, Ore. began Aug. 25 with KPTV, Portland; K74AQ, Castle Dale, Utah, Aug. 11, with KUTV, Salt Lake City; K76AI, Canby, Cal., June 23, with KVIP-TV, Redding, Cal.

**BUSINESS AS SEEN BY THE DISTRIBUTORS:** Representative distributors in TV-radio-phono field, the men right behind the front lines in the fall sales push, are confident of better business this fall. That's the conclusion we reach after studying replies we have received thus far to our "How's Business" questionnaire, sent to selected key distributors in all sections of the country. Response was uniformly upbeat.

Percentage-wise, average of the 3 dozen or so responding distributors say they expect TV sales to be up 54% over first half of year; radio, up 47%; phonos up a whopping 82% -- largely because of tremendous interest in stereo hi-fi. It's highly significant that all predicted increases are well above normal fall increase.

Some estimates sound like "boom" times; most were conservative. Range in TV was all the way from 15% to 250%; in radio, from zero to 150%; in phonos, from 5% to 500%. In the main, distributor comment echoed enthusiastic comments of the set manufacturers (see below & Vol. 14:23,24,26).

High interest in stereo among distributors was apparent from both the number and enthusiasm of comments received. Typical was comment of W. P. Frost, Westinghouse Appliance Sales, Maspeth, N.Y.: "Stereo will be wonderful shot in the arm for those who sell new ideas and quality rather than price. Basically, business is good today and should remain so throughout the year." Wrote pres. C.C. Walther, of Walther Bros., New Orleans: "Stereo obsoletes prior hi-fi merchandise. Because of availability of stereo records, it should greatly increase business."

Few saw color TV as factor in fall market. Those who did were enthusiastic. "With the return of regular color programs in Sept. and Oct., color sales will increase," said one distributor. "Only real future for making money in TV lies in color which must break through in very near future," said another.

[For more distributor comments, see "Business Getting Better," p. 11]

**Factory TV Sales—Talk Up, Figures Down:** Aug. factory sales of TV sets hit a peak for 1958 -- but failed to bear out the bullish headline in Sept. 3 Wall Street Journal which erred in stating: "Factory TV Set Sales in Aug. Exceeded '57." Encouraged by press report, we tried to substantiate the good news by checking with EIA, official custodian of industry figures. Late word there Friday was that Aug. factory sales totaled 556,000 sets, best monthly total of the year -- but still far below the 658,000 total for Aug. 1957. Next best 1958 month was Jan. with 424,000.

Bullish comments by set makers, quoted in Journal, indicate continued confidence in fall business upswing. Emerson pres. Benjamin Abrams is quoted: "Aug. was our best month this year & first to exceed comparable month in 1957." Said Zenith pres. Hugh Robertson: "Aug. has been banner month in shipment of TV sets. We're running just about at capacity." An RCA spokesman: "Our sales are up in Aug. from Aug. last year and it's first month this year sales were ahead of comparable 1957 month."

**Excise Tax Relief:** As finally approved, the 1958 Excise Tax Law (Public Law No. 85-859) contains a provision restating, in the manufacturers' interest, the base on which the 10% excise tax must be computed. Just how much of a tax saving the new section means for TV-radio-phono makers was not computed. Henceforth, manufacturers who sell to both wholesale (distributor) and retail outlets may compute the excise tax on the wholesale price, even though price to retail outlets is higher.

**TV-Radio Production:** TV output in week ended Aug. 29 again hit peak for year with total of 134,921 sets compared with 130,556 preceding week and 205,881 in same week last year. Year's 34th week brought total to 2,947,489 compared with 3,756,533 last year. Radio production was 293,771 (68,928 auto) vs. 286,656 (80,971 auto) in preceding week and 292,626 (79,962 auto) same week last year. Radio output for 34 weeks was 6,187,872 (1,889,055 auto) vs. 8,407,299 (3,392,962 auto) last year.

**Business Getting Better:** Response to our "How's Business?" questionnaire to TV-radio-phono distributors showed a general air of confidence that business is finally on the up-grade (p. 10). Many of the comments volunteered by members of our panel, we feel, are of interest to manufacturers, distributors & dealers alike. So, we've excerpted the more pertinent replies, pass them along herewith:

Billings, Mont.—Heald Supply Co. (H. B. Heald, pres.): "Our sales [of TV-radio-phonos] are 26.4% ahead of first half of 1958. We anticipate big increase this fall. Nationally, stereo hi-fi is great and volume will increase. However, in this territory (Mont. & Wyo.) it will be another year before sales are comparable with eastern market, percentage-wise."

Pittsburgh—J. E. Miller Co. (J. A. Mihm): [Stereo hi-fi has] great potential if properly merchandised with quality products. However, it will be bad if it is merchandised with borax and inferior equipment. We look for better than seasonal upturn [in TV-radio] because of highly improved Philco lines and greater consumer interest."

Philadelphia—John M. Otter Co. (Jack Otter, pres.): "Stereo has created enough consumer interest to considerably improve high fidelity sales. [As for TV,] apparently the public is willing to buy something that is new, different and outstanding, as our sales are excellent."

Rochester, N. Y.—M. E. Silver Co. (M. E. Silver, pres.): "While I look for a good pickup in hi-fi this fall, I don't think stereo will reach its peak until fall of 1959 when stereo recordings are in ample supply. With business in general on the uptrend, I look for better business in TV-radio because inventories are in good shape and dealers have more dollars to spend than they have since 1957."

Milwaukee—Taylor Electric Co. (J. A. Taylor, pres.): "Stereo hi-fi will be outstanding. Should bring us a 200% increase in business."

Jackson, Miss.—Ryan Supply Co. (E. B. Henson): "[Stereo] should give a shot in the arm to a business that is already doing well."

Philadelphia—Raymond Rosen & Co. (T. F. Joyce, pres.): "[Stereo] is going to take over phono business. It

presents a great opportunity for all segments of the industry. In all home entertainment lines, we expect a 10 to 20% increase this year over normal second half pickup."

Oakland, Cal.—N. C. Teakle Co. (N. C. Teakle, pres.): "Hi-fi business depends on how well the industry promotes stereo. It has great possibilities."

Atlanta — Brown Distributing (H. L. Murphy): "[Stereo] will be good if record people promote and sell public. [TV needs] something to make public want to trade old set."

El Paso—Midland Specialty Co. (J. M. Regottaz): "Stereo will sustain boom which hi-fi has experienced during last 2 years."

St. Louis — Philco Distributors (K. A. Cooper): [Stereo] should greatly stimulate sales of hi-fi."

\* \* \* \*

Some other comments by distributors who prefer to remain anonymous:

"Stereo will create confusion for some time until dealer knows what he is talking about. However, the future of the record & instrument business will be in stereo. Tape will be much slower."

"[Stereo is] big but not as big as some publicity leads us to believe."

"Stereo is terrific. It will make more people hi-fi buying conscious."

"Stereo is taking hold with the public quickly. Excellent prospects for tremendous increase in hi-fi equipment sales."

"Units retailing over \$250 will be 85% stereo in Los Angeles Market."

"[Stereo] is over-rated & confusing to public dealers."

"[Stereo] is much over-rated and exaggerated—will hurt hi-fi phono business."

"If handled correctly, stereo will be terrific. If a few get too ambitious we could have another 'food plan' fiasco. Color is the only opportunity for real profit in TV."

"[Stereo is] a business with a tremendous future which requires extensive consumer education."

"New lines of Admiral TV-radio-phono products have been in greatest demand in 5 years. We cannot get enough to take care of our dealers."

Another stereo simulcast: Jumping the gun on RCA's TV-radio stereo simulcast of the *George Gobel Show* Oct. 21 (Vol. 14:35), ABC-TV announced this week it will link 5 cities in a stereo broadcast of the *Lawrence Welk Plymouth Show* Sept. 10. Cities included are: N. Y., Chicago, Detroit, Los Angeles, San Francisco. Mechanics are the same as planned by RCA over NBC-TV network—TV speakers will bring in regular aural signal accompanying the video; radio will pick up separate signal on normal AM frequency. All the listener needs to get stereophonic sound is TV set and an AM receiver. ABC said technical problems make it impossible to link up its entire network for stereo at this time.

Federal excise tax collections on TV, radio, phonos & components were only slightly less in fiscal 1958 than in 1957, Internal Revenue Service reported. Manufacturers' tax on these items totaled \$146,422,00 in year ended July 1 compared with \$149,192,000 last year; \$29,046,000 in final quarter vs. \$34,475,000 in corresponding 1957 quarter.

Westinghouse offers 90-day warranty on both labor and parts for TV and hi-fi instruments, to be handled on distributor level and similar to long standing radio warranty.

Electronics will lead U. S. economy into new boom, pres. Robert C. Tait of General Dynamics' Stromberg-Carlson div. told Cal. group of Investment Bankers Assn. in Santa Barbara. He said industry's growth from \$500,000,000 pre-war annual sales to \$7.6 billion in 1957 was merely forerunner of greater expansion to come.

That 45rpm and LP records are going well in Britain, too, is indicated in London reports showing sales of former in first half of this year up 89% from same 1957 period, sales of latter up 15%, while 78s have dropped 30%. Board of Trade reports 35,754,000 units sold at factory cost of \$18,000,000.

Tape recorder sales should top \$120,000,000 this year—up \$20,000,000 over 1957—according to Irving Rossman, pres. of Magnetic Recording Industry Assn. He predicted 5 out of 6 sales would be stereo units.

Onetime major sponsor on TV-radio, Philco, thru BBDO, reappears this season as sponsor of Mutual Network's schedule of 11 football radiocasts, its local distributors to co-op stations' share.

Two new RCA TV "specials" for hotels and motels are Hayward with 262 sq.-in. viewing area and Fremont with 156 sq.-in.

**Trade Personals:** Dr. Allen B. DuMont, chairman of DuMont Labs, assumes active direction of industrial & military equipment div. as Frederick H. Guterman, who left American Bosch Arma last Oct. to become DuMont v.p., resigns; David T. Schultz continues as pres. & chief executive officer, S. J. Koch as v.p. tube operations . . . Charles D. Manhart, ex-Bendix Aviation govt. sales director, named Raytheon v.p. for govt. relations . . . John F. McDaniel promoted to gen. mgr. of new Hotpoint sales dept. handling Graybar & independent distributor accounts: Robert C. Hawley promoted to gen. mgr. of new distribution dept. for branch operations . . . John L. Esterhai, Philco asst. secy., named also v.p., Philco Finance Corp. . . . Walter F. Greenwood promoted to marketing mgr., GE receiving tube div. . . . Joseph A. Haines promoted to merchandising mgr., entertainment tubes, RCA electronic tube div. . . . John E. Cunningham promoted to CBS-Hytron New England regional mgr., equipment tube sales . . . John M. Leslie Jr., ex-Ampex, named gen. mgr. of ORRadio . . . Leonard Smith, ex-managing director of Britain's Pye-Nixa Records, returns to EMI as commercial mgr. after 2 years . . . Howard S. Gleason, asst. gen. mgr. of Stromberg-Carlson electronic div., assumes additional duties of mgr., electronic control systems plant, Los Angeles . . . Alan H. Bodge, Audio Devices v.p., named also mgr. of silicon div., Santa Ana, Cal. . . . Jack Wescott promoted to radio & hi-fi product mgr. of Victor H. Meyer Distributing (Sylvania factory branch), N. Y.

**NBC's Bigtime Colorcasts:** RCA subsidiary NBC, as part & parcel of big color TV merchandising plans via dealers for fall & winter (p. 1), will carry an expanded colorcasting schedule—with at least one hour each weekday afternoon, not less than one hour nightly Mon. thru. Sat., 2½ hours Sun. nights. Complete schedule hasn't been given out yet, probably will be during all-star closed-circuit "sneak preview" of NBC's fall shows to be carried in color 5-6 p.m. Thurs., Sept. 11.

Dealers attending RCA's inspection trips and seminars on color in Lancaster, Pa., Princeton & New York this week were told that both NBC and CBS will have big color schedules this season—though inquiry at CBS indicates nothing definite for rest of year except *Red Skelton* show and specials, as heretofore. CBS-TV apparently will have nothing on air in afternoons for dealer demonstrations. ABC-TV has no color plans.

NBC's weekday schedule includes *Truth or Consequences* and *Haggis Baggis*, 2-2:30 & 2:30-3 p.m., respectively Mon. thru Fri., dealers were told. Four Sat. afternoon football games will be colorcast. Nightly, the big color time is Sun., with *Northwest Passage* 7:30-8 p.m., *Steve Allen Show* 8-9 p.m., *Dinah Shore* 9-10 p.m. On other nights of week, schedules will stagger, Mon. undisclosed; Tue., *George Gobel* and *Eddie Fisher* shows; Wed., *Milton Berle Show* and *Price Is Right*; Thu., *Tennessee Ernie Ford*; Fri., *Ellery Queen*. On top of these will be all spectaculars and specials, including World Series, 2 *Mary Martin* shows, *Hallmark* series, 8 *Bell Telephone* shows.

Frank M. Folsom, RCA executive committee chairman, who was designated by the Vatican as its ambassador to Atoms-for-Peace Conference, flies Sept. 14 to Geneva; will also visit RCA installations on the Continent.

Dr. Albert Rose, RCA Labs senior technician, awarded SMPTE 1958 David Sarnoff gold medal for "basic contribution to development of orthicon, image orthicon and vidicon TV pick-up tubes."

**Obituary**

S. D. Wooten, 53, co-owner of W&W Distributing Corp., Memphis, brother of Hoyt B. Wooten, founder-owner of WREC-TV & WREC, died of heart attack Aug. 25. He was once chief engineer of WREC, later went into radio-communications parts distribution.

National Electronics Conference at Hotel Sherman, Chicago, Oct. 13-15, will have as major speakers: Gen. John B. Medaris, commander of Redstone Arsenal, Ala.; Donald B. Quarles, Deputy Secy. of Defense; Dr. Simon Ramo, v.p. of Ramo-Wooldridge Corp. TV papers: TASO field measurement program, by Howard T. Head, A. D. Ring & Assoc., and Harry Fine, FCC; "Design Considerations in the Second Detector Circuit of Monochrome TV Receivers," by Lawrence J. Mattingly, Motorola; "Optimum Source Impedance & Noise Figures of TV Input Tubes with Various Circuits," by Lloyd Matthews, Zenith; "Automatic Hue & Amplitude Control in Color TV," by Zbigniew Wiencek, Warwick. Conference is sponsored by AIEE, IRE, Ill. Institute of Technology, U of Ill., Northwestern U.

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

- Allied Artists—Roger W. Hurlock bought 2500, holds 17,400.
- Avco—Arthur E. Rasmussen bought 500, holds 1000.
- DuMont Labs—Allen B. DuMont sold 4600, holds 28,301.
- GE—Ralph J. Cordiner sold 6000, holds 11,630; Wm. S. Ginn exercised option to buy 450, holds 3617; James H. Goss bought 480, holds 3024; Robert Paxton bought 1000, holds 21,502; Phillip Reed sold 700, holds 9000; Willard H. Sahloff exercised option to buy 1545, holds 6174.
- Guild Films—Harry A. McDonald bought 500, holds 1000.
- ITT—Charles Edison sold 500, holds 105.
- Litton Industries—Roy L. Ash acquired 4 though performance failure of purchaser under sale contract, sold 500 and 133 more through partnership, holds 50,925 personally, 14,082 in partnership; Lewis W. Howard sold 200, holds 3725; Charles B. Thornton acquired 7 through performance failure of purchaser under sale contract, sold 294 through partnership, holds 123,249 personally, 30,973 in partnership.
- Loew's—Charles Braunstein bought 500, holds 2500.
- Magnavox—Richard A. O'Connor sold 1000, holds 50,917.
- P. R. Mallory—Harold C. Buell sold 100, holds 1221; Ray F. Sparrow sold 600, holds 21,966.
- National Theatres—Peter Colfax sold 1000, holds none; Jack M. Ostrow bought 1000 through corporation, holds 5000 personally, 81,000 in corporation; T. H. Sword sold 200, holds none.
- Philco—Charles S. Cheston bought 624, holds 2500.
- Television Industries (formerly C&C TV)—E. H. Ezzes bought 100, holds 100; Arnold C. Stream bought 300, holds 400.

Texas Instruments—Cecil H. Green sold 3400 privately, holds 337,210; J. E. Jonsson sold 3400 privately, holds 449,894; Eugene McDermott sold 3300 privately, holds 346,743.

United Artists—Robert S. Benjamin sold 23,687, holds 130,282; Robert F. Blumofe sold 2250, holds 12,375; Wm. J. Heineman sold 11,844, holds 65,140; Arthur B. Krim sold 23,687, holds 130,282; Seymour M. Peyser sold 3000, holds 16,500; Arnold M. Picker sold 11,844, holds 65,140; Charles Smadja sold 11,844, holds 65,140; Max E. Youngstein sold 11,844, holds 65,140; all ownerships beneficial through Arthur B. Krim & Robert S. Benjamin as joint tenants; Robert W. Dowling bought 200 through holding company, holds none personally, 200 in holding company.

Westinghouse—John M. Schiff bought 500, holds 12,500; Tom Turner exercised option to buy 200, holds 2125.

Reports & comments available: On Philco, study by Harris, Upham & Co., 120 Broadway, N. Y. On Raytheon, briefs by Bache & Co., 36 Wall St., and Paine, Webber, Jackson & Curtis, 25 Broad St., N. Y. On Westinghouse, memo by Thomson & McKinnon, 11 Wall St., N. Y. On ITT & Paramount Pictures, weekly trading letter of Rudd & Co., 734 15th St., N.W., Washington. On ITT, report by Eastman Dillon, Union Securities & Co., 15 Broad St., N. Y.

Ampex Corp. (Videotape), traded over-the-counter, has been authorized to split stock 2½-for-1 and increase capitalization from 1,000,000 to 5,000,000 shares.

**Fund Portfolio Changes:** Television-Electronics Fund reports net assets of \$178,531,343 and 15,444,896 shares outstanding at end of 3rd fiscal quarter July 31 vs. \$155,400,000 and 14,857,031 at end of first half. During 3rd quarter these were changes in its portfolio:

New stock added: 15,000 shares Air Reduction, market value \$937,500. Also added were \$410,000 Boeing Airplane 4½% convertible subordinate debentures, due 1980; \$132,400 ITT 4½% convertible subordinate debentures, due 1983.

Holdings were increased in Aerojet-General, Allis-Chalmers, CBS "A," Foxboro, GE, GM, Martin, National Cash Register, Otis Elevator, Paramount Pictures.

Part of holdings were sold in Admiral, Ampex, General Tire & Rubber, Varian Assoc., Walt Disney Productions.

Stocks eliminated: 6200 Hammond Organ, 5500 Johnson Service.

Unchanged during quarter were holdings in ACF Industries, Addressograph-Multigraph, Allegheny Ludlum Steel, American Bosch Arms, AB-PT, American Chain & Cable, American Electronics, American Machine & Foundry, AT&T, Amphenol, Babcock & Wilcox, Barry Controls "B," Beckman Instruments, Bell & Gossett, Bendix Aviation, Boeing Airplane, Bullard, Bulova, Burroughs, Carborundum, Carrier, Cincinnati Milling Machine, Clark Controller, Clevite, Columbia Pictures, Conrac, Consolidated Electrodynamics, Consolidated Electronics, Cornell-Dubilier, Corning Glass, Curtiss-Wright, Cutler-Hammer, Dictaphone, Douglas Aircraft, Dresser Industries, DuMont Labs "A," Du Pont, Eastern Industries, Eastman Kodak, Eaton Manufacturing, Eitel-McCullough, Electronic Assoc., Elox of Mich., Emerson Electric, Ex-Cell-O, Fansteel Metallurgical, Food Machinery & Chemical, Friden, Garrett, General Bronze, General Dynamics, General Mills, General Precision Equipment, General Railway Signal, General Telephone, G. M. Giannini, Globe-Union, Goodyear Tire & Rubber, Harris-Intertype, Hazeltine, Hewlett-Packard, Hoffman Electronics, Indiana Steel Products, Industrial Electronics, IBM, ITT, Leeds & Northrup, Liquidometer, Litton Industries, Lockheed Aircraft, Machlett Labs, Magnavox, P. R. Mallory, W. L. Maxson, Mergenthaler Linotype, Minneapolis Honeywell, Motorola, National Acme, Neptune Meter, North American Aviation, Northrop Aircraft, Oak Manufacturing, Penn Controls, Philco, Pullman, RCA, Reliance Electric & Engineering, Robertshaw-Fulton, Royal McBee, Ryan

Aeronautical, Servomechanisms, Smith-Corona, Marchant, Sperry-Rand, Sprague Electric, Square D, Statham Instruments, Stewart-Warner, Storer, Sylvania, Taylor Instrument, Technicolor, Tel-Autograph, Telecomputing, TV Assoc., Texas Instruments, Thompson Products, Tung-Sol, 20th Century-Fox, Union Carbide, United Aircraft, United-Carr Fastener, United Utilities, Vitro, Westinghouse Air Brake, Westinghouse Electric, Zenith.

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Electronics Investment Corp., mutual fund founded & headed by ex-San Diego broadcaster Charles E. Salik, reports nets assets of \$17,142,515 in quarter ended July 31. Portfolio included \$13,910,299 of common stock, \$550,615 preferred, \$1,336,000 bonds, \$800,750 U. S. Govt. obligations. Portfolio changes during April 30-July 31 quarter:

Purchases: 1000 shares of AT&T (making total of 1000); 1719 Eastern Industries (total 2443); 10,000 Electronics Specialty (total 10,000); 6100 General Transistor (total 6100); 2000 Machlett Labs (total 8000); 500 Marquardt Aircraft (total 500); 2100 Packard-Bell (total 2100); 50 Philips Gloellampenfabrieken (total 450); 5000 H. I. Thompson Fibre Glass (total 500); \$40,000 ITT 4½% debentures due 1963 (total \$40,000).

Sales: 5948 Babcock & Wilcox; 2700 Burroughs (holds 6300); 8000 Combustion Engineering; 3500 Epsco; 2000 Motorola (holds 3000); 1900 Eastern Industries convertible 1956 debentures called & converted to common shares (holds 7300).

Other changes: 420 Garrett received as 5% stock dividends (holds 8820); 4000 Airborne Instrument Labs exchanged into 4000 Cutler-Hammer.

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Dividends: Corning Glass, 25¢ payable Sept. 30 to stockholders of record Sept. 15; Decca Records, 25¢ Sept. 30 to holders Sept. 16; Canadian Westinghouse, 25¢ Oct. 1 to holders Sept. 15; RCA, 25¢ Oct. 21 to holders Sept. 19; GE, 50¢ Oct. 25 to holders Sept. 19.

TelePrompTer made "small profit" of \$25-50,000 on theatre-TV gross and movie rights for Floyd Patterson-Roy Harris heavyweight fight (Vol. 14:34), pres. Irving B. Kahn reported this week. In upward revisions of earlier estimates, he said closed-circuit receipts from bout totaled \$736,437, representing 196,762 paid admissions. Motion picture revenue, not yet fully counted, wasn't included in total. TelePrompTer had expected theatre-TV gross of about \$1,000,000 from 200,000 seat sales, but Kahn said attendance turned out to be "spotty," particularly in N. Y., Boston, Chicago—and Harris' home county seat of Conroe, Tex., where drive-in theatre offered 10,000 tickets, sold only 1800. Kahn expressed continued confidence in theatre-TV for sports events, however. Meanwhile, TelePrompTer's competitor Theatre Network TV (Nathan L. Halpern, pres.) set up 80-city sales demonstration Sept. 2 for IBM's "7070" computer in hookup described by IBM as "largest closed-circuit TV network ever used by a business."

Community antenna system in Helena, Mont. should be restrained from "rebroadcasting" signals of KXLF-TV, Butte, station requests in petition filed with U. S. District Court in Mont., and Judge W. D. Murray has set Sept. 17 for hearing. Move by KXLF-TV, owned by strong CATV opponent Ed Craney, has no connection with NAB's proposed court attack on CATV on ground systems appropriate station "property rights" illegally (Vol. 14:25). KXLF-TV asserts it has suffered loss of \$15,000, due to CATVs operations. FCC has held several times that CATVs aren't stations, don't "rebroadcast." Judge Murray, incidentally, is son of Sen. Murray (D-Mont.), who has been under pressure from stations and CATV operators, particularly during hearings before Senate Commerce Committee (Vol. 14:22 et seq).

Class 1 status for radios KOB, Albuquerque, and WABC, N. Y., was granted by FCC this week in final decision authorizing both to operate on 770 kc, 50-kw, DA. Previous initial decision recommended giving stations Class 1-B status. Commission also amended rules to permit operation of 2 Class 1 stations on 770 kc.

Control of KNAC-TV, Ft. Smith, Ark. (Ch. 5) is being acquired by publisher-broadcaster Donald W. Reynolds, it's revealed in transfer application filed this week—contrary to earlier report that he was acquiring minority interest after having taken his local uhf off air (Vol. 14:34). Seller is Harry Pollock, who now owns 83.33%, his family-owned Harry Newton Co. other 16.66%. Reynolds is getting 51% stock interest for \$565,000, including \$215,000 to cover long-term notes owed by station. Reynolds also operates KLRJ-TV, Las Vegas (Ch. 2) & KORK; KOLO-TV, Reno (Ch. 8) & KOLO; KHAD-TV, Laredo, Tex. (Ch. 8); radio stations KBRS, Springdale, Ark. & KHBG, Okmulgee, Okla. also is Ch. 9 applicant in Hot Springs, Ark. and publishes newspapers in Ark., Nev., Okla. & Miss. KNAC-TV June 30 balance sheet shows \$26,140 loss this year, total losses for previous months (since Dec. 1956) being \$114,754. It lists \$25,283 current assets, \$17,104 current liabilities.

Private microwaves granted: Ft. Wayne-Lima, O., to WIMA-TV, Lima (Ch. 35); Butte-Helena, to KXLJ-TV, Helena (Ch. 12). In latter case, FCC turned down objections of common carrier Montana Microwave, informing it of new policy giving stations option of operating own facilities (Vol. 14:31).

Competition from community antenna system would jeopardize its existence, KHAD-TV, Laredo, Tex. (Ch. 8) has told FCC, requesting Commission to withhold grant of microwave to Mesa Microwave Co., which proposes to serve Laredo system.

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Correction: Reporting John Hay Whitney's acquisition of control of *N. Y. Herald-Tribune* (Vol. 14:35), we inadvertently stated his J. H. Whitney & Co. had also recently purchased the Sun, supplement *Parade*. Fact is that both *Herald-Tribune* and *Parade* interests are held by Plymouth Rock Publications Inc., of which Whitney is sole stockholder. There is no connection between J. H. Whitney & Co. and these publications except that Mr. Whitney is senior partner of former.

## Do You Know That . . .

THE LADIES, as we all know, exert vastly more influence on the TV-radio business—on all enterprise, really—than they're generally given credit for. Far more than their relatively small numbers in the ownership-managements of stations would betoken.

Their influence on business and the arts isn't merely a matter of being married to the right guy or happening to inherit; it's a matter of instinct, too, as for example when one of the great ladies of Washington TV-radio journalism, during production of *Wide Wide World's* recent big-hit *Headline City*, suggested that choice bit about petticoat influence on capital news-making and news-gathering—resulting in those significant shots in the Mayflower dining room.

We could discourse endlessly on Women of Achievement in TV-radio—some of them ladies of truly great accomplishments. Like Pauline Frederick, NBC's fine UN correspondent, one of the very few women "think" reporters in audible journalism. Or Judith Waller, who retired last year as NBC public affairs director in Chicago after 35 years in broadcasting and still works at educational TV-radio from her home in Evanston, Ill. Or Bernice Judis, who built New York's WNEW to independent eminence in the heyday of radio networking, retiring to Miami with her husband, its ex-commercial mgr. Ira Herbert, after the station was sold.

\* \* \* \*

On the distaff side of TV ownership-management, subject of a recent column (Vol. 14:33), we left one of the most important and outstanding personalities for later discussion. Who else would that be but Mrs. Lyndon B. (Lady Bird) Johnson, wife of the Senate majority leader often mentioned as potential Democratic candidate for President. She's actual owner of 2 important Texas TV and 2 radio stations, part owner of 2 other Texas TVs.

Senator Johnson is often mistakenly credited with their ownership. But he doesn't hold any stock in them, has assiduously stayed clear of Congressional committees in charge of TV-radio legislation. Not that he doesn't know the industry score; he does, better than most of his colleagues on Capitol Hill.

But the real business brain is Lady Bird, who heads and owns virtually all stock of LBJ Co. Inc., licensee of KTBC & KTBC-TV, Austin (Ch. 7), having purchased the radio station when it was a white elephant and having founded the TV, now served by all 3 networks; and who owns KRGV & KRGV-TV, Weslaco (Ch. 5), both acquired by purchase. In addition, LBJ Co. owns 29% of KWTX-TV, Waco (Ch. 10), which in turn owns 50% of satellite KTBX-TV, Bryan (Ch. 3).

All are flourishing properties—indeed, they're the basis of the luxurious style of living to which the Johnsons are accustomed. As Washington correspondent William S. White stated in *Harper's* last March, Lyndon has been in politics nearly all his adult life but "he has enjoyed comparative wealth from his wife's side of the family."

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The former Claudia Taylor, whose folks were landed gentry of her birthplace, Karnack, Tex., and of nearby Marshall, Tex., Lady Bird was so called by her childhood nurse and the name stuck. She met Lyndon when he was secy. to Congressman Dick Kleberg, of King Ranch note,

## New TV Factbook—Pre-Print Orders

TELEVISION FACTBOOK No. 27, Fall-Winter edition of the TV-radio & other electronic entertainment industries' first, most widely used and most frequently quoted data book, will be off the presses in about a week. Completely indexed, this 496 pp. semi-annual "almanac" provides ready access to a wealth of basic data on all U. S., Canadian and World TV stations and networks (including complete rate cards of the U. S. & Canadian networks and digests of all station rate cards); new census of TV sets by states & counties; data on all CPs outstanding and applications pending; updated allocations tables. All other depts. have been updated, too, including directories of the FCC, TV sales reps, program producers & distributors, manufacturers of TV-radio sets, tubes & transistors, TV-radio attorneys, consulting engineers, specialized consultants, electronic labs, etc., etc. Included with each *Factbook* is a revised copy of our 34x22-in. Map of TV Cities and Network Interconnections, in color, suitable for framing. One copy of the *Factbook* goes to each of our full-service subscribers. Extra copies, if pre-print orders for 20 or more are placed by Sept. 13, cost \$2 each; single copies, \$5.

and she was a journalism student at the U of Texas. He had been graduated from Southwestern State Teachers College in 1930, taught school 2 years. They were married in 1934, he took his law degree at Georgetown in 1935, was first elected to Congress in 1937. One of their daughters is named Lynda Bird, the other Lucy Raines.

Very slender, a flashing brunette, brown-eyed, Lady Bird is unusually mild-mannered by contrast with her easily excitable husband. Raised in the Southern tradition, a gracious hostess, her unusually sweet and gentle mien, those who know her say, can be very misleading. She's shrewd, can be very firm in business—and she has a remarkable penchant for making money. As one of her colleagues put it, "She reads a balance sheet like a navigator reads a chart."

When she took over the tottering radio KTBC, she assumed charge immediately. And, we're told, when Lady Bird went to see what she had bought, "she was appalled, went straight home, put on a pair of slacks and returned to personally sweep the place out."

\* \* \* \*

She still supervises her stations—from Washington and from LBJ Ranch, the Johnsons' 300-acre showplace in Johnson City, Tex., town founded by the Senator's grandfather, where they raise Herefords and sheep. Lady Bird's main job, however, is to keep up with her famous husband's erratic schedule. She even sees to it that his fountain pens are filled before he leaves in the morning.

"She never knows what time he will be home for dinner," a Texas newsman who knows the family well told us, "or whether he will bring a half dozen unexpected guests with him. But Lady Bird is up to any emergency." William S. White describes her as "poised, basically intellectual, and infinitely more philosophic than her husband . . . his balance wheel. With humor and grace she fights a hopeless battle . . . trying to slow Lyndon down a little!"

**THE  
AUTHORITATIVE**

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

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# Television Digest

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## SUMMARY-INDEX OF THE WEEK'S NEWS — September 13, 1958

**MUTUAL'S NEWEST OWNERS**, industrialists interested in financial diversification, hint next step is merger with multiple owner of TV-radio stations (pp. 1 & 5).

**COUNTY-BY-COUNTY TV CENSUS** features newly published *TV Factbook*, the industry's "bible." More TVs in use than home phones, refrigerators, bathtubs (p. 2).

**ALLOCATIONS PLANNING** gets top billing at FCC. Beefed-up staff directed to come up with detailed alternatives. Deintermixture decisions delayed (p. 3).

**MIAMI Ch. 10 HEARING** puts focus on examiner Judge Stern. "Conflict-of-interest" point magnified. House hearings evidence combed over again (p. 5).

**NO BUYER YET FOR WVUE**, Philadelphia (Ch. 12) and Storer closes down station Sept. 13. Channel sought by Rollins brothers and by educators (p. 6).

**ANN ARBOR ETV CENTER's** new pres. is John F. White, gen. mgr. of successful educational WQED, Pittsburgh; Yourd promoted. Headquarters to be in N. Y. (p. 9).

**QUIZ SHOWS SUFFER** as P. Lorillard drops \$64,000 *Challenge*, claiming it wants "more varied audience." Other quiz-fixing developments (p. 9).

**NEW VHF STARTERS IN PITTSBURGH** and Goodland, Kan., as Wilkes-Barre-Scranton uhf merger results in new WNEP-TV (Ch. 16). On-air total still 532 (p. 10).

### Manufacturing-Distribution-Finance

**DuMONT QUILTS TV TUBE FIELD** it pioneered to concentrate on specialized equipment. Dr. DuMont, back in charge and facing deficits, foresees upturn (pp. 2 & 12).

**TV RETAIL SALES UP** for 4th straight month. Slump from 1957 narrows. Sets flow promptly thru pipelines (p. 11).

**TV LEADERS NOTE BUSINESS UPTURN** in statements to press, stockholders. Purchasing agents more optimistic than anytime since summer of 1955 (p. 11).

**COLOR WILL BE 'THE THING'** 5-10 years hence, say *Variety* editors, lauding RCA-NBC in special section reviewing 10 years of TV and forecasting future (p. 13).

**CAN 4th RADIO NETWORK BE MADE TO PAY?** Another new-capital contender in the complex that is now the electronics entertainment industry rose to the fore of attention this week when Mutual Broadcasting System, which hooked up as many as 560 radio stations 5 years ago and now links 446, was sold for around \$2,000,000 in cash and stock to Scranton Corp., recent purchaser of Hal Roach Studios Inc. Scranton Corp. is controlled by F. L. Jacobs Co., Detroit auto parts maker.

New ownership gives shaky MBS a new lease on life -- whether continuing as at present with news, commentary & special events only (to its coterie of commentators, it signed up Walter Winchell this week to start Oct. 12 or 19) or revamped into a full-blown competitor of ABC, CBS & NBC radio networks. Allegedly its principals want to acquire allowable limit of 7 stations as well as TVs eventually.

Back of financing group minds, as best we can discern, is thought of merging later with a group-station operation inasmuch as TV-radio stations are increasingly more difficult to acquire, and priced exceedingly high where available -- so high that the new MBS owners do not seem to have that kind of money.

A Scranton Corp. spokesman stated "it would be safe to say plans are being laid for acquiring TV & radio properties on the same pattern as NTA" -- referring to newly projected merger of film syndicator and 2 TV station owner National Telefilms Associates into National Theatres Inc., owning stations in Kansas City (Vol. 14:34).

Whether a 4th radio network can survive in today's tightened TV-radio economy -- and with no stations of its own -- is an open question. It was only 13 months ago that so astute an operator as General Tire subsidiary RKO Teleradio sold MBS, and it's an open secret that CBS & NBC radio networks are making little if any money, if you don't count their owned-stations, despite their long experience and great know-

how. Also that ABC has cut down hours and even hinted at quitting radio networking.

New setup has Hal Roach as pres., Blair Walliser as exec. v.p. & gen. mgr. MBS operates 17 hours daily, selling news to national sponsors on half hour, giving stations every other half hour to sell locally -- a sort of "swap deal." Its advertisers include Bell Telephone, General Motors, Bristol-Myers, Philco. Closed circuit to affiliates this week had new owners assuring them that staff is being retained, expansion contemplated. New buyers apparently are thinking not only of diversification of investment but of using network to promote own products. [More on p. 5.]

**DuMONT QUILTS TUBE FIELD IT PIONEERED:** One of the great gentlemen of TV and one of its most respected inventive geniuses, Dr. Allen B. DuMont, who led way toward all larger-size tube developments and whose plants once turned out 10% or more of all picture tubes made in this country, announced this week his firm has "temporarily" halted all TV tube production against the day when the market for them turns better.

Dr. DuMont dispels any idea that Emerson's recent \$6,000,000 purchase of the DuMont brand name and TV-radio-hi fi-stereo facilities (Vol. 14:27) precipitated the decision. It's true Emerson, reported doing very well with the quality line being turned out by its new DuMont div., buys most of its tubes from RCA -- but Dr. DuMont told us real reason for quitting field which he pioneered and in which he made basic patent contributions, was this: "We can sell all we want to, but there's no profit in tubes for anybody at \$17 for a 21-in. Let the others take the losses. We'll go back into production if conditions improve; meanwhile we're continuing to make a few hundred a day as replacements only."

DuMont Labs' plants at Clifton, N.J., except for space being used by Emerson, now concentrates on reportedly "excellent" business in power tubes, oscillographs, industrial TV, mobile radio, military equipment. Some 75 CR plant employes were let out, making 400 in all dropped during last 3 weeks. Dr. DuMont, firm's chairman who is still on this side of 58, is himself back in charge of industrial and military production. He's confident that, just as Admiral improved its position as soon as it got rid of costly plastics operations (Vol. 14:33), DuMont will turn upward, can become profitable by end of year in the improving economy. [More on p. 12.]

**WHERE THE TVs ARE—COUNTY-BY-COUNTY:** If you need to know where the TV sets are -- and aren't -- a new county-by-county census of TV homes is available, just released by Advertising Research Foundation for publication in the new fall-winter edition of our TV Factbook (No. 27) due off the presses Sept. 15. It shows total households, number of them with TVs, percentage of TV saturation for each of the 3073 counties of the U.S. as of last March. Alaska and U.S. Possessions are not included.

Accompanied by 35x23-in. Map of TV Cities & Network Routes, the TV Factbook contains updated data on all U.S., Canadian & World television stations, with latest information on their facilities, staffs, ownership, networks, commercial rates, etc. The station logs and census data are among the more important of 70-odd tabulations and directories in the 496-page volume, the TV & electronic amusement industries' most authoritative and widely used almanac, often called the "bible" of the business.

\* \* \* \*

Derived from U.S. Census Bureau data and the latest Nielsen Coverage Service Report, underwritten by NAB, TvB & the 3 TV networks, the new ARF Report updates that of Sept. 1956 (which we also published), and for the country as a whole shows 42,400,000 homes with TVs out of 50,540,000 households, or 84%. Two years ago, the figures were 35,495,330 TV homes out of 48,784,600, or 72.8%.

There actually were 47,549,000 sets-in-use as of last July 1, according to later industry figures also detailed in the Factbook -- but these include 2nd & 3rd sets in homes and those in public places. ARF's county-by-county figures purport to show only TV-equipped homes, not numbers of sets in those homes.

Saturation ranges from peak of 96% in 16 counties to low of 34% in 500-home Jackson County, S.D. and 35% in Hamilton, Stanton, Stevens & Morton counties in

southwest Kansas. Fewest TV homes are found in wide-open spaces and in states without many big cities; viz., Wyoming 54%; Mississippi 57%, Montana 58%. But all states show well over 50%, as do all but a handful of counties.

Highest percentages are in the most populous areas, notably in counties that embrace big cities or are parts of or contiguous to big metropolitan areas. Thus we find peak saturation of 96% in Missouri's St. Louis & Jackson counties; Minnesota's Anoka, Ramsey & Hennepin counties; Nebraska's Douglas & Saunders counties; Iowa's Cedar, Clinton, Harrison, Linn, Monona, Muscatine, Scott, Webster & Woodbury counties. New England and Middle Atlantic states average highest for areas, 90% each, with New York's Nassau County and New Jersey's Monmouth county running 93% each. And Illinois' Lake County has 94%, Cook & Henry counties 92% each.

Another updated TV Factbook table, incidentally, shows that, cumulatively since 1947 TV sets sold by American manufacturers totaled 58,508,000, meaning that about 11,000,000 were scrapped over last dozen years. Of the 47,549,000 sets-in-use at last count, the 19-in. & over size totaled 30,526,000; 16-18-in., 12,467,000; 15-in. or less, 4,236,000.

These data and numerous other tabulations and directories provide prime industry reference material in a book that includes, among other depts., such items as listings of TV-radio-phono tube manufacturers, new station applications, reps, TV program producers, community antenna systems, network rates & data, TV channel allocations, attorneys & engineers specializing in TV-radio, research firms, unions, FCC personnel directories, TV-radio billings, publications, trade associations, etc.

Copies of TV Factbook No. 27 go to all of our full service subscribers without extra charge; additional copies are \$5 each, or \$3.50 each for 5 or more.

\* \* \* \*

Note: Just for a conversation piece, we checked up on other household "must" items to compare with the not-yet-12-year-old TV industry's 47,549,000 sets-in-use. From reliable govt. & trade sources, we found more TVs in use than home telephones (39,000,000), electric refrigerators (47,300,000), electric washers (43,000,000) and bathtubs (41,150,000). But there aren't nearly as many TVs as radios (48,500,000 radio homes, 62,500,000 secondary sets, 40,000,000 auto radios, 10,000,000 in public places -- total 161,000,000 sets). And private autos also outnumber TVs (57,000,000).

Just to spice up the conversation, we also came up with these perhaps useless census figures: Equines (horses & mules) number 3,962,000 at last count; dogs about 25,000,000 (according to Gaines dog food people); dairy cattle, 23,318,000, beef cattle 74,147,000; hogs, 56,088,000; sheep, 27,009,000; cats (no figures available!)

**FCC PUSHES STAFF FOR ALLOCATIONS ANALYSIS:** Hunt for real TV allocations solution was given highest priority in unanimous action of FCC in meeting Sept. 8, and staff was directed to report back on its personnel needs -- which undoubtedly will result in shifts, particularly of engineers. One immediate effect is to delay action on several pending deintermixture proposals, such as the conflicting requests to make Fresno, Cal. & Columbus, Ga. all-vhf or all-uhf. What Commission expects to do is act only on those changes which wouldn't prejudice ultimate nationwide plans.

FCC had ordered an overall allocations review by staff in June (Vol. 14:24) -- but only one engineer was put on task part-time. Now, Commission is thinking in terms of several full-time engineers, plus lawyers & economists.

What the staff is being told to do is show how many channels it takes to provide 4 competitive services in top 50-60 markets -- all-vhf, all-uhf or vhf-uhf. Then, it's to show what areas & populations would gain or lose service under various possibilities. For example, what would happen if it were attempted to provide 4 services with present 12 vhf channels by way of mileage-power-height cuts, directional antennas, precision offset, etc.?

Current thinking about deintermixture by some at Commission is that half U.S. population would have to get its service via uhf before success would be reas-

onably expected. They base this on opinions of some manufacturers, who state that only with a 50-50 market will demand for uhf sets be great enough to make possible mass production of good, inexpensive uhf receivers & converters.

FCC expects staff's work to be completed by first of year. By then, it will have data gathered by TV Allocations Study Organization (TASO), to give better estimates of coverage & interference under various allocations plans.

Staff is exploring all angles. On Sept. 12, three top members traveled to Syracuse to discuss uhf receiver status with GE officials, including TV receiver dept. gen. mgr. Herbert Riegelman. Taking trip were: Harold Cowgill, chief of broadcast bureau; Hart Cowperthwait, chief of rules & standards div.; H. H. Goldin, chief of economics div. Conferences with other manufacturers may be scheduled.

Commission certainly is being prodded to "do something" by Senate Commerce Committee. During hearings this summer (Vol. 14:27), Senators expressed exasperation with delays. Report on hearings, being drafted by Committee counsel Kenneth Cox and expected before end of year, is likely to be quite critical of FCC. Same goes for "Bowles Report," the allocations study prepared for Committee by special group under consulting engineer Edward L. Bowles, to be released soon (see below). Some commissioners feel the criticism is justified, others don't.

What Commission is aiming for now is a unanimous or near-unanimous agreement on an allocation plan that will lift the ceiling on TV's growth. At times recently, there has been 4-man majority for deintermixture (Bartley, Ford, Hyde, Lee), but it isn't always there when voting starts. And even these agree that creation of a few scattered all-uhf "islands" doesn't produce a "truly competitive nationwide TV system" -- to use a phrase often employed by commissioners in TV's early days.

\* \* \* \*

If FCC concludes it needs more vhf channels to do the trick, it will have to get them from the military. Though Defense Dept. states there are "insurmountable" obstacles to proposal of shifting vhf spectrum to TV -- as proposed by FCC Comr. Craven in his plan for 25-channel contiguous vhf TV band (Vol. 14:28) -- Commission believes that thorough staff study will at least tell exactly what TV's needs are. It's felt that Commission was too vague when it requested more vhf from military 2 years ago and got turned down (Vol. 12:15).

With defeat of Potter Resolution (S.J.Res. 106), which was designed to find out whether military was hogging vhf that TV could use (Vol. 14:32), there's considerable talk that Administration may take ball away from Congress and set up its own commission to make an all-spectrum military-civilian study. Like other Presidential commissions, presumably, it would be made up of non-govt. experts. Some such groups have made considerable impact in other fields.

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**The Bowles Report:** Recommendations on TV allocations, economics, sociology, etc., prepared by consulting engineer Edward L. Bowles who teaches at MIT, will be released within week or two by Senate Committee on Interstate Commerce. Bowles headed group appointed by the committee, delivered report to it last spring (Vol. 14:12). The 12pp. mimeographed document, backed by 287pp. "Supporting Brief," was characterized by split among committee members. It recommended: "(1) An independent audit of the uhf-vhf allocations problem. (2) An objective review of the Commission's mandate, management, operation & budget. (3) Establishment of a Communications Office or Authority as part of the Executive structure. (4) An authoritative classified review of the radio spectrum requirements of the nation as a whole, conducted at Executive level." Last recommendation was genesis of Potter Resolution (S.J. Res. 106), almost passed by Congress but defeated by action of telecasters who feared loss of low-band channels to military (Vol. 14:32). Bowles did most of work on report which was endorsed by

these committeemen: Dr. Allen B. DuMont and alternate Robert P. Wakeman; Donald G. Fink, Philco; Haraden Pratt, consultant; A. Earl Cullum, consultant. It was partially endorsed by consultant C. M. Jansky and alternate Stuart L. Bailey. Opposed: Wm. S. Duttera, NBC; Wm. B. Lodge, CBS. FCC Comr. Craven was on committee but left after joining Commission, didn't participate, nor did FCC staff representative Curtis B. Plummer & Edward F. Kenahan. Westinghouse stations' Ralph Harmon declined to comment. ABC's Frank Marx resigned before committee concluded work.

Chunk of uhf TV spectrum, 840-890 mc, is sought for common carrier use by Lenkurt Electric Co., San Carlos, Cal. microwave manufacturer, which petitioned FCC to reallocate the band. It argues that no uhf station is operating within 840-890 mc; that the 25 translators involved could move to lower uhf channels without trouble; that "uhf channels have been allocated far beyond the demands therefor at present or in the foreseeable future."

**Mutual's New Ownership:** The magic shibboleth "diversification" is the stated motivation of new owners, who this week made deal with oilman-art dealer Armand Hammer to buy Mutual Broadcasting System for "more than \$2,000,000," said to be mostly cash but partly stock in purchaser Scranton Corp., the company which last May purchased Hal Roach Studios Inc., Culver City, Cal. (Vol. 14:22).

Scranton Corp. was formerly Scranton Lace Corp., Scranton (Pa.) manufacturer of cotton & rayon window curtains, dinner cloths, scarves. Actually, it's a holding company which, besides now owning Hal Roach Studios, operates Craftspun Yards Inc., Kings Mountain, N. C. (yarns & fabrics); Lamiplex div. (plastic & cloth laminations); Eicor div., acquired last April, which makes inverters, dynamotors, transistorized motors, etc. in plant at Ogelsby, Ill.

Traded over-the-counter, Scranton is controlled by F. L. Jacobs Co., Detroit manufacturer of auto parts, listed on N. Y. Stock Exchange. Also diversifying, Jacobs not only sold Eicor to Scranton but recently bought Symphonic Electronics Corp., New Brunswick, N. J. (Max Zimmer, pres.), private-label phono manufacturer for Columbia, Westinghouse, Decca, et al, and producer of own-brand hi-fi (Vol. 14:20). Jacobs last April reported to SEC it had acquired all stock of Storm Vulcan Inc., and its other subsidiaries include Continental Die Casting Corp., Detroit; Wills Industries, Detroit; Dyno Corp., formerly Selmix Dispensers Corp.

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Movie-maker Hal Roach Jr., whose studios are humming with TV productions and identified with such filmed shows as *Gale Storm Show*, *Oh Susanna*, *Blondie*, *Telephone Time*, *Trouble With Father*, *Public Defender*, *Screen Directors Playhouse*, *Charles Farrell Show*, becomes chairman of the new MBS board; A. L. Guterma, chairman-pres. of Jacobs and chairman of Scranton, becomes pres.; Blair A. Walliser, ex-WGN, Chicago, recently N. Y. mgr. of John W. Shaw Adv. Agency, exec. v.p. & gen. mgr. Ex-chairman Hammer is retained on 5-year consultancy basis and stays on board along with Washington v.p. Robert Hurleigh. Remainder of board have been as little identified with TV-radio as Guterma.

They're all from the Scranton and Jacobs operations

**Miami Ch. 10—New Chapter:** Seldom has an FCC hearing examiner held the power now in hands of Judge Horace Stern as he presides over Miami Ch. 10 "influence" hearing, which began this week and which so far has produced little more than an abbreviated rehash of the stormy hearings of House Legislative Oversight Subcommittee under Rep. Oren Harris (D-Ark.) [Vol. 14:6, et seq].

FCC's hearing is for purpose of determining whether grant of Ch. 10 to National Airlines (WPST-TV) should be vacated; whether ex-Comr. Richard Mack should have disqualified himself from voting because he'd been "approached" by parties; whether any parties had attempted to "influence" Mack. Mack resigned during the House hearings, and Court of Appeals ordered FCC to

and/or boards, namely, Hon. Murray D. Van Wagoner, ex-Gov. of Michigan; Joseph S. Gordon, Garland L. Culpepper Jr., Robert J. Eveleigh, Jack Rappaport.

Scranton Corp. pres. Harold J. Megargel stated that "this transaction will provide radio time to publicize continuously the products of our company in every city of the U. S." He and Guterma conducted the negotiations with Hammer; there was no broker involved.

Tom O'Neil and his RKO Teleradio acquired control of Mutual in 1952 after deal with Macy's for WOR-TV & WOR. He found stations paid off well but not the network, sold network without stations in Aug. 1957 to Armand Hammer group brought together by ex-FCC Comr. Frieda Henneck. Price paid was variously reported up to \$800,000, with Hammer group assuming sizeable obligations and Hammer pumping new working capital into it.

Story was repeatedly given out that network was in the operating black, though it was admitted that in first 7 months of new ownership it lost \$680,000. Paul Roberts was first pres., Bertram Hauser exec. v.p. Though they and others in so-called "Henneck group" held stock, there was falling out with Hammer—presumably over costly operations—which led him to exert his control to oust them and make himself pres., George Vogel exec. v.p. last March. By June, Vogel was out and Hammer, now also chairman, brought in Larry Field, ex-Petry, as his right-hand man. In July, he brought in Blair Walliser.

Besides Walliser, Hurleigh and Field, latter now national sales mgr., top staff, all being retained, include Sidney P. Allen, ex-NBC, sales v.p.; James Z. Gladstone, comptroller; Joseph F. Keating, program mgr.; Charles Godwin, station relations; Ray Diaz, station services.

All sorts of rumors were floating around, intensified by threatened stockholders suit, but in April Hammer acquired options on stock of dissidents Roberts, Hauser, et al. [For various steps in Mutual's checkered career since it was acquired from O'Neil, see Vols. 13:29, 30, 32 & 14:5, 9, 15, 18, 23.]

Note: Sale of Mutual to Scranton Corp. requires no FCC approval, inasmuch as no station licenses are involved. Interest in deal is high, however, in view of FCC policy of encouraging competition (it has increased number of AM stations since war from about 1000 to more than 3200). Financial ramifications of this deal and others that do involve station transfers may impel FCC to add more fiscal experts, or else collaborate with SEC, on cases involving increasing complex chains of ownership and control as well as public stock trading.

conduct the hearing, which resumes Sept. 16 and is expected to last 2-3 more weeks.

Examiner's recommendations have been merely incidental in recent years, frequently brushed aside and reversed by majority of commissioners.

This case is different. There's every indication that FCC picked Judge Stern—retired chief justice of Pennsylvania Supreme Court—so that it could pass the ball to him in a very touchy situation and virtually rubber-stamp his recommendations. This would insulate Commission from any possible charges of "influence"—of the type frequently thrown around during House hearings.

Importance of Judge Stern's role puts more-than-ordinary emphasis on point brought up during hearing by Norman Jorgensen, counsel for National: The judge's son-in-law, Henry J. Friendly, is v.p.-gen. counsel for Pan American World Airways which this week announced that

it is exchanging 400,000 shares of stock with National and that the 2 would lease jet aircraft to each other. Jorgensen didn't suggest that the judge withdraw from case but said he was bringing it up merely to "keep the record clear" and had no question about judge's qualifications to preside.

Judge Stern evidently doesn't consider connection significant, and observed: "If I were among my friends of the Pennsylvania bar, I don't think there would be any question about it." However, he said he has consulted some FCC commissioners about it, will talk to others, then give his opinion when hearing resumes next week.

The 80-year-old jurist—small, rotund, bald, dignified—runs hearing quietly, interjects calm questions occasionally, gives impression he's a bit shocked at charges of back-door maneuvering. He has the hearing well under control; counsel have indulged in no barroom brawling.

\* \* \* \*

This week was devoted to testimony of A. Frank Katzentine (WKAT) and those involved with efforts on his behalf. He had held favorable initial decision, rendered by examiner Herbert Sharfman, testified that all he and his friends tried to do was persuade Comr. Mack to "vote on the merits"—after he'd heard that Mack was "pledged" to vote for National. All witnesses who had approached Mack testified that he listened, was noncommittal, didn't try to stop them from mentioning the case. The witnesses, in addition to Katzentine:

(1) Ben H. Fuqua, v.p. of Fla. Power & Light Co. A friend of Mack's, he said he'd come to Washington to ask Mack to give Katzentine "a fair shake" after his boss, power company's chairman McGregor Smith, had been approached by Sen. Kefauver (D-Tenn.) on behalf of Katzentine.

(2) Joseph M. Fitzgerald, Miami attorney involved in a "Poster Trust case." He said that Katzentine was an attorney in the case, as was Thurman Whiteside, the friend who had loaned Mack large sums. Katzentine had testified he believed Whiteside had Mack pledged for National. Fitz-

gerald told of a Katzentine-Whiteside meeting in which Whiteside offered to "release" Mack from any pledge which Mack "thought he might have made." But Fitzgerald also testified that Whiteside denied to him that Mack had made any such pledge.

(3) Jerry Carter, member of Fla. Railroad & Public Utilities Commission, of which Mack had once been a member. He said he had suggested Mack disqualify himself from voting in case because of possibility of scandal, later urged him to vote for Katzentine.

(4) Perrine Palmer, former Miami mayor. He said he'd told Mack that an airline shouldn't be in TV business; that he should "vote on the merits"; that perhaps he should disqualify himself from voting because he (Mack), as chairman of the utilities commission before appointment to FCC, had written to FCC endorsing Katzentine's application.

Other 2 participants in hearing, eagerly hoping that Katzentine and National will knock each other out and free Ch. 10 for one of them (or both in a merger) are L. B. Wilson Inc., comprising estate of L. B. Wilson, who had owned radio WCKY, Cincinnati; North Dade Video Inc., made up of local businessmen headed by Frank Bryson (steel fabricating).

Also sitting in, keeping close watch personally, is Robert Bicks, first asst. to Justice dept. anti-trust chief Victor Hansen. For FCC, associate gen. counsel Edgar Holtz heads team including asst. gen. counsel Richard Solomon and James Brennan. Robert Rawson, chief of FCC hearing div., represents Broadcast Bureau. Chief counsel for participants are: National, Norman Jorgensen; Katzentine, Paul Porter; L. B. Wilson, Paul Segal; North Dade, A. Harry Becker.

Witnesses due next week: Miami Circuit Judge Robert A. Anderson, attorney for National before becoming judge; Paul Scott, law partner of Anderson's; Charles Shelden, head of insurance company in which Mack held 1/6 interest given him by Whiteside; G. T. Baker, pres. of National. Whiteside is due the following week.

**Two Seeking WVUE's Ch. 12:** Storer had no buyers on tap at week's end for WVUE, Wilmington-Philadelphia (Ch. 12), which was all set to go dark Sept. 13—but FCC had already received one application and one petition for the channel. Applicant is multiple radio station owner Rollins Broadcasting Inc., owned 50% each by the brothers O. Wayne & John Rollins, latter ex-Lt. Gov. of Del., seeking channel for Wilmington and filed by Cohn & Marks. Petition was authorized by Joint Council on Educational TV (Ralph Steetle, exec. director); it asks that Ch. 12 be made into an educational outlet for the Delaware-Philadelphia-N. J. area, was filed by Krieger & Jorgensen.

Storer exec. v.p. Lee B. Wailes stated that at least 25 different inquiries have been made by prospective purchasers since station went on block 3 weeks ago (Vol. 14:35-36) but that none of offers was acceptable. Storer is asking \$1,800,000 for the station, including plant valued at \$750,000 at Pittman, N.J., but meanwhile has sold off its film contracts, let out staff and definitely set closedown for end of week. If right price isn't obtained, Storer has stated, channel will be turned back to FCC and tax loss taken. WVUE license expires next Feb.

One of rejected bidders was revealed as Richard Eaton, highly successful operator of 7 radio stations, who holds

moribund CPs for uhf WOOK-TV, Washington (Ch. 14), WTLF, Baltimore (Ch. 18) and off-air WACH-TV, Newport News-Norfolk (Ch. 33), and who in merger agreement will be 50% owner of licensee of Ch. 3, Wilmington, N.C. (FCC Doc. 12148). If channel is turned in, the brothers Rollins, pleading Delaware service, are seen as strong contenders in what undoubtedly will turn into dog-fight. They propose to return station to Wilmington, where they own radio WAMS; their other stations are WJWL, Georgetown, Del.; WRAP, Norfolk; WNJR, Newark; WBEE, Harvey, Ill.; WGEE, Indianapolis; KATZ, St. Louis. Their only TV interest is WPTZ, Plattsburgh, N.Y. (Ch. 5), getting ABC & NBC service.

Rollins firm's balance sheet filed with FCC shows current assets of \$221,630 as of last June 30 and \$482,817 total assets; current liabilities \$94,884, total liabilities \$102,926, capital stock \$100,000, capital surplus \$279,890, net worth \$379,890.

The JCET petition points out that no vhf educational is available between Pittsburgh & Boston, though WHYV-TV, Philadelphia (Ch. 35) would presumably continue local uhf service. The Storer vhf would provide regional service, though petition doesn't indicate what educational interests would back it and with how much.

Storer's quite successful Philadelphia radio WIBG is being retained, with Lionel Baxter as v.p.-gen. mgr. Wailes said practically all WVUE staff has found jobs, that managing director Terry Lee and gen. sales mgr. Joe Evans are staying with Storer organization.

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**Personal Notes:** Frederic W. Wile, ex-NBC Hollywood v.p., recently associated with Pat Weaver program enterprises, has joined MGM-TV studios, Hollywood, as director of business affairs . . . William Snyder, ex-Chicago office, has opened new Detroit branch for Harrington, Righter & Parsons, which takes over national representation of upcoming WJRT, Flint, Mich. (Ch. 12); office is in Penobscot Bldg., telephone Woodward 3-0910 . . . Floyd A. (Tim) Timberlake, ex-WIND, Gary, Ind., later with CBS & ABC, since 1953 an RCA field sales rep for TV, named chief engineer of upcoming WKBW-TV, Buffalo (Ch. 7), with which John H. Norton Jr., ex-ABC central div. v.p., ex-v.p. & gen. mgr. of WMTW, Poland Spring, is now associated as asst. to pres. Dr. Clinton H. Churchill . . . George W. Cyr promoted to program director of NBC's WRCV-TV, Philadelphia, succeeded as production mgr. by Dell W. Hostetler; George C. Lenfest transfers from NBC's WBUF, Buffalo, which goes off air Oct. 1, to WRCV-TV operations director; Robert A. Fillmore, also ex-WBUF, named promotion mgr. of radio WRCV . . . Kenneth T. Downs, ex-INS foreign correspondent, who as former head of Time Inc. business office in Washington handled that firm's entry into TV-radio with ex-FCC chairman Wayne Coy, in 1951, has been sworn in as asst. director of Office of Defense & Civilian Mobilization headed by ex-Gov. Leo Hoegh of Iowa—a Presidential appointment . . . Malcolm MacGregor, ex-business mgr., NBC facilities, named exec. producer of network's educational TV . . . Robert J. Leder, v.p. & gen. mgr. of Teleradios WOR div., named pres. of N. Y. State Assn. of Bcstrs.; Paul Adanti, v.p. & gen. mgr. of WHEN-TV, Syracuse, named first v.p. . . . Howard J. Finch, exec. v.p. and member of board of WJIM & WJIM-TV, Lansing, Mich. (Ch. 6), who started with Harold Gross stations as announcer in 1934, has resigned as of Oct. 1 . . . Edward R. McKenna, from Washington law firm McKenna & Wilkinson, headed by brother James, joins station brokers Allen Kander & Co. . . . Guy Corley, ex-WBRZ, Baton Rouge, named sales mgr. of KLFY-TV, Lafayette, La. . . . George Brown promoted to news & special events dir. of Teleradio's WOR-TV & WOR, N. Y.; Marvin Camp promoted to press & public relations mgr., Stan Lomax to sports director . . . Constance Blackstead promoted to program mgr. of Boler stations KXJB-TV, Valley City-Fargo and KXAB-TV, Aberdeen, S. D. . . . Anthony Torregrossa, ex-Ziv, named sales service mgr. of Independent TV Corp. . . . Wm. Decker, ex-WBUF, Buffalo, named TV sales director of NBC's WNBQ, Chicago, replacing Russell Stebbins, now sales mgr.; Stanley Brightwell, ex-WRCV-TV, named WNBQ film coordinator . . . Jerry Kirby promoted to sales mgr. of Ziv's Chicago div.; Jack Gregory returns to Los Angeles as western sales mgr., succeeded as eastern sales mgr. (N. Y.) by Alan Martini . . . Ernest C. Ball, ex-supt. of Memphis schools, is new managing director of educational WKNO-TV, Memphis (Ch. 10), succeeding Admiral Harold M. Martin.

**The Elections—and TV-Radio:** Now that he knows the ins-&-outs of the highly complex TV structure and its delicate economic mechanisms by reasons of his 40% ownership and presidency of KTVK, Phoenix (Ch. 3), which he helped establish early last year, the possible return of Gov. Ernest McFarland to the Senate won't give the industry many qualms. Actually, the protest rule and several other amendments to the Communications Act which he fathered as chairman of Senate Committee on Interstate Commerce, were sought by industry lawyers who now would like to get rid of them—as McFarland himself probably would. He won nomination to the Senate again this week, faces GOP Sen. Goldwater in Nov. If elected, and in view of his closeness to Sen. Lyndon Johnson, who holds present majority leadership once graced by McFarland, it's likely he could get assigned again to that committee—though, like Johnson, he may prefer to stay off in view of his identification with TV ownership. Note: Two Maine Republicans who lost out in this week's Democratic sweep in traditionally Republican Maine are ex-Gov. Horace Hildreth, who with family has interests in 3 TV & 2 radio stations in his state (Vol. 14:32), lost out for reelection to governorship though he had been regarded a shoo-in. Rep. Hale (R-Me.), 8-term Congressman, lost his seat to a Democrat; he was on House Interstate Commerce Committee and its communications subcommittee.

Quayle B. Smith has resigned as senior associate of Smith & Hennessey, Washington law firm specializing in TV-radio, to open own law offices in Colorado Bldg. (Metropolitan 8-3838) as of Sept. 15. Graduate of George Washington U '47, he served with FCC short time after war, in which he served as an OSS paratrooper, then joined veteran attorney Paul M. Segal, leaving last year when Segal partners George Smith & Philip Hennessey formed own firm (soon changing to Smith, Hennessey & McDonald, with ex-NBC v.p. Joseph McDonald shortly becoming partner). Quayle Smith was a radio amateur as a youth, worked as transmitter operator at KMA, Shenandoah, Ia., then at U of Iowa's WSUI while attending law school.

George Lewin, chief of pictorial engineering office, Army Pictorial Center, Long Island City, N. Y., is second man in history of Society of Motion Picture & TV Engineers to win 2 awards in year—latest being Samuel L. Warner Memorial Award for outstanding contributions to sound for movies, other the Journal Award for outstanding paper in SMPTE Journal during 1957.

CBS casting director Mark Merson has joined forces with Playwrights' Company to produce *Like Wonderful* on Broadway—farce expanded from a *Studio One* show seen in July under title "Love Me to Pieces."

Federal Communications Bar Assn., Washington, holds annual outing Mon., Oct. 13 at Manor Country Club in nearby Montgomery County, Md.

### Obituary

Sylvester Laffin Weaver, 80, onetime pres. of Los Angeles Chamber of Commerce and of All Year Club of So. Cal., died Sept. 12 in Pasadena. He's father of Sylvester L. (Pat) Weaver, ex-pres. & chairman of NBC, now TV-radio consultant for Henry Kaiser interests and producer of programs, headquartered at 430 Park Ave., N. Y., and of Winstead (Doodles) Weaver, the TV-radio-movie comedian. Formerly in the roofing business, Weaver Sr. sold it to Johns-Manville in 1929.

Ed Engles, 34, newsman for WHAS-TV & WHAS, Louisville, died of a heart attack Sept. 11.

**More Toll TV Talk:** Cable pay-TV by next April in New York, California & New Jersey was forecast this week by Skiatron TV Corp. pres. Matthew Fox in statement released following last week's heavy trading in Skiatron Electronic & TV Corp. stock (Vol. 14:36). He predicted Skiatron cable pay system would be established "nationally" in major urban areas within 3 years. He also stated that IBM has developed for Skiatron an automatic "central billing" or metering system for determining subscribers' program usage. N.Y. Telephone Co. and Pacific Telephone & Telegraph Co. have acknowledged that they're making engineering studies of feasibility and costs of wiring up homes. Other toll TV developments: (1) After several months of complete silence on the subject, San Francisco Giants pres. Horace Stoneham told stockholders meeting in Jersey City this week that wired pay-TV of games in San Francisco will start next April, bring in \$30,000,000 in next 15 years: However, he didn't give details, including status of application to wire city which is still pending before city fathers. Pacific Telephone & Telegraph Co. spokesman said it hasn't acted yet on request by Skiatron that it start engineering studies. (2) In Los Angeles, Julius Tuchler, chairman of group called Los Angeles Citizens Committee Against Pay TV, vowed he'd use every legal means to block toll TV start.

**Videotape Ram-ifications:** Possibilities of videotape use seem endless, as shown by Los Angeles Rams football team's plans to use Ampex system to diagnose plays during exhibition game with San Francisco 49ers in Los Angeles Sept. 12. Ampex supplies recorder, KNXT the personnel. Rams' coaching staff will watch plays on monitors, call for playbacks, analyze action for top coach Sid Gilman. At half-time, coaches & team will study first-half plays and plan second-half strategy. Recorder will be housed in van at Coliseum. In New York, Guild Films forms Synditape Inc. to produce & distribute videotape programs. Guild pres. John J. Cole said it will start with 13 shows, has long-term production arrangements with key independent stations. Tape programs can be produced for 60% less than film, he said. Guild is also reported planning to buy Ampex recorders to be rented to stations in return for spots to be bartered to sponsors.

WKBW-TV, Buffalo (Ch. 7), due on air Dec. 1, signs as ABC-TV primary affiliate.

The \$15,000,000 treble damages anti-trust suit, filed by KTNT-TV, Tacoma (Ch. 11) against CBS and KIRO-TV, Seattle (Ch. 7), after CBS transferred TV affiliation to KIRO-TV (Vol. 14:22), advanced a step this week when Judge George Boldt, of Federal district court for Tacoma-Seattle, denied various motions of defendants' without prejudice to resubmission later. Suit alleges illegal tie-in requiring CBS to give KIRO-TV the TV affiliation because of its long-standing AM affiliation with CBS. Defendants had moved for dismissal, summary judgment, etc. on grounds there's no evidence of illegal tie-in; that FCC has "primary jurisdiction," etc. In addition to damages, KTNT-TV seeks revocation of licenses of KIRO-TV & KIRO, controlled by Saul Haas, in which 4% is held by Sen. Magnuson (D-Wash.), chairman of Senate Commerce Committee.

Allocations actions by FCC: (1) Finalized change of educational channel reservation in Pittsburgh from Ch. 22 to Ch. 16, modifying off-air WENS's authorization from Ch. 16 to Ch. 22. (2) Initiated rule-making to add Ch. 10 to Medford, Ore.

**WDSU-TV & WDSU Go Editorial:** Latest major stations to editorialize are WDSU & WDSU-TV, New Orleans (Ch. 6), controlled by Edgar Stern family, whose exec. v.p.-gen mgr. Robert D. Swezey, 20% stockholder and onetime NBC attorney and ABC v.p., announced Sept. 11 that TV editorials will be carried weekdays at 11:10 p.m., radio editorials 8-8:30 a.m. & 11-11:30 p.m. Decision was impelled by Sept. 15 demise of *New Orleans Item*, recently sold (Vol. 14:29) to *Times Picayune* by David Stern group (no kin) and by fact stations' 12-man news staff under Bill Monroe is now ready for new policy. "We will endeavor," Swezey told audiences Sept. 11, "at all times to be objective and fair [and] will try to be sure that opposing points of view will be adequately presented. We cannot expect all of you to agree with all, or perhaps even a substantial part, of what we say. We hope, however, that you will listen to our comment and let us know when you disagree [and] that the new service will be successful in making a valuable contribution to the thought and activity of our community."

Field study of TV-radio editorials will be undertaken by NAB's committee on editorialization to develop facts on pros and cons of practice for presentation to NAB board. Committee is headed by WBC v.p. Joseph E. Baudino and Alex Keese of WFAA, Dallas. Study by Radio Adv. Bureau, released this week by v.p.-gen. mgr. John F. Hardesty, discloses that 26.2% of radio stations now editorialize, most having started this year or last, while 37% have been taking sides in one form or other since 1956. Regular opinionating is done by 25% of stations in largest cities, 23% in medium-sized markets, 29% by small-market stations.

"Equal time" provision of FCC's political broadcast rules should be reconsidered, NAB pres. Harold E. Fellows urged Commission in letter this week. He noted Commission's July 3 letter to D. L. Grace, Ft. Smith, Ark., in which FCC said that a candidate who is offered equal time to reply to an opponent "may use the facilities in any manner he sees fit," including sending a spokesman to appear for him. Fellows asserted this policy is major departure from previous FCC rulings and the law; that ruling "is so fraught with endless problems, not susceptible of equitable solutions, that sheer chaos in the field of political broadcasting must inevitably ensue."

**ADVERTISING AGENCIES:** Harold Cabot becomes chairman of Harold Cabot & Co., Boston; Edward F. Chase succeeds him as pres. . . . Hadley P. Atlas promoted to merchandising v.p. of Young & Rubicam . . . Louis E. Dean, ex-Kudner, named v.p. of D. P. Brother & Co., Detroit . . . Robert D. Hawkins, ex-Kenyon & Eckhardt, named v.p. of Western Adv., Chicago . . . Ralph Yambert promoted to west coast mgr., MacManus, John & Adams, succeeding Robert Guggenheim, resigned . . . Maxwell Sapan, ex-Seklemian & North, named v.p. of Bryan Houston . . . Robert H. Schaffer promoted to v.p. of Lawrence Kane & Artley . . . Paul C. Richardson, ex-Young & Rubicam v.p., joins Boyden Assoc., management consultants . . . Wm. H. Fine, ex-editor of *Good Housekeeping*, named v.p. of Reach, McClinton & Co. . . . Donald Miller, senior v.p. of Kenyon & Eckhardt, resigns Oct. 1.

Triple-spotting evil (Vol. 14:21,27) was attacked this week by NBC, which sent to affiliates contract amendment which requires stations to certify they haven't clipped any network material and to identify precise timings of anything deleted.

**Plans for Ann Arbor Center:** Educational TV's prideful showcase, 4½-year-old community-financed WQED, Pittsburgh (Ch. 13), has provided the Ford Foundation-backed Educational Television & Radio Center, Ann Arbor, Mich., with its new president—John F. White, who takes over the \$30,000-a-year post Oct. 1 as successor to resigned Dr. H. K. Newburn, onetime pres. of U of Oregon. Elevated to v.p.-treas. is Kenneth L. Yourd, onetime CBS executive, who has been secy.-treas. since 1954, with ex-CBS educational director Robert H. Hudson continuing as program coordinator.

Succeeding White as acting gen. mgr. of WQED and of the projected uhf counterpart (Ch. 16) it proposes to operate in Pittsburgh in order to handle in-school telecasts, is Edward C. Morstman, ex-ABC Chicago, who is presently WQED director of engineering & business mgr.

It's planned to move the Ann Arbor Center, which is in no way connected with the U of Michigan, to New York City, where White probably will make his headquarters, the Center to maintain Ann Arbor operating under Yourd, a U of Michigan graduate who returned there following a heart attack during his service as director of CBS business affairs. The Center has operated under Ford grants of about \$2,000,000 a year for the last 5 years.

With a staff of 25, it originates and syndicates ETV programs and acts as clearing house for successful shows interchanged among educational stations.

Dedicated largely to expansion of ETV stations (there are now 33, of which 7 are uhf) and their programming, the Ann Arbor Center was result of 1950 proposal of National Assn. of Educational Broadcasters and Joint Committee on Educational TV, which persuaded Ford

Fund for Adult Education to back it despite strong commercial opposition, mostly interests desiring the vhf channels reserved in certain metropolitan areas under the FCC's 6th Report & Order. While relatively few stations have been built, some have achieved considerable success in their communities and most have enjoyed cooperation and sometimes substantial backing from local commercial station operators. WQED has won Peabody, Sylvania and numerous other awards.

The Center's board has always had substantial standing, comprising Ralph Lowell, pres., Boston Safe Deposit & Trust Co.; Robert D. Calkins, pres., Brookings Institution; Everett N. Case, pres., Colgate U; Norman Cousins, editor, *Saturday Review*; Leland Hazard, v.p. & counsel, Pittsburgh Plate Glass Co. and prime mover in the development of WQED; Richard B. Hull, director of TV-radio, Ohio State U & founder of Iowa State's WOITV, Ames (Ch. 5); Harold D. Laswell, Yale law professor; Kenneth E. Oberholtzer, supt. of schools, Denver; Mark Starr, educational director, ILGWU; George D. Stoddard, dean, School of Education, New York U; Herman B. Wells, pres., Indiana U; Raymond H. Wittcoff, v.p., Carradine Hat Co., St. Louis & chairman of Ch. 9 educational KETC there; Lloyd S. Michael, supt., Evanston (Ill.) Township High School.

At board meeting last week, it voted 2 new co-equal vice chairmen, Wittcoff and Michael. The John White appointment was result of recommendation of committee comprising Cousins, Hazard & Wittcoff after numerous other names were considered, including CBS pres. Frank Stanton, ex-MBS pres. Theodore Streibert and ex-NBC & CBS director of public affairs Davidson Taylor, none of whom was available. White has headed WQED since 1955, coming from v.p. of Western Reserve U (1950-55). He was director of admissions, then dean and director of development, Illinois Institute of Technology (1944-48). He's a graduate of Lawrence College, holds M.A. from U of Chicago.

**Another Quiz Casualty:** Quiz-fixing charges weren't mentioned by sponsor P. Lorillard Co. as it cancelled \$64,000 *Challenge*, due to start on NBC-TV Thu., Sept. 18, but its reasons for switching to still-to-be-selected show for the 10:30-11 p.m. spot (after special one-shot news program Sept. 18) weren't too convincing.

Lorillard said that it was dropping \$64,000 *Challenge* to "bring its commercial messages to as varied an audience as possible"; that it is already co-sponsor of \$64,000 *Question*, returning to CBS-TV Sept. 21, which has "similar audience appeal" to that of \$64,000 *Challenge*.

Meanwhile, N.Y. district attorney Frank S. Hogan announced he would ask for impanelling of a grand jury to consider "whether the crime of conspiracy or other crimes have been committed." But, he added, "it is not a fair assumption that we have concluded that there has been wrongdoing. A number of charges and countercharges have been made against the integrity of certain individuals and commercial enterprises and have received much publicity. I think they are entitled to as speedy a resolution of those charges as possible."

Hogan has been looking into complaints against \$64,000 *Challenge*, *To Tell the Truth* (CBS) and some unidentified shows, while continuing to work on *Twenty-One* (NBC) and defunct *Dotto*. Highlights of the investigative week:

(1) Assertion by the Rev. Charles E. Jackson, former \$64,000 *Challenge* contestant, that he won \$4000 through answer given him by show's associate producer Shirley

Bernstein—who denied it. (2) Reiteration by Barry & Enright, *Twenty-One* producers, that their show is clean. (3) Claim by several *Dotto* contestants that several on-air questions had appeared on pre-show questionnaires or that they'd been coached.

\* \* \* \*

Showmanship problems of quiz shows were dissected in Sept. 6 *N.Y. Times* by columnist Jack Gould, who noted that repeated appearances of contestants are necessary to impart "a sense of continuing identity to a show which otherwise only has a master of ceremonies as a familiar weekly feature." He pointed out carry-over guests are "immensely attractive because a program could talk about huge sums interminably but only pay them out infrequently," and they lend themselves to exhaustive publicity while one-shot contestants don't.

Quiz-doubting spread to Europe, meanwhile, when Austrian woman doctor who had won a quiz grand prize was alleged to be "well acquainted" with program's producer. The Austrian program's name: *Twenty-One*.

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**Tightening Their Belts:** CBS has informed all TV-radio staff that customary one-week Christmas bonus won't be handed out this year. NBC has released newsmen Henry Cassidy & W. W. Chaplin, of N. Y. staff, Jim Hurlbut & Dick Applegate, Chicago; Chaplin & Hurlbut are completing 13-week contracts, then will freelance.

Waiver of FCC rules as granted to WSJV, Elkhart, Ind. (Ch. 28)—to identify itself also with South Bend.

**Two Start and 2 Quit:** ABC-TV gets long-needed Pittsburgh outlet with scheduled Sept. 14 start of group-owned (Hearst 50%) new WTAE (Ch. 4) under exec. v.p. Leonard Kapner, veteran gen. mgr. of radio WCAE and with Franklin C. Snyder as gen. mgr. (for details, see Vol. 14:35). This week also saw a "sleeper" get under way—KWGB-TV, Goodland, Kan. (Ch. 10) hitherto unreported; it picks up programs of CBS-TV affiliate KLZ-TV, Denver (Ch. 7), about 150 mi. away, via 3-hop microwave system, is owned 75% by James E. Blair, 25% by Helen S. Duhamel, owner of KOTA-TV, Rapid City, S.D. (Ch. 3) with satellite KDUH-TV, Hay Springs, Neb. (Ch. 4).

That still makes 532 stations on air (85 uhf) with closing down Sept. 13 of Storer's Ch. 12 WVUE, Philadelphia (see p. 6) and shutdown Sept. 10 of WILK-TV, Wilkes-Barre (Ch. 34) as result of merger. New WNEP-TV, Scranton-Wilkes-Barre (Ch. 16) began operating Sept. 12 with megawatt power from new 446-ft. tower at site of ex-satellite WILK-TV. WNEP-TV is result of merger of Scranton's WARM-TV (Ch. 16) and WILK-TV (Ch. 34) under 60% control of Transcontinent TV Corp. and managership of Tom Shelburne. Transcontinent also owns WROC-TV, Rochester (Ch. 5); WGR-TV, Buffalo (Ch. 2), 50% of WSVA-TV, Harrisonburg, Va. (Ch. 3).

Telecaster Sarkes Tarzian was favored for Ch. 13, Bowling Green, Ky., over George A. Brown, Jr., who heads Kentucky sales of General Shoe Corp.'s Fortune div., in initial decision issued this week by FCC examiner Millard F. French. What tipped scales in favor of Tarzian was long broadcast experience and "marked superiority" in programming plans—in face of Brown's advantages of local residence, plans to devote considerable time personally to station, local civic participation, diversification of ownership of mass media. Tarzian, Bloomington TV tuner & components manufacturer, owns WTTV, Bloomington-Indianapolis (Ch. 4) & radio WTTS; WPTA, Ft. Wayne (Ch. 21).

Assets of WWOR-TV, Worcester, Mass. (Ch. 14) must be at least \$185,000, obligations not over \$22,000 (exclusive of nearly \$100,000 owed on RCA equipment), under transfer agreement filed this week by WWLP, Springfield, Mass. (Ch. 22), which plans to revive off-air outlet as satellite (Vol. 14:30). WWOR-TV owners are exchanging station for 20% stock interest in WWLP; Fox, Wells & Rogers investment firm, with 6.4%, will be only WWOR-TV stockholder with more than 3% of WWLP stock, owned largely by Roger Putman and son William, who runs station and has been leader in uhf development.

First community antenna system sold through new CATV brokers Daniels & Assoc., 1115 Mile High Center, Denver, price undisclosed: Bozeman Community TV Inc., Bozeman, Mont., from estate of Larry Peay, to Robert Magness, Plainview, Tex., who had sold Memphis, Tex. system to Vumore Co. (subsidiary of Video Independent Theatres). Peay, who died in plane crash this summer, had bought Bozeman system in May. *TV Factbook No. 27* lists it with 1100 subscribers.

Two applications for new TV stations were filed this week: For Ch. 12, Wilmington, Del., which is going dark this week (see p. 6), by Rollins Bestg. Inc.; for Ch. 12, Aguadilla, Puerto Rico, by owners of WKJB, Mayaguez & WPAB, Ponce. They bring total applications pending to 96 (30 uhf). [For details, see *TV Addenda 27-B*.]

Only CP granted this week was for Ch. 70 translator in Butte Falls, Ore., to KOTI, Klamath Falls (Ch. 2).

**FCC Weighs Workload:** Pile of major tasks and paucity of skilled manpower took FCC aback this week as it contemplated its internal workings in special meeting, and it embarked on work-flow study to see what can be done. Particularly overwhelmed is its Rules & Standards Div., which has been handling TV allocations, clear channel problem, daytime skywave, extended hours of daytime AM stations, community antenna-booster inquiry—plus. Also snowed under is Office of Opinions & Review, which writes hearing decisions.

"We're trying to regulate a huge industry with a tiny staff," said one commissioner. "Rules & Standards Div. has 10 people; it ought to have 25. We ought to be current on decisions—getting them out 3-4 weeks after oral argument instead of 6-8 months. These delays are the things that hurt our relationships with Congress & the public."

Field Engineering & Monitoring Bureau is another horrible example. It has about same number of people it had when there were about 800 AM stations, no TV, no FM, and only fraction of today's hundreds of thousands of industrial radio licenses. At present rate, some facilities won't get a routine inspection in 10 years.

When a careful study is completed, Commission hopes to deploy its personnel more efficiently and be able to go to Budget Bureau and Congress with well justified request for more funds.

**Network Study Status:** Climax in FCC's examination of network practices isn't expected to come to head for several months, until staff has digested material gathered in hearings which ended July 21 (Vol. 14:30), but there's expectation Commission will shortly issue as proposed rule-making some of the changes suggested by staff. Among these, it's said, may be the recommendation that CBS & NBC be required to get out of station spot representation business. Start of rule-making doesn't necessarily mean Commission is convinced it should adopt changes—but it's a step toward adoption. FCC has yet to submit to Justice Dept. its findings on option-time & must-buy. This is expected to come in couple months, upon which Justice will render formal opinion on legality of the practices. Its informal view, expressed by anti-trust chief Victor Hansen and his top aide Robert Bicks, is that they are illegal (Vol. 14:25). During network hearings, however, FCC members demonstrated that they don't consider themselves necessarily bound to agree with Justice.

**Border UHF Pact:** Details of U.S.-Mexican agreement on allocation of uhf channels within 200 mi. of border were released by FCC this week. It requires numerous changes in U. S. assignments but doesn't affect any operating stations or grantees. Commission is expected to issue special order adopting the U. S. changes. Following are cities with changes, shown with their final uhf assignments under the agreement: Arizona—Ajo, 19; Bisbee, 54; Coolidge, 36; Douglas, 35; Nogales, 16, 32, 44; Yuma, 22, 60. California—Brawley, 16; El Centro, 26, 48; Palm Springs, 19; San Diego, 15, 27, 39, 51. New Mexico—Columbus, 16. Texas—Brownsville, 26, 44; Crystal City, 44; Del Rio, 16, 52; Eagle Pass, 22, 64; Edinburg, 60; El Paso, 26, 38, 50, 62; Laredo, 15, 27, 39; Mercedes, 66; Mission, 70; Presidio, 21; Raymondville, 64; Zapata, 49. Agreement also permits both countries to put Ch. 70-83 stations with 100-watt ERP (such as our translators), more than 25 mi. from border without notification. Copies of full text of agreement, issued as Mimeo. 63195, may be obtained from Commission; it includes assignments to 60 Mexican cities.

**TV RETAIL SALES CURVE STILL GOING UP:** As TV goes into best selling season -- the 4 months when it ordinarily does about 42% of year's business -- retail sales are perking up nicely though still well behind last year. EIA released to us preliminary August retail sales figure of 395,000 sets -- 108,000 more than were sold in July -- indicating upward trend of consumer buying extended through 4th month.

Month-to-month percentage drop from 1957 also narrowed in Aug. when 23% lag behind same month last year was a big improvement over earlier months. July was 33% behind same month last year, June 34%, and May, poorest 1958 month with retail sales of 237,000, was 40% behind May of 1957.

Rate of TV production actually increased to new peak in week ended Sept. 5, although total output for week was down to 112,992 sets from 134,921 preceding week because of the Labor Day holiday (see below). Higher production rate indicated that retail pickup has been felt all the way back to the source and that pipelines are open to permit easy flow of sets from production lines to retail shelves.

Distributor sales for Aug. were 515,000 sets -- a better Aug. than usual -- boosting dealer stocks 17% from 690,000 sets at end of July to 800,000. This fact was taken by set makers to indicate strong dealer demand for new 1959 lines since dealer inventories customarily drop in Aug.

TV sales may hit 5,300,000 this year -- vindicating earlier predictions -- if present upward curve in sales is maintained through the fall selling season. On the other hand, if historic pattern holds -- 42% of business in Sept.-Dec. period -- total TV sales will barely top 5,000,000 for the year.

**Factory Comment Reflects Retail Pickup:** Scanning this week's public statements on the business situation by industry topkicks, we came up with some interesting quotes, all quite bullish. Here's what they had to say:

Zenith pres. Hugh Robertson, in N.Y. Herald Tribune: "Shipments of Zenith products in Aug. were highest in company's history and 20% above Aug. 1957. The record volume is a continuation of expanding consumer demand that put first half sales and profits 12% and 24% respectively ahead of same 1957 period."

Emerson pres. Benjamin Abrams, in Wall Street Journal: "Sales of radio sets have improved over last year. TV sales are going as well as -- and in some cases better than -- last year. Acquisition of DuMont TV & hi-fi business will add to our last fiscal quarter earnings and increase gross annual sales \$25-30,000,000."

Philco pres. James M. Skinner reported company will show profit in the third quarter, said it has operated in the black since June, first profitable 1958 month.

Gen. sales mgr. Gilbert Freeman, W.J. Lancaster Co., San Francisco Motorola distributor: "If nobody busts the bubble, stereo will be fastest growing industry that we have seen since TV."

National Assn. of Purchasing Agents (whose members include most TV-appliance makers): "Not since the summer of 1955 have so many [purchasing executives] told of improvements in production and new order figures. This month [Aug.], 45% say that production is up, 40% the same and only 15% worse. Higher new order bookings are reported by 48%, while 41% say there is no change and only 11% have had reductions."

**Inventory Levels Good:** Factory-distributor TV inventories Sept. 1 were about 1,400,000 sets, retail inventories about 800,000 -- both regarded by industry executives as highly satisfactory. Although 2,200,000 total was about 100,000 sets over Aug. 1 figure, it still was 200,000 sets below a year ago. Biggest inventory drop was in distributor stocks.

**TV-Radio Production:** TV output in week ended Sept. 5 declined to 112,992 sets reflecting the Labor Day holiday, from 134,921 preceding week. Output in same week last year was 199,954. Year's 35th week brought total production to 3,060,481 vs. 3,956,487 last year. Radio production was 274,604 (91,738 auto) vs. 293,771 (68,928 auto) in preceding week and 287,190 (83,448 auto) same week last year. Radio output for 35 weeks was 6,462,476 (1,980,793 auto) vs. 8,668,951 (3,476,374 auto) in 1957.

**DuMont Out of TV Tubes:** Victim of the price-&-profit recession in the TV set and tube business, Allen B. DuMont Laboratories Inc., once one of the leaders in cathode ray tube production, making nearly 1,000,000 a year, has slowed down CR lines at its Clifton, N. J. plant to a few hundred a day for the replacement market (see p. 2). It was latest in a series of economy moves, following up recent sale of TV receiver & phono hi-fi business and brand name to Emerson Radio (Vol. 14:27), earlier cessation of TV transmitter manufacturing, and 1955 discontinuance of network telecasting operations and spinoff of stations into separate corporation (Vol. 13:33-34) now called Metropolitan Broadcasting Corp.

DuMont executives are confident they now can see profits ahead in concentrating their resources on industrial & military products, cutting overhead, rearranging plant facilities. Dr. Allen B. DuMont, chairman, is back in active charge of the industrial & military divisions—but there must be times when he looks back with a certain nostalgia on the early TV days when, bucking organized industry standards, he refused to be bound by the 10 & 12-in. tube size limitations, built tubes of 16, 19, 21, 24 & even 30-in. and put them in sets of his own making that were regarded as the Cadillacs of the trade.

During the last 4 years, DuMont's receiver business slipped badly, as did picture tubes, but never their quality. Having led in developing CR tubes, holding key patents invented by Dr. DuMont himself, DuMont Labs suffered gradual slippage of that business until output recently ran only 400-500 a day—and that quite profitless. Trade reports have it that not even the Big 3 of CR tubes—Sylvania, RCA, GE—are turning much of a profit, if any, out of their TV picture tube operations.

\* \* \* \*

Sylvania now leads the picture tube field, RCA a good second, GE third—and they account for at least half of the industry's output of initial equipment. There are 46 CR tube manufacturers in our latest *TV Factbook* listing, many making receiving and power tubes also—and EIA figures show that in 1957 they produced 6,174,979 tubes for initial equipment (new sets), 2,779,111 for replacement, 766,676 for export, 242 for Govt.—total of nearly 10,000,000 valued at \$183,231,337 at factory. First 6 months of this year, total was 2,203,188 new, 1,196,125 renewal, 290,054 export, 220 Govt.—total of nearly 3,700,000 valued at \$73,228,119.

It's estimated at least 3,000,000 more tubes are "re-builds", i.e., old bulbs used for new guns, sometimes with new phosphor faces, sometimes with old. It's noteworthy that metal-cone tube has entirely disappeared, being replaced by glass entirely; all glass bulbs come from either Corning or Kimble.

Since DuMont represented only a small fraction of the market in recent years, its defection from CR tube won't make much difference to market as whole. Besides

Big 3, who supply own set needs as well as those of other set makers, the majors are Rauland, owned by Zenith and supplying most of its needs; Lansdale, owned by Philco, supplying its needs but with Zenith as a customer; Thomas Electronics and National Video, prime suppliers of Admiral & Motorola. CR tubes for TV are minor items now with Raytheon and CBS-Hytron, concentrating on semi-conductors and military orders.

Note: DuMont Labs' operating losses for first half of 1958 reached record of \$2,224,000 on sales of \$18,493,000 vs. loss of \$997,900 on sales of \$19,850,000 in same period last year. With such a poor start, it looks like 1958 will be 4th straight year of operating losses. The operating deficit ran \$534,616 on sales of \$42,691,148 in all 1957; \$3,886,734 on sales of \$46,646,878 in 1956; \$3,674,397 on sales of \$57,826,809 in 1955. Last year of profit was 1954, when net was \$870,273 (35¢ per share) on sales of \$71,457,950. Preceding 3 years were even better [see our *Special Report on Financial Data on Television-Electronic Companies*, May 10, 1958].

**TV-Radio Production:** Factory vacations cut sharply into TV & radio production in July, both showing declines from June, EIA reported this week. TV production totaled 274,999 sets compared with 377,090 in June and 360,660 in July 1957. Radio production dropped to 621,541, including 186,379 auto radios, from 774,424 (253,433 auto) in June. However, July radio production was higher than the 612,588 (256,279 auto) produced in July 1957.

Cumulative TV output for the first 7 months of 1958 was 2,442,929 vs. 3,082,799 in the same period last year. Cumulative production of TVs capable of receiving uhf signals declined to 232,931 in the Jan.-July period from 410,250 such sets made during same period last year.

Initiating a new reporting service, EIA said 11,816 FM radios were produced in July. There are no comparable figures for June or for the Jan.-June period. However, EIA marketing data dept. is collecting FM production data retroactively to the first of the year and anticipates a report on total production within 30 days.

A decline in production of both picture and receiving tubes in July, paralleling the drop in set output, was reported by EIA, and cumulative sales of both types of tubes in Jan.-July period were well below 1957 levels. Revised EIA Jan.-July monthly production figures follow:

|              | TV               |                  |                  |                  |                 |                |                  |
|--------------|------------------|------------------|------------------|------------------|-----------------|----------------|------------------|
|              | TV               | Auto Radio       | Total Radio      | Picture Tubes    | Receiving Tubes | Units          | Value            |
|              |                  |                  |                  | (\$ Add 000)     | (Add 000)       | (Add 000)      | \$ (Add 000)     |
| Jan. ....    | 433,983          | 349,679          | 1,026,527        | 621,910          | \$12,342        | 26,805         | \$ 23,264        |
| Feb. ....    | 370,413          | 268,445          | 876,891          | 556,136          | 11,211          | 29,661         | 25,650           |
| March ...    | 416,903          | 234,911          | 931,341          | 634,779          | 12,643          | 28,548         | 25,716           |
| April ....   | 302,559          | 190,435          | 697,307          | 590,357          | 11,592          | 32,582         | 28,788           |
| May ....     | 266,982          | 185,616          | 654,803          | 560,559          | 11,237          | 36,540         | 31,406           |
| June ....    | 377,090          | 235,433          | 774,424          | 725,846          | 14,203          | 36,270         | 31,445           |
| July ....    | 274,999          | 186,379          | 621,541          | 549,817          | 11,109          | 30,795         | 26,927           |
| <b>Total</b> | <b>2,442,929</b> | <b>1,650,898</b> | <b>5,582,834</b> | <b>4,239,404</b> | <b>\$84,337</b> | <b>221,201</b> | <b>\$193,196</b> |

CBS Labs' expansion into military electronics, including satellite research & development, was pointed up in recent ads seeking engineers & physicists for new plant being opened this autumn in Stamford, Conn.

**Trade Personals:** Maj. Gen. George F. Smith (USAF ret.) appointed v.p. & gen. mgr. of Magnavox govt. & industrial div. . . . Roger S. Drew, ex-RCA mgr. of color TV development, named asst. to Philco gen. merchandise mgr. James J. Shallow . . . Wm. N. Brown, ex-v.p. of Zenith hearing aid div., named marketing v.p. of Dictograph Products . . . Henry B. Nelson promoted to mgr. of trade relations & distributor development, GE receiving tube dept. . . . Erwin B. May promoted to promotion mgr., RCA semiconductor & materials div. . . . John W. Merritt, distributor sales mgr., assigned by Howard W. Sams Co. to handle adv., sales promotion & merchandising, gen. mgr. Joe H. Morin assuming responsibility for sale of all Sams products & services; John J. Lieland appointed mgr. of publication div. . . . H. Joseph Carlin promoted to Emerson eastern regional sales mgr. . . . Wm. J. Jiles promoted to Philco gen. credit mgr., succeeding Wm. H. Bradbury, now field operations mgr. . . . Martin P. Salkin promoted to v.p. of Decca Records . . . George R. Marek, RCA Victor Record Div. v.p. & gen. mgr., goes to Japan early in Oct. on business . . . Kenneth G. Herring promoted to N. Y. district sales mgr., Lewis L. Parson to Dallas sales mgr., Ampex professional products div. . . . George R. Simkowski promoted to Webcor sales promotion mgr. . . . Howard A. Reed, gen. sales mgr., has been promoted to publisher of *Electronic Technician* . . . John T. Hickey, gen. mgr. of Motorola semiconductor products div., promoted to asst. to pres. Robert W. Galvin . . . George E. Tirone promoted to technical product sales mgr. of DuMont international div.

Sethell Carlson's 1959 line of TV combinations, announced by the St. Paul firm this week, ranges from 17-in. portable priced at \$189 to 27-in. custom lowboy console at \$512. Sets are "unitized" to permit plug-in for AM-FM, record players & hi-fi monaural or stereo equipment.

**Past Is Prologue—to Color:** Some 90 of the 150 pages that make up Sept. 10 *Variety*, bible of show business, are devoted to textual and advertising accolades to NBC—some of the copy designed to gladden the hearts of RCA-NBC executives and their affiliates and customers. Occasion is TV's "10-Year milestone", with leaders written by editor Abel Green ("When TV 'Invaded' Show Biz—In '48") and TV-radio editor George Rosen ("Television on Threshold of New Areas of Conquest As It Moves Into Second Decade")—and with articles by NBC's Robt. Kintner, Harry Bannister, John Royal, Wm. McAndrew, Stockton Helffrich, Tom Gallery and such other authorities as McCann-Erickson's C. Terence Clyne, Grey Adv.'s Alfred L. Hollender, Milton Berle, George Burns, Hal Kanter, Art Woodstone, Jo Ransom, Joe Cohen, Richard Rodgers.

Special section contains wealth of data for student of the history of TV—but, looking forward, the most significant observations in our view were those on color TV by Rosen, who followed his chief Abel Green to the Brussels Exposition last summer. He writes:

"There's more than casual significance that attaches to the color TV hoopla this summer at the Brussels Fair under RCA-NBC auspices. The Europeans . . . are literally eating it up, jamming the 400-seat theatre at the U. S. Pavilion. It's estimated that by Fair's end approximately 2,500,000 Expo attendants will have witnessed the NBC-RCA brand of compatible tint. That's a figure that would even do credit to U. S. recognition of color.

"Which is precisely what boss man Gen. David Sarnoff has in mind. Whatever the deterring factors holding back tint TV's advance, it's inevitable that 5-10 years hence

**DISTRIBUTOR NOTES:** Phileo realigns N. J. distribution, N. Y. factory branch taking over northern counties while John M. Otter Co., Philadelphia, serves Trenton area as well as So. Jersey, both replacing Fineburg's of Trenton & Elizabeth . . . Sylvania appoints Litteral Distributing, Indianapolis, for TV, radio, phonos . . . Westinghouse Appliance Sales names Wm. E. Skinner, ex-v.p. of Zenith, N. Y., eastern regional mgr.; J. Robert St. Clair, ex-Edgar Morris Sales Co., named Washington (D. C.) sales mgr. . . . Admiral Distributing Corp., Houston, takes over 75 Texas counties formerly served by Lone Star Wholesalers, San Antonio . . . ITT appoints Anderson Sales Co., Boston, for components.

TV-stereo simulcast of Plymouth's *Lawrence Welk Show* (Vol. 14:36) on 5-city ABC-TV hookup Wed., Sept. 10, drew accolades from Plymouth dealers, brought sponsor request to add Philadelphia & Washington to this week's show. ABC spokesman said more cities would be added as soon as radio long-line carriers matched to TV lines are available. This week's simulcast debut went to N. Y., Chicago, Detroit, Los Angeles, San Francisco "without a hitch," spokesman said.

Uhf oscillator radiation limit shouldn't be changed Jan. 1 from present 1000 uv/m at 100 ft. to 500 uv/m & 100 ft.—as scheduled by FCC—EIA told Commission in petition filed this week. It stated that present limit hasn't caused trouble; that there's no economical way of reducing radiation now; that current limit "truly represents the edge of the 'state of the art.'"

Westinghouse adds 3 TV consoles to 1959 line, all 21-in. vertical consoles priced from \$230 to \$290. Two models feature multiple speakers.

Dr. Mervin J. Kelly, since 1951 pres. of Bell Labs, slated to retire next Feb.

color will be 'the thing.' It's as natural an electronics progression as TV itself was vs. radio. And the potentials of global tint are obviously as enormous. General S, who has a habit of anticipating the future and translating vision into reality, is making sure the RCA label and performance get in there first . . ."

\* \* \* \*

NBC-TV showcased its new-season lineups of commercial shows via 1½-hour closed circuit to affiliate stations Sept. 11, viewed also in N. Y., Washington & elsewhere by advertisers, agency people & newsmen—with colorcasts in profusion at most pickup points. It was excellent entertainment per se, with chairman Robt. Sarnoff & pres. Robt. Kintner proudly discussing season's prospects. Array of stars—live, on film and on tape recordings—included Dinah Shore, Steve Allen, Bob Hope, Ernie Ford, Jack Paar, Perry Como, George Gobel, Milton Berle, Ed Wynn, George Burns, Fred Astaire. Sarnoff stressed 1958-59 season's total of 600 hours of scheduled color, averaging about 2 hours weekdays, 2½ hours each Sun. night (Vol. 14:36). Gripes were still heard that there weren't enough "color exposures", NBC referring gripes to recalcitrance of other networks—and it's probable distributors-dealers won't find more hours in color each afternoon, plus Sat. football games and World Series, enough for customer demonstrations. Comment of those who watched Sept. 11 preview: Westerns more abundant than ever; drama and quiz shows fewer. Milton Berle looks like a smash hit in his Kraft-sponsored comeback, Wed. 9-9:30 p.m. (in color); old-timers like Hope, Como, Dinah Shore, Ernie Ford look like they'll be at their best—and they will be in color regularly.

## Financial Reports:

Plough Inc., Memphis, which now owns 4 radio stations (WMPS, Memphis; WJJD, Chicago; WCAO, Baltimore; WCOP, Boston) has acquired capital stock of Creolin Co. from co-owners Merck & Co. and William Pearson Ltd., London, giving it U. S. manufacturing & sales rights for Creolin, Hycol, V-C-P. Major TV-radio sponsor—it got into radio by reason of success with broadcast advertising—Plough Inc. is best known for St. Joseph Aspirin, during last 2 years has also acquired Musterole, Zemo, Dr. Edwards' Olive Tablets, Coppertone Sun-Tan, Solarcaine burn remedy, in addition to WCAO & WCOP. Pres. Abe Plough owns 169,765 out of 1,218,438 outstanding shares, traded on New York Stock Exchange.

Meredith Publishing Co., whose subsidiaries operate Meredith group of TV-radio stations, earned \$3,850,307 (\$2.97 per share) on total revenues of \$49,720,636 in fiscal year ended June 30 vs. \$4,644,417 (\$3.59) on \$53,071,711 year earlier and \$4,047,146 (\$3.14) on \$48,459,633 in fiscal 1956. Change in accounting treatment of Meredith's magazine circulation expenses had effect of increasing earnings by \$516,000 in last fiscal year. On comparable basis, prior year's earnings would have been \$20,000 less. Break-downs for Meredith stations (WHEN-TV & WHEN, Syracuse; WOW-TV & WOW, Omaha; KPHO-TV & KPHO, Phoenix; KCMO-TV & KCMO, Kansas City; radio KRMG, Tulsa) weren't available.

20th Century-Fox reports consolidated earnings rose to \$5,233,009 (\$2.29 per share on 2,280,386 shares outstanding) on gross revenues of \$66,078,014 in 26 weeks ended June 28 compared with \$4,069,865 (\$1.54 on 2,644,486) on \$64,276,712 year earlier. Film rentals—including TV—accounted for \$61,546,005 in 1958 half vs. \$59,535,202 in 1957 period. Increase in earnings was attributed largely to "strong pictures"—*Peyton Place*, *A Farewell to Arms*, *The Young Lions*, *Long Hot Summer*. For 2nd 1958 quarter, earnings were \$3,085,297 (\$1.35) vs. \$1,898,185 (72¢) year earlier, film rentals for 13 weeks totaling \$28,450,000 vs. \$27,054,000 in 1957 quarter.

United Artists, whose latest venture in TV is stock deal to control Warner Bros. movie library held by Associated Artists Productions (Vol. 14:33), earned record \$1,319,000 (\$1.23 per share) on world-wide gross revenue of \$37,453,000 in first 1958 half vs. \$1,196,000 (\$1.11) on \$32,498,000 year earlier. Engaged primarily in financing & distributing theatrical features, UA has released 52 of own movies to TV (Vol. 14:24) in addition to making deal with AAP, is showing continuing profit progress in 3rd quarter this year, said chairman Robert S. Benjamin.

Highly successful WCIA, Champaign, Ill. (Ch. 3), with both CBS & NBC affiliations, in filing May 31, 1958 balance sheet with FCC as required in connection with license renewal, lists net worth item of \$850,000 reserved for building new studio and developing color TV; earned surplus of \$457,296; capital stock, \$100,000 (51% control held by August & Clara C. Meyer, 20% by owners of *Champaign News-Gazette*). Current assets were \$1,687,047, including \$1,446,307 cash; current liabilities, \$717,090.

Reports & comments available: On Disney Productions, report by Sutro & Co., 42 Wall St., N. Y. On Raytheon, brief by Amott, Baker & Co., 150 Broadway, N. Y. On Philco, analysis by Harris, Upham & Co., 120 Broadway, N. Y. On Westinghouse, report by Thomson & McKinnon, 11 Wall St., N. Y.

**Top 100 Defense Firms:** GE kept its No. 1 position among companies heavily engaged in electronics in new list of 100 top prime defense contractors issued by Defense Dept. this week. As in earlier ranking reported in Feb. (Vol. 14:8), GE was fourth among all defense firms in post-Korea July, 1950-Dec. 1957 tabulation in which Boeing replaced GM as biggest contractor of all. Top 10 contractors were: Boeing, GM, United Aircraft, GE, General Dynamics, North American Aviation, Douglas, Lockheed, AT&T, Curtiss-Wright. For 1957, General Dynamics ranked first among all defense contractors, GE was second.

We've consolidated 2 new "top 100" lists in table below to show standings of electronics firms (all dollar figures in millions, dashes indicating company was not among first 100 prime contractors for period):

|                           | July 1950-<br>Dec. 1957 |      | Jan. 1957-<br>Dec. 1957 |      |
|---------------------------|-------------------------|------|-------------------------|------|
|                           | Contracts               | Rank | Contracts               | Rank |
| GE                        | \$5,940.5               | 4    | \$ 916.4                | 2    |
| General Dynamics          | 5,621.3                 | 5    | 1,127.4                 | 1    |
| AT&T                      | 3,244.0                 | 9    | 471.0                   | 5    |
| Sperry-Rand               | 1,830.6                 | 15   | 246.0                   | 14   |
| Bendix Aviation           | 1,742.4                 | 16   | 223.5                   | 15   |
| Westinghouse              | 1,555.6                 | 19   | 179.9                   | 21   |
| Hughes Aircraft           | 1,290.0                 | 21   | 369.2                   | 7    |
| RCA                       | 1,149.2                 | 22   | 89.1                    | 31   |
| IBM                       | 1,092.6                 | 23   | 255.4                   | 13   |
| AVCO                      | 857.0                   | 26   | 118.8                   | 25   |
| Raytheon                  | 815.7                   | 27   | 128.3                   | 23   |
| Hughes Tools (a)          | 793.1                   | 28   | —                       | —    |
| ITT                       | 704.3                   | 34   | 80.3                    | 34   |
| Philco                    | 611.3                   | 38   | 49.3                    | 49   |
| Collins Radio             | 498.7                   | 47   | 61.9                    | 39   |
| American Bosch Arma       | 404.0                   | 52   | 112.4                   | 27   |
| General Precision Equip't | 396.5                   | 54   | 41.0                    | 58   |
| Minneapolis-Honeywell     | 340.7                   | 61   | 46.9                    | 51   |
| Mass Inst. of Technology  | 273.4                   | 67   | 57.3                    | 45   |
| Gilfillan                 | 250.0                   | 74   | 23.0                    | 91   |
| Lear                      | —                       | —    | 25.4                    | 84   |
| Hazeltine                 | 249.5                   | 76   | 24.4                    | 88   |
| Sylvania                  | 238.6                   | 79   | —                       | —    |
| Motorola                  | 226.9                   | 84   | 21.6                    | 97   |
| Cal. Inst. of Technology  | —                       | —    | 32.0                    | 76   |
| Burroughs                 | 191.4                   | 92   | 38.7                    | 60   |
| Dynamics Corp. of America | 184.1                   | 93   | —                       | —    |
| Admiral                   | 169.8                   | 97   | —                       | —    |

(a) Awards to Hughes Tool Co. include awards to Hughes Aircraft div. prior to Dec. 31, 1953.

Howard W. Sams & Co., Indianapolis electronics engineering, research & publishing firm, reports record profit before taxes of \$443,059 on sales of \$4,455,716 for fiscal year ended June 30 vs. \$394,835 on \$3,984,324 for preceding year—Chairman Sams also reporting current sales & profits running ahead of year ago. Associated printing firm, Waldmar Press Inc., hiked sales to \$1,023,505 in first 6 months of 1958 from \$836,639 in 1957 period, profits to \$104,038 from \$93,946.

Emerson Radio, though still far behind lush TV-radio years, reported best earnings since 1955 for 39-week period ended Aug. 2. Consolidated net profit for period was \$397,888 or 20¢ per share vs. \$54,753 or 3¢ per share for same period last year. Pres. Benjamin Abrams said report did not include results from its DuMont div., acquired for \$6,000,000 July 1 from DuMont Labs (Vol. 14:27).

ITT reported earnings of \$12,346,828 (\$1.72 per share) for the first 6 months of 1958 on sales of \$330,457,985 vs. \$12,989,254 (\$1.81) on \$326,189,958 for corresponding 1957 period. Pres. Edmond H. Leavey attributed drop in earnings to reduced profit margin of certain manufacturing operations abroad, said ITT's U. S. manufacturing group had 6 months profits ahead of 1957.

Webcor earnings dropped sharply in 6 months ended June 30 to \$7917 (1¢ per share) on sales of \$12,630,731 from \$504,043 (77¢) on \$15,638,467 in 1957 period.

Dividends: Motorola, 37½¢ payable Oct. 10 to stockholders of record Sept. 30; Webcor, 15¢ payable Sept. 30 to holders Sept. 15; ITT, 45¢ Oct. 15 to holders Sept. 19.

**THE  
AUTHORITATIVE**

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

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**SUMMARY-INDEX OF THE WEEK'S NEWS — September 20, 1958**

**FILM FOLK JOCKEYING FOR TV** positions via mergers, purchases, etc. NTA buys Telestudios, National Theatres hierarchy changes, Wrather buys TPA (pp. 1 & 5).

**COMMUNITY ANTENNA** total rises to 610 in U.S., 140 in Canada. Study of Factbook directory shows 1½-2,000,000 U.S. viewers get TV via CATV (p. 2).

**PITTSBURGH'S Ch. 4 DECISION** due for examination again by Harris "influence" subcommittee. Some heat develops in Miami hearings, but no "sensations" (pp. 2 & 9).

**24-HOUR TV STATIONS** in Binghamton (7 days a week), Philadelphia (5 days), Las Vegas (2 days) doing all right. How they do it (pp. 3 & 11).

**PRESIDENTIAL SPECTRUM COMMISSION** in works, supported by EIA & FCC. NBC also in favor, disagrees with CBS. Harris urges unified control (pp. 3 & 4).

**EUROPEAN TV STANDARDS**, Russian TV & tape progress, covered by report on Moscow CCIR meetings by FCC's Edward Allen, head of U.S. delegation (p. 8).

**FCC WINS ONE, LOSES ONE**, in Court of Appeals. WAVY-TV upheld as Norfolk Ch. 10 victor; identity of "principal" sends Biloxi Ch. 13 case back (p. 9).

**UHF GOES ON AIR** in Nacogdoches, linking with ABC's Houston basic. KGEZ-TV, Kalispell, Mont. starting again. Reports on other new & upcoming stations (p. 10).

**NEWSPAPERS' TV REPORTING** challenged by CBS's Cowan, but he doesn't question motives. ABC's Treyz is happy with critics, pays tribute to their "counsel" (p. 10).

**ANNAPOLIS & WEST POINT** men abound in TV-radio fields. Some broadcasting and advertising folk in "electronic entertainment" enterprises (p. 16).

**Manufacturing-Distribution-Finance**

**EIA MAPS NEW ANTI-TAX DRIVE**, moves to curb counterfeiters. San Francisco conference postpones industry-wide TV set promotion (p. 12).

**HOW TO PICK A TV MARKET**, insight into highly successful Magnavox policy of semi-exclusive distribution, revealed at N.Y. marketing conference (p. 12).

**RCA'S LATEST MOVE IN COLOR** promotion campaign is to knock off \$300 from list prices of "last year's models," making low-end available at \$395 (p. 13).

**DEALERS POINT TO PROFITS** in "mature" TV market as survey finds replacements best market for fall (p. 13).

**FILMS FOR TV—NEW CORPORATE LINEUPS:** Mergers, fusions, changing financial control are everyday news in the burgeoning telecasting business -- so frequent as they pertain to stations that we're inclined to pass over lightly the churning changes among the elements making and syndicating films for TV. This week, several major moves happened all at once, corporate developments which may or may not make the TV alphabetical soup more stocky and more palatable to investors and bankers! -- and viewers.

What they do bespeak is the tendency toward fewer and bigger TV program and distributing firms, with old-line movie makers by no means in the ascendant, albeit such firms as MGM and 20th Century-Fox have subsidiary operations to compete with such TV-born big names as NTA, TPA, Ziv, et al. Digest of week's developments:

(1) National Telefilm Associates Inc. (NTA), while still working on plans to merge with National Theatres Inc. providing the Dept. of Justice and stockholders of both companies agree (Vol. 14:34), has acquired control of Telestudios Inc., located on Broadway and a major producer of TV commercials and pilot films for agencies, for announced purpose of expanding into videotape recording. [See p. 5.]

(2) National Theatres Inc. has revamped its corporate personnel topside, even pres. Elmer Rhoden stepping down, primarily to make way for younger blood with more TV know-how. Firm owns second largest chain of theatres in the country (only ABC-Paramount's 500-odd exceed its 300), is embarked on policy of diversification, has already acquired former Kansas City Star TV-radio stations, will add stations in N.Y. & Minneapolis with NTA merger, avowedly seeks more outlets. [See p. 5.]

(3) Television Programs of America (TPA), one of earliest TV program producers, was sold for reported \$13,500,000 to Jack Wrather's recently organized Independent Television Corp. (ITC), which now becomes a major factor in domestic and foreign production and distribution of films made for TV. Millionaire-oilman-showman Wrather also owns stations in San Diego and Bakersfield, Calif. [See p. 5.]

(4) CBS Europe Ltd. and CBS Ltd., with offices planned in Switzerland and in London, were formed this week to license and distribute TV films and properties, TV stations pres. Merle S. Jones designated as top officer of both. This is in recognition of the vast importance of foreign markets as outlets for American TV films, which may spell margin of profit or loss as in the movie industry. [See p. 5.]

(5) United Artists Associated Inc. has made definite offer to buy shares of Associated Artists Production Corp. (A.A.P. Inc.) for \$11 cash per share plus 6% interest from July 1 and \$7 for each outstanding stock warrant -- object being to add the Warner Bros. TV films to its own releases for TV (Vol. 14:24,33).

These deals and developments point up trend to integrated sources of supply of films for TV, more production for TV only, perhaps stronger banking power for the eventual release of the still-withheld post-1948 films. That movie people want to become broadcasters, as they became theatre owners, and that broadcasters don't control film program sources by any means, is also manifest.

**VITAL STATISTICS OF COMMUNITY ANTENNAS:** Between 1,500,000 & 2,000,000 U.S. viewers get their TV via community antenna systems. That's the major statistic derivable from study of new CATV Directory contained in our just-published TV Factbook No. 27, now being distributed. Though the figure is substantial, it's still but a minor fraction of the 130-140,000,000 TV viewers in 42,400,000 TV homes, estimated by the Advertising Research Foundation (Vol. 14:37).

Comparing current CATV figures with those of 6 months ago (Vol. 14:11), we find some curious coincidences. For example, the average U.S. system has 1056 subscribers vs. 1057 then; average operator estimates he has potential of 2068 subscribers vs. 2069 six months ago. Heretofore, there has been substantial rise in the 2 figures each 6 months. Reason for the seemingly static condition: We've discovered quite a few smaller systems previously unreported, included them in current directory, and they hold averages down.

Total number of U.S. systems has risen to 610 from 556. In Canada, figure has gone to 140 from 130. Quite a few operators fail to indicate number of homes they serve -- but those giving figures reach a total of 492,345 homes vs. 448,325 six months ago. Combining potentials estimated by each operator, we find 934,864 homes in prospect vs. 863,183 last time.

The 140 Canadian systems, most still fairly young, reach 58,988 homes, for average of 479 each -- vs. 51,045 and 464. Total potential they list is 152,713 (average 1161) vs. 129,723 (average 1081) six months ago.

Directory is most complete extant, occupies 24pp. of the Factbook. For each system, it includes location, name, address, phone, subscriber total, potential, starting date, make of equipment, officers, manager, stations received.

**HARRIS REVIVES PITTSBURGH 'INFLUENCE' CASE:** TV grants and charges of back-door shenanigans at FCC crop up again Sept. 23, though probably briefly, when House legislative (Harris) subcommittee hears its staff report on details of merger-dropout grant to WTAE, Pittsburgh (Ch. 4). No witnesses are being called, and TV isn't expected to come up again until after subcommittee resumes hearings after the Nov. elections.

Pittsburgh situation revolves around ex-FCC chairman George McConnaughey. He left FCC last year to form new law firm with attorney George O. Sutton, who represented KQV, which merged with WCAE to get the CP -- 3 other applicants dropping out after getting \$50,000 each for expenses (Vol. 13:30). In April, McConnaughey testified before subcommittee, said he had lunched with KQV principal Earl F. Reed

but steered conversation away from case. He has since dropped association with Sutton, set up own practice with his son in Washington and Columbus.

New legislation may be needed, Harris said in announcing plans for staff report on Pittsburgh case, to govern hiring of former members of Federal regulatory agencies by elements of the industry they regulate.

Miami Ch. 10 case developed some heat during this week's FCC hearing, meanwhile, when National Airlines pres. George T. Baker (Ch. 10 winner) said that Sen. Smathers (D-Fla.) had "lied" and "put out a big story" about Baker's activity.

One teapot tempest calmed down when hearing examiner Judge Horace Stern agreed to continue presiding -- after all counsel involved "earnestly entreated" him to remain, expressing "most complete confidence in you and your integrity." Last week, question was raised by National Airlines counsel in calling attention to fact that Stern's son-in-law is v.p.-gen. counsel of Pan American World Airways, which is exchanging stock and aircraft with National (Vol. 14:37). [For details of this week's testimony in Miami case, see p. 9.]

**ROUND-THE-CLOCK TV—IS IT WORTHWHILE?** Nielsen figures show that after-midnight TV viewers are numerous -- and it's well established that the just-before & just-after midnight shows, usually consisting of feature films, pay off well for sponsors and stations alike. But most stations sign off at 1 a.m. or thereabouts, though there are a few majors like New York's WCBS-TV, with its Late Late Show, and Pittsburgh's KDKA-TV, with its Swing Shift Theatre, that run well beyond 2 a.m.

Only all-night stations we know about, however, are WNBF-TV, Binghamton, N.Y. which hasn't turned off its power in last 7 months, and WFIL-TV, Philadelphia, operating on a 24-hour basis 5 days a week -- both owned by Triangle Publications Inc. There's also KSHO-TV, Las Vegas, Nev., with an all-night schedule each Fri. & Sat.

Not that it hasn't been done before -- it's commonplace in radio, of course -- but those who tried it didn't stick it out. First one we recall was KDKA-TV, Pittsburgh, then owned by DuMont and called WDTV. Harold C. Lund, who still manages the station for present owners, Westinghouse, says reason overnight schedule was dropped after 2 years was it ran out of film -- not much being then available.

There were enough late-shift workers and all-night spots to make the operation quite profitable while it lasted, he says. "We were able to sell enough spots [but] bear in mind we were then [1949-50] the only TV station in Pittsburgh."

Triangle's astute Roger W. Clipp, one of the industry's shrewdest operators, apparently has met the film problem by acquiring plenty of feature films -- even his recently-darkened competitor, Storer's non-network WVUE (Vol. 14:37), had to buy secondary rights from him -- but he has also added other features and built up many local-interest attractions. How do his stations do it? Read our report on p. 11.

**PRESIDENTIAL SPECTRUM STUDY FIRING UP:** That Eisenhower-appointed spectrum-study commission, which would certainly steal Congress' thunder because latter declined to get its own group to do the job (Vol. 14:37), is in the works and expected to be created soon. Calibre of men who will comprise the commission, likely to be a 5-man group, means everything, regardless of its directive. So far, there is no reliable information as to names being considered.

With Electronic Industries Assn. taking strong stand in favor of such a commission, in resolution passed at meeting in San Francisco this week, there's much greater chance of commission formation than before. It's known, too, that FCC Chairman Doerfer was bitterly disappointed over Potter Resolution's failure to pass Congress after he'd worked so hard for it at White House.

EIA had invited apprehensive telecasters to confer with them in San Francisco, attempted to allay fears that military would dominate commission and seek to wrest vhf channels from industry; telecasting representatives will now return to respective groups to report on EIA's attitude.

NAB was represented by engineer A. Prose Walker & attorney Thad Brown, ABC

by engineer Harry Jacobs. Engineer Wm. B. Lodge was there for CBS, as both a tele-caster and as EIA member; same applied to engineer Philip F. Siling for NBC & RCA.

EIA's resolution reaffirmed its position in favor of long-range high-level examination of entire spectrum "in the best interests of the country." It offered its assistance to projected commission, stood ready to recommend men of "highest competence" for its membership.

Little is known of Administration's thinking -- but informed speculation is this: It would report within 6 months, study more than spectrum alone, viz., the whole U.S. spectrum-allocating machinery, civilian & military. It's thought that it might not attempt a frequency-by-frequency examination itself but would suggest the framework for doing it through special technical staff.

NBC is definitely in favor of spectrum study, we learned this week, did not work to defeat Potter Resolution. It believes that skilled, impartial examination of spectrum uses is bound to be beneficial to everyone; that telecasters may turn out to be in greater jeopardy in absence of such a study -- because of Administration's lack of information. CBS seems to be most concerned. ABC hasn't been active on this front, choosing to concentrate on its proposals before FCC, which have goal of 3 competitive vhf services in all major markets (Vol. 14:23, 26-27).

"Unified" control of spectrum was vigorously supported this week by Rep. Harris (D-Ark.), chairman of House Commerce Committee, in Sept. 15 speech before Arkansas Telephone Assn. meeting at Hot Springs (for details, see below).

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**'Unified Spectrum Control':** A single govt. body to parcel out radio frequencies to both civilian and govt. users could alleviate many problems, according to Rep. Harris (D-Ark.), chairman of House Commerce Committee, who made spectrum his prime topic during speech to Arkansas Telephone Assn. in Hot Springs Sept. 15.

"A number of spectacular mid-air collisions between civilian and military aircraft resulting in a regrettable loss of life," he said, "brought home to Congress the need for unified control over the airspace for flight purposes. Now in the case of the radio spectrum, fortunately, we do not have collisions which have resulted, at least up to now, in serious loss of life. However, as demand for spectrum space grows, the need for unified control over this valuable resource for civilian & military purposes has become more and more apparent . . ."

"It is my considered judgment on the basis of the proceedings of the legislative oversight subcommittee that there is a close relationship between the use of the radio spectrum and the pressures that have been brought on the FCC in several cases involving the licensing of TV stations in some of the large population centers of this Nation.

"It appears that the scarcity of available TV channels has resulted in making the few channels that are available in the larger cities tremendously valuable. The high value of these channels, in turn, has resulted in highly reprehensible practices in proceedings before the FCC.

"It is my hope that the establishment of unified control over spectrum allocations may result in more frequencies becoming available for civilian uses, including telephone communications & broadcasting. The availability of an increased number of frequencies, in turn, would make the task of the FCC in distributing these frequencies among competing civilian applicants a less arduous one, and some of the pressures that have been brought on the FCC, particularly in TV, might be reduced if not eliminated."

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**"Pay-Off" Remedies Sought:** Spurious applications, phoney "mergers" based on pay-offs, etc., certainly should be discouraged, but FCC's proposed method of doing it won't turn the trick; new law is needed. That's opinion of Federal Communications Bar Assn., expressed in comments filed this week on Commission's proposed rule-making (Vol. 14:26). Commission proposed to attack problem by throwing out all applicants who are parties to deals that are not genuine. FCBA says proposal doesn't strike "directly at the evil," wouldn't get at all cases, would foreclose possibility of legitimate settlements benefiting public, is of doubtful legality. FCBA urged FCC to request new legislation that would make it a felony "for any person to prosecute or cause to be prosecuted an application for broadcast facilities without having a bona fide intention of constructing and operating such facilities, if the application is granted."

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Videotaped coverage of 1960 Presidential conventions was envisioned last week by CBS News gen. mgr. Sig Mickelson in interview with AP's Charles Mercer. Said Mickelson: "I'd prefer to edit the convention and use video tape for the less vital parts of the proceedings in 1960. We would, of course, go live for balloting and other highlights. You never can overlook the importance, the sense of actuality, in live coverage of events as they happen . . . We'll break into the network schedule readily to present really important news as it is happening. But we will not waste the viewer's time with hour after hour of deliberations in which the significant developments are only a small part of the proceedings . . . In such cases we exercise our function as editors."

"Reminder" on editorializing, another of the long series of "warning letters" sent out by FCC periodically since last spring (Vol. 14:15-16, 22, 25, 27), was directed this week to WCIA, Champaign, Ill. (Ch. 3). Commission found it, too, had given an unbalanced presentation on pay TV, but again it invoked no further sanctions because of station's "otherwise good record."

**More Wrather Millions Into TV:** Texas oilman-showman Jack Wrather, who first got into TV by buying into Tulsa's pioneer KOTV with its founder Helen Alvarez, both later selling out at a handsome profit, set up Independent Television Corp. in July (Vol. 14:28) with the avowed purpose of syndicating the shows he already owned—*Lone Ranger, Lassie, Sergeant Preston of the Yukon*, upcoming *Tom Swift*—to foreign as well as domestic outlets. He made reciprocal arrangements with Britain's Associated Television Ltd. and various other foreign firms, appointing ex-Ziv sales executive Walter Kingsley to head ITC.

In buying up TPA for an announced \$13,500,000 (p. 2) in deal closed in Hollywood this week with TPA pres. Milton Gordon, Wrather's firm was reported now to represent an investment of \$25,000,000. The films-for-TV acquired with TPA are *Fury, Ramar of the Jungle, Private Secretary, Last of the Mohicans, Charlie Chan, Tugboat Annie, Count of Monte Cristo, Ellery Queen, Halls of Ivy, Stage Seven* and the forthcoming *Cannonball and New York Confidential*. He also controls San Diego's KFMB & KFMB-TV (Ch. 8) and Bakersfield's KERO-TV (Ch. 10), this week lost CP for Ch. 13 in Yuma, Ariz. (p. 11) and holds CP for uhf Ch. 44 in Boston.

Note: Jack Wrather made pitch recently to acquire James W. Seiler's fast-rising American Research Bureau, TV program rating service operating the much-discussed "Arbitron" system of automatic rating (Vol. 14:34, 36)—but proposal was rejected for reason that he owns so many programs that might come under ARB scrutiny. Spokesman for company, which now has 350 fulltime employes in new Washington plant and employs field force of 4000, said: "It would be like an umpire owning one of the ball teams." But mere fact of approach indicates Wrather's intention of further expanding and diversifying his holdings in electronic entertainment fields.

\* \* \* \*

National Theatres Inc., which only recently elevated its subsidiary National Television Investments Inc. pres.

**International Expansions:** For its projected new overseas subsidiaries—CBS Europe Ltd., to be located in Baden, Switzerland, just outside Geneva, and CBS Ltd. in London (see p. 2)—CBS-TV stations div. pres. Merle S. Jones will shortly select 2 executives from within his organization to establish the new offices as soon as requisite licenses to do business are obtained from the respective govts. New companies were formed to license and distribute TV films and other CBS properties, following pattern of movie industry which has long budgeted pictures based as much on their foreign income potential as on domestic. Jones will hold title of director-pres. of CBS Europe Ltd. and chairman of board of CBS Ltd. CBS Inc. pres. Frank Stanton also announced newly formed subsidiary, CBS Films Inc., on Oct. 1 will replace CBS-TV Film Sales Inc.; headed by same v.p.-gen. mgr., Leslie Harris, newly named firm will continue to finance, produce and syndicate TV films. Note: Probably bent on similar mission relating to foreign TV film outlets, NBC's international operations director Alfred Stern flew to Europe this week to be gone about month. It's noteworthy that many of the films made in this country for TV find their outlets in movie theatres in some foreign countries.

Charles L. Glett to its board of directors (Vol. 14:36) in the wake of its announced plans to merge NTA (Vol. 14:35), this week elected John B. Bertero, 54, as pres. and chief executive, succeeding Elmer C. Rhoden when he retires Oct. 1. At same time Glett was elected v.p. of parent company. Bertero is pres. of Fox West Coast Theatres, has been with 300-theatre movie chain since 1930 as general counsel & v.p. Ex-CBS & Don Lee v.p. Glett will work closely with him, as he did with Rhoden in engineering firm's acquisition of WDAF & WDAF-TV, Kansas City (Ch. 4).

In the new setup, also, Frank H. Ricketson Jr., v.p. in charge of theatre operations and onetime part owner of KLZ-TV, Denver, retires from the board, succeeded by Spencer Leve, So. California theatre mgr. New chairman of board is B. Gerald Cantor, head of banking firm of Cantor, Fitzgerald & Co. Rhoden stays on board, which also includes, besides foregoing officers: Samuel Firks, pres., Consolidated Builders Inc.; Willard W. Keith, pres., Marsh & McLennan & Cosgrove Co. (insurance); Richard W. Millar, Staats & Co.; Graham L. Sterling Jr., O'Melveny & Myers (attorneys); Alan May, v.p. & treas.; Jack M. Ostrow, CPA-attorney.

Statement by company reiterated intention of new management to "diversify further into allied entertainment fields."

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In buying up Telestudios Inc., the 13,000-sq. ft. Broadway studio founded 2 years ago and largely owned by pres. George K. Gould (p. 1), NTA chairman Ely A. Landau stated Sept. 16 that move is "in line with the company's interest in videotape operations"—it having already ordered Ampex tape recorders for its own stations WNTA-TV, N. Y. & KMSP-TV, Minneapolis. He said Telestudios "is the only independent studio producing videotape commercials and programs for the TV industry." It specializes in serving agencies, advertisers & packagers. Traded on American Stock Exchange, NTA has acquired all 425,000 shares of preferred and some 2/3 of common stock from Gould and associates, has offered to buy remaining 102,000 shares of common at \$1.75 per share. Onetime CBS producer-director Gould remains as operating head.

**British TV film boycott** devised by movie producers, distributors & exhibitors to keep features for theatres (Vol. 14:24) is running into legal challenges. Film Industry Defense Organization (FIDO) set up by 5 major British movie trade associations has established Farthing Fund to carry on boycott plan, members contributing farthing for every movie-house seat to raise \$1,400,000 per year to buy features that might otherwise be sold to TV. But British commercial TV firms are preparing to fight FIDO in court, arguing scheme involves illegal "restrictive practice." Spokesman for Associated Television, biggest independent contractor, also said plan wouldn't work anyway—that FIDO can't afford to bid competitively against TV for films.

Judy Dupuy's authoritative *TV Film Source Book*, summer-fall 1958 edition, 580pp., listing all feature films available to TV by title, with year, stars, digest of story line, running time (b&w or color), producer, TV distributor, is off the presses—available from her Broadcast Information Bureau, 535 Fifth Ave., N. Y.

Call letter changes: KHAD-TV, Laredo, Tex. (Ch. 8) to KGNS-TV; KVSO-TV, Ardmore, Okla. (Ch. 12) to KXII (Oct. 1); KWGB-TV, Goodland, Kan. (Ch. 10) to KBLR-TV.

**TV Bolsters Ad Index:** Network TV alone among advertising media showed gain for first 7 months of this year over similar period of 1957, its 12% increase bolstering an otherwise sagging record for advertising as a whole, according to *Printers' Ink* monthly National Advertising Index for July and Jan.-July. July Index for all media showed 1% decline from June (Vol. 14:33) and 4% from July, 1957. Network radio, consistently ahead in previous months, remained unchanged in July but was 19% under July, 1957. For 7 months, only network TV (up 12%) was on plus side, magazines running 6% behind, newspapers 8%, business papers 6%, outdoor 1%.

*Printers' Ink* Index does not take into account either spot TV or spot radio despite their huge volume. Break-down on network TV figures for July and first 7 months, as compiled by TvB, were reported in our Vol. 14:36.

Coincident with release of these index figures, TvB this week released July roundup of estimated expenditures of top 15 network advertisers by name and brand, plus grand totals by day parts and by product classifications (available from its N.Y. headquarters, 444 Madison Ave.). The *Printers' Ink* Index and percentage figures for July and Jan.-July:

|                         | Index     |           | % change from |            | % cumulative change |
|-------------------------|-----------|-----------|---------------|------------|---------------------|
|                         | July 1958 | July 1957 | 1 month ago   | 1 year ago |                     |
| Medium                  |           |           |               |            |                     |
| General Index.....      | 205       | 214       | - 1           | - 4        | - 1                 |
| Total Magazines.....    | 160       | 167       | + 1           | - 4        | - 6                 |
| Weekly.....             | 183       | 186       | 0             | - 2        | - 6                 |
| Women's.....            | 120       | 135       | + 2           | -11        | - 6                 |
| General Monthly.....    | 178       | 184       | - 1           | - 3        | - 4                 |
| Farm.....               | 100       | 120       | +15           | -17        | -18                 |
| Newspapers.....         | 191       | 201       | - 1           | - 5        | - 8                 |
| Network Television..... | 404       | 391       | - 3           | + 3        | +12                 |
| Network Radio.....      | 26        | 32        | 0             | -19        | - 1                 |
| Business Papers.....    | 193       | 225       | - 3           | -14        | - 6                 |
| Outdoor.....            | 176       | 178       | +10           | - 1        | - 1                 |

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 July 1958. Direct mail index for July is not available.

**Earthworms & Ratings:** Quixotic view of ratings is Sept. *Harper's Magazine* article titled "TV Ratings: What They Really Mean" by Bernard Asbell. He says first rating was taken by Chicago water dept. engineer, who noted water pressure rose while TV audience concentrated on Milton Berle, dropped during commercials when toilets were being flushed and faucets turned on. The \$5,000,000 spent annually on ratings, he says, is a "paltry sum, not much more than Americans spend on live earthworms for fishing bait." Sample quote: "When a rating service sets out to ask 1000 families what 41,200,000 families are supposed to have watched [on TV], 95 times out of 100 the rating should be within one rating point of being true. But in the remaining 5 cases, they're apt to run mildly berserk. That's a mathematical fact, worked out long ago by astronomers and gamblers."

Station Representatives Assn. has designated Robert Eastman to head committee to set up code of standard practices and ethics in what is one of the most bitterly competitive segments of the industry. Group is also seeking improved public, station & govt. relations, with publicist Milton Fenster in N. Y. and Robert K. Richards in Washington engaged to handle publicity. At recent closed meeting of SRA, pres. Frank Headley had his ex-FBI colleague FCC Comr. Robert E. Lee as guest speaker; in off-cuff talk, Comr. Lee asserted network-spot competition is "a healthy thing" and that "no artificial barriers should be placed in the way of such competition."

**Federals Would Quiz Quizzes:** Quiz probing was bound to spread to Washington, and probe-happy Rep. Harris (D-Ark.) this week stated his Commerce Committee may well investigate quizzes to determine whether legislation is needed to keep them honest. He said he's keeping eye on probe of N. Y. district attorney Frank Hogan, who will present evidence to special grand jury empaneled this week before general sessions Judge Schweitzer. Another potential quiz quizzier is Sen. Monroney (D-Okla.), who plans to resume hearings on program ratings after Nov. 4 elections (Vol. 14:26). He said that he believes quizzes and ratings are related; that he has some "new" (undisclosed) information on quizzes.

Quiz program ratings have suffered little or none at all, according to some studies. NBC insists "there is no evidence that publicity about quiz shows being fixed has adversely affected audience ratings." And Trendex made special query asking people impact of quiz stories on them. Results: Like shows and will continue to watch, 43.4%; never liked them, never watched, 24.9%; always thought they were fixed, 14.3%; disappointed, now suspicious, 7.4%; didn't pay attention to stories, 6.3%; miscellaneous, 3.7%. P. Lorillard Co., which dropped \$64,000 *Challenge* last week, still hasn't filled the Thu. 10:30-11 p.m. spot on NBC, but it has signed for *Arthur Murray Party*, Mon. 10-10:30 p.m. (NBC).

NAB's TV Code Review Board meets with Alliance of TV Film Producers in San Francisco Oct. 1-2 for re-evaluation of TV Code. Session is expected to thrash out problem of objectionable personal product advertising, consider need for amendments to Code. Roger W. Clipp, gen. mgr. WFIL-TV, Philadelphia, is Board chairman. Currently in circulation is 16-min. film, prepared by NAB in conjunction with WBNS-TV, Columbus, illustrating Code violations ranging from multiple-spotting and free plugs to suggestions of illicit sex and indecent costuming. Privately tagged "Code Vadis," film serves as warning to broadcasters to preview films before air time.

"One-week/four-week" rating service, tested by American Research Bureau in 20 cities, expands to regular service covering 100 markets next month. It provides combination of single-program rating plus monthly average rating for each time period—to minimize possibility of stations' "loading" schedules during main survey week. Also in Oct., ARB will offer its "Arbitron" instantaneous rating service locally for N. Y., Chicago & Los Angeles—along with 7-city "network program popularity report" covering N. Y., Chicago, Cleveland, Detroit, Philadelphia, Baltimore, Washington (Vol. 14:36).

Rate increases: KRON-TV, San Francisco, Sept. 15 raised base hour from \$1700 to \$2100, 20 sec. from \$500 to \$600. WBTV, Charlotte, Sept. 1 added Class AA hour (8-10 p.m. daily) at \$1250, min. at \$250, Class A hour remaining \$1000. WHTN-TV, Huntington, Sept. 1 raised hour from \$800 to \$1000. KOA-TV, Denver, Sept. 1, hour from \$750 to \$800. KXLY-TV, Spokane, Aug. 1, hour \$600 to \$625, min. \$130 to \$150. WFRV-TV, Green Bay, Sept. 1, hours \$500 to \$600, min. \$100 to \$120. KXLF-TV, Butte, Sept. 1, hour \$200 to \$250.

Possible curtailment of news service by many small radio stations was cited by NAB this week as it petitioned FCC to suspend 25% teletype rate increases due to be imposed by Western Union and AT&T Oct. 1. Increases have also been opposed by United Press International and American Newspaper Publishers Assn.

H-R Television moves Oct. 6 to 375 Park Ave., New York 22 (Plaza 9-6800).

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**Personal Notes:** Nick Zapple, communications counsel of Senate Commerce Committee, attends NAB regional conference in Sun Valley, Ida. Sept. 25-26, goes on to Seattle to confer with special counsel Kenneth Cox, returns to Washington Oct. 1 . . . Ward L. Quaal, v.p. & gen. mgr. of WGN & WGN-TV, Chicago, named chairman of NAB's labor relations advisory committee . . . Hal James, ex-TV-radio v.p. of Doherty, Clifford, Steers & Shenfield and part owner of WVET-TV, Rochester, N. Y., named national sales director of Jack Wrather's Independent TV Corp. . . . Kenneth I. Tredwell Jr., v.p. of WBTV, Charlotte, has been named to newly-created Presbyterian Church Committee on TV, Radio & Audio-Visuals . . . Herb Sussan, producer (*Wide Wide World*), named NBC-TV special programs director . . . Charles S. Cady, ex-NAB asst. director of TV code affairs, named national sales mgr., WCSC-TV, Charleston, S. C. . . . Ned Smith, ex-gen. mgr. of KOVR, Stockton, named TV mgr. of rep Blair San Francisco office, succeeding Lindsey Spight . . . Gale Blocki Jr., ex-Simmons Assoc., named sales mgr. of rep Bolling's Chicago office . . . Tom Bennett, ex-NBC producer, named managing director of projected uhf (Ch. 16) supplementary outlet of WQED, Pittsburgh (Ch. 13) . . . Byron Openshaw, for last 8 years with KSL-TV, named production mgr. of U of Utah's KUED . . . Howard Morgan, ex-KOAT-TV, Albuquerque, named sales & operations director of upcoming KNOP, North Platte, Neb. (Ch. 2), due in Oct. . . . Charles M. Kinsolving Jr., ex-McCann-Erickson, named NBC plans development mgr., Barry T. Rumpel promoted to rates &

**ADVERTISING AGENCIES:** David C. Stewart promoted to exec. v.p. of Kenyon & Eckhardt; v.p. G. T. C. Fry moves from N. Y. to head Detroit branch . . . Roy Passman, ex-mgr. of NBC-TV network program administration, one-time operations mgr. of DuMont Network and program exec. of WOL & WTOP, Washington, has been named mgr. of TV-radio dept., Bryan Houston Inc., N. Y. agency, under Wm. B. Templeton, v.p. & TV-radio director . . . Alice Lynne Mooney named TV-radio media director of Richard A. Foley Adv. . . . Leonard V. Colson, ex-Mennen Co., named v.p. of Warwick & Legler . . . Morton L. Salan promoted to v.p., Baltimore office, W. B. Doner.

**The Unusual in Minneapolis:** Bentson-Floyd owned radio WLOL, Minneapolis, according to *Variety*, has novel swap deal with Paramount's 1000-seat Lyric Theatre whereby station runs special recordings plugging reissue of film *The Naked & The Dead*, in return for which it gets 10% of gross. Note: Minneapolis' WCCO-TV was disclosed recently as purchaser of huge Paramount's downtown Radio City Theatre (Vol. 14:36).

TV daytime audience increased 14%, night audience 9% in first 7 months of 1958, compared with corresponding 1957 period, according to Nielsen survey reported by TvB. Average daytime program reached 3,465,000 homes—up 428,000; average night program, 8,978,000 homes—up 716,000.

affiliations mgr. . . . Stan Smith, Official Films v.p., adds duties of sales dept. head, succeeding Raymond Junkin, resigned . . . Lee Cooley, ex-CBS producer (*The Big Record*), named exec. program director of Paramount TV and its KTLA, Los Angeles . . . Ed Kirby, onetime NAB public relations director, recently with People-to-People Foundation, named USO public relations director . . . George Gabriel promoted to head of BMI's non-radio dept., succeeding Harry P. Somerville, retiring after 14 years . . . Colin M. Selph, ex-pres. KEYT, Santa Barbara, named mgr. of broker James Blackburn's new west coast office, California Bank Bldg., Beverly Hills (Crestview 4-2770) . . . Herb Saltzman promoted to merchandising mgr. of WOR-TV & WOR, N. Y. . . . Pat Higgins, ex-WBUF-TV, Buffalo, named news director of KFSD-TV, San Diego . . . William G. Goodnow, ex-sales mgr. of CBS's WXIX, Milwaukee, named mgr. of WISN-TV there as of Sept. 22, succeeding John B. Soell, resigned; James T. Butler, ex-WIRL, Peoria, since last March asst. mgr. of TV-radio in Milwaukee under Hearst gen. mgr. D. L. (Tony) Provost, becomes mgr. of radio station . . . Dan Norton named West Coast sales mgr., Lionel Grover production mgr. of Fred A. Niles Productions Inc., which has moved all syndicated TV spot business to Chicago headquarters . . . Mrs. Vivian Reed named secy. in charge of new Adv. Federation of America branch office at 1320 G St. NW, Washington.

Irl Newton has closed down his consulting engineering practice in Washington and Haddonfield, N. J., where he resides. The onetime RCA and Commercial Radio Equipment Co. engineer will make known his plans later.

### Obituary

Philip D. Cook, 65, who as comedian Phil Cook was one of radio's earliest popular entertainers, known for his *Quaker Oats Man*, *Radio Chef*, *Cook's Kitchen* and other shows, died Sept. 18 in Morristown (N. J.) Memorial Hospital after long illness.

Sir Stephen Tallents, 73, BBC controller of public relations 1935-40, later controller of its overseas services, died in London Sept. 13.

**School Bells Ring on ETV:** Private money earmarked for educational TV appeared in profusion this week with Ford Foundation doling out almost \$1,000,000 to 450 schools in 13 states and NBC scheduling Oct. 6 debut of unique network college credit course, *Continental Classroom*, partially financed by Ford Foundation and big industry donors.

NBC's early-morn (6:30-7 a.m.) course on atomic age physics, beamed primarily at 15,000 secondary school teachers, was hailed by President Eisenhower's chief scientific adviser Dr. James R. Killian as "a bold educational experiment in the nation's interest." It's designed to improve science education in high schools; reputedly will cost \$1,500,000 for fall & spring semesters. Initial contributions include \$612,000 from Ford Foundation, \$100,000 each from AT&T, IBM, U. S. Steel, \$50,000 from Pittsburgh Plate Glass.

Ford Foundation pres. Henry T. Heald chose occasion of educational conclave in Pittsburgh, anticipating start of city's 2nd ETV outlet, WQEX (Ch. 16), to announce latest grants for ETV: Atlanta Board of Education, \$69,880; Detroit Board of Education, \$77,938; SW Indiana ETV Council (Evansville), \$75,000; Kansas City, (Mo.) School District, \$30,325; Jefferson County, Ky. (Louisville) Board of Education, \$97,499; Dade County, Fla. (Miami) School Board, \$89,051; Milwaukee Public Schools, \$60,800;

U of Nebr., \$112,000; Norfolk (Va.) School Board, \$48-000; U of No. Carolina, \$95,000; Oklahoma City Public Schools (& state program), \$150,874; Philadelphia Board of Education, \$60,240; Wichita (Kan.) Board of Education, \$22,248.

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Integration imbroglio in Little Rock, Ark. resulted in unexpected ETV development there. School Board supt. Virgil Blossom announced that starting Sept. 22 city's 3 commercial stations (KTHV, KARK-TV, KATV) will broadcast 6 hours daily of English, math, science & history to 3500 white and Negro students now locked out of classrooms in 4 city high schools. Under consideration is long-range proposal to convert KARK-TV's standby transmitter for fulltime ETV.

Other ETV developments, mainly on commercial stations: (1) WTVW, Evansville (Ch. 7) reports launching of area ETV program, with 6 courses televised for 11,000 grammar & high school students in SW Indiana. (2) TV bible course, *The Life and Teaching of Jesus*, sponsored jointly by American U and Council of Churches, National Capital Area, offering college credit, premiered Sept. 20 on WMAL-TV, Washington (Ch. 7). (3) KPIX, San Francisco (Ch. 5) donated \$4000 to Bay Area Educational TV Assn. toward purchase of equipment for KQED (Ch. 9).

(4) Estimated 32,000 5th & 6th graders in 14 Washington area public and parochial schools will be tuned to WTTG (Ch. 5) Sept. 22 for first lesson of *Time for Science*, daily 30-min. program produced by Greater Washington Educational TV Assn. (5) Educational TV & Radio Center, Ann Arbor, and NBC offer ETV stations *Ten for Survival*, "live" 10-wk. series on survival in nuclear age, starting Oct. 28. (6) N. Y. Metropolitan Educational TV Assn. offers daily French lessons prepared by Harvard Language Research Center, aired by WPIX starting Sept. 22.



Big Outlet Co.'s WJAR-TV, Providence (Dody Sinclair, gen. mgr.) is planning accredited Providence College course on history and philosophy of communism on a.m. program *The World Around Us* produced by its education director Betty Adams, now touring Russia and Europe gathering material, and conducted by Rev. John P. Reid, College's asst. prof. of philosophy. Filmed interviews with authorities in this country are also being gathered, including one with FCC chairman John Doerfer, and NBC film clips will be interspersed. Viewers will pay \$15 for syllabus and list of required reading, will be given opportunity to take college-level examination at end of course. State educators are recommending course for high school seniors.

TelePrompTer Corp's semi-annual report to stockholders this week noted net income of \$143,682 (40¢ per share) for 6 months ended June 30 compared with loss of \$119,485 for 1957 period. Gross income rose 71.85% to \$2,024,197 from \$1,177,845. Chairman-pres. Irving B. Kahn said group communications division had expended activities in closed-circuit TV presentations of sporting events and sale of equipment to the govt., looks for further improvement this year.

Single application for new TV station filed this week was for educational Ch. 9, Savannah, Ga. by the State Board of Education which is also an applicant for commercial Ch. 8 in Waycross, seeking its use for educational purposes. This brings total applications pending to 95 (30 uhf). [For details, see *TV Addenda 27-C*.]

"Broadcast Application Procedure" is subject of new 4pp. bulletin released by FCC, describing Commission requirements in layman's language. It's available from FCC.

**CCIR Standards Report:** Babel-like jumble of TV standards in Europe improved somewhat during this summer's international meeting in Moscow (Vol. 14:20, 26), according to FCC chief engineer Edward W. Allen, chief of U. S. delegation, whose formal report to Secy. of State was released this week.

"It was not expected," he states, "that an agreement would be reached on monochrome & color standards for Bands IV & V [uhf] in the European Region. However, the development of an assignment procedure to make more effective use of the available bands in the absence of standardization, is considered to be a substantial improvement in the outlook for eventual solution of the European allocations problem.

"The meeting also resulted in advances in other phases of its work in preparation for the 1959 CCIR Plenary Assembly [in Los Angeles], such as those related [to] permissible ratios of wanted to unwanted signal under various transmission conditions and [to] standards of TV systems in use in various countries."

Allen reported that "probably the most important document of the Conference" was a subcommittee report which "established for countries using 625-line standards the idea of a common channel spacing of 8 mc with the color subcarrier located within the luminance band. This paves the way for frequency planning for TV services in Bands IV & V, as it would bring countries in Western Europe using the 625-line TV standards in line with the Soviet and OIR [communist bloc] countries. It does not mean common TV standards as the systems operate on 7 mc and 8 mc channel bandwidth, respectively, with correspondingly different spacings between the vision & sound carriers. However, the Western countries who have studied the problem claim that the adoption of coincident vision carriers and a common color subcarrier will make for more effective planning and better spectrum utilization, even though no use is made by the 7 mc countries of the one mc bandwidth differences between 7 & 8 mc."

Report also includes observations of Russian TV, and Allen states: "The USSR is not as far advanced as the USA either in research & development or in application." But "intensive research" in TV is going on in Moscow & Leningrad, with 400 people at latter, 49% women.

On the fuzzy question of TV's growth in Russia, Allen reports there are 41 transmitters operating, to reach 60 by end of 1958, 100 by 1960; that there are 1,500,000 sets-in-use, 1,000,000 of them in Moscow—most of them with 12-in round tubes. Moscow has 2 stations—one 48-56 & 78-86 mc, with 1-kw transmitters and 500-ft. towers surmounted by superturnstile antennas.

Color was demonstrated in Moscow & Leningrad. Two consoles using Russian-made 19-in. shadow-mask tubes were shown, alongside set with RCA tube. "The RCA receiver produced better pictures," Allen states, "but the USSR pictures were acceptable and were considered by members of the U. S. delegation to represent quite an achievement." Also shown was a DuMont-type flying-spot studio scanner, but without the stroboscopic lights employed by DuMont during blanking period.

There was an informal U. S.-Russian meeting on video tape, during which Russians complained of inability to acquire an American machine. They expect to have their own black-&-white recorder ready in about a year, and expressed desire for uniform U. S. & USSR standards.

The 12pp. document, available from State Dept. telecommunications div., is identified as "TD Serial No. 883, CCIR Document No. 14, Study Group XI."

**Court's Sharp Eye on FCC:** Court of Appeals won't substitute its judgment for FCC's in comparative TV cases, but it apparently wishes it could. In unusual language this week, Court conceded it doesn't have power to overrule Commission in weighing applicants' qualifications generally—but it questioned whether Congress has given too much power to Commission.

Court is certainly a bear, on other hand, when it catches Commission sluffing over any element in a contest. Its attitude was shown again this week in 2 decisions—Norfolk-Portsmouth's Ch. 10 and Biloxi's Ch. 13. Norfolk case, which had been won by WAVY-TV over Beachview Bcstg. Corp., was covered in brief "per curiam" decision by Judges Edgerton, Prettyman & Danaher affirming FCC's decision—though Chief Judge Edgerton made no bones about his belief Commission's judgment was wrong. Said Court:

"We find nothing arbitrary, capricious, irrational or unreasonable [in FCC's consideration]. This situation is clearly one in which the Congress has confided the function of decision in the Commission. The limited authority of the court in reviewing the matter does not touch any of the choices made by the Commission and alleged by appellant to have been erroneous. It may be that the Congress has confided too great power in the agency. But the power is in the Congress to dispense, and it is not within

**Miami Hearing in Mid-Course:** Brisk-moving FCC hearing on Miami Ch. 10 "influence" case (see p. 3) advanced big step toward conclusion this week, enlivened somewhat by hot witness-counsel exchange, but still producing no unusual departures from testimony previously gathered by House legislative oversight subcommittee under Rep. Harris (D-Ark.).

Meanwhile, reports circulated that Justice Dept. would soon offer true bill to grand jury which has been sitting on Miami case for months, after which jury would vote on indictments.

FCC hearing will end next week or early part of following week, with key witness Thurman Whiteside and 2 witnesses whose names FCC counsel declined to disclose. This week's testimony:

(1) Robert A. Anderson, Miami Circuit Court judge. Before becoming a judge, he was counsel for National Airlines, winner of Ch. 10 decision. He said he sought to retain Whiteside as counsel for National because of his long friendship with ex-Comr. Richard Mack. However, he added, Whiteside refused to take the job—indicating that if Whiteside discussed Ch. 10 case with Mack he did it on his own.

(2) Charles Shelden, secy.-treas. of Stembler-Shelden insurance agency, in which Mack held an interest given to him by Whiteside. Firm held some of National's business, he said, but Mack didn't get any money from it. Instead, he stated, Mack's \$10,250 share since 1954 came from other accounts brought in by Whiteside.

(3) George T. Baker, National Airlines pres. Like Anderson, he conceded attempt was made to retain Whiteside but that latter "was too busy, and that ended it." If Whiteside did National's case any good, he said, he was grateful for it—but it wasn't done at National's direction. The hot-tempered Baker got worked up after Paul Porter, counsel of defeated applicant A. Frank

the judicial function to superimpose a court's judgment on regulatory measures such as those here involved."

Judge Edgerton concurred but said: "I think the hearing examiner and the minority of the Commission, who preferred Beachview, were clearly right, but I cannot say there was no rational basis for preferring [WAVY-TV]."

Financial problems were key to Biloxi decision, and Court remanded case to Commission for reexamination. FCC had given decision to WVMI-TV (Radio Associates) over WLOX, on grounds of superior owner-management integration and experience of principals. However, Court held, real WVMI-TV principal is Florida banker-industrialist Edward Ball, not pres. Odes E. Robinson, 62.8% stockholder. Reason for this, it said, was that Ball agreed to lend WVMI-TV \$300,000 for 2 years, receiving 55% of stock as security. This makes Ball (whose net worth is stated as \$3,500,000, \$750,000 of it ready cash) a "principal"—living out-of-town and without TV experience.

"We construe," Court said, "the proof as showing not only that Ball is to be a principal, but also that, although he is a small minority stockholder, he will be in a position to dictate the manner of operating the proposed station, and that he can and probably will gain control of Radio Associates." Court went so far as to add in footnote:

"Had [Ball] been so treated, at least one of the two grounds of comparison in which the Commission found Radio Associates decisively superior—integration of ownership with management and experience of principals—probably would have gone the other way." Decision was handed down by Judges Whitaker, Miller & Bazelon.

Katzentine, referred to letter written last spring to Harris subcommittee by Sen. Smathers (D-Fla.). In letter, Smathers had described his position in case, denied Baker's charge he tried to intercede on behalf of Katzentine. This week, Baker asserted that Smathers "lied" to subcommittee because he was afraid to appear before it.

(4) Paul R. Scott, counsel for National and former partner of Anderson's. He sought to retain Whiteside, he said, because he stood "top notch" with Mack and he just wanted to get his name on the briefs filed with Commission. However, he said, Whiteside declined to join case though he offered to "be as helpful as possible." Scott said he never asked Whiteside if he ever finally did anything to help National.

**NAB Opens Fall Sessions:** First of 8 NAB fall conferences, Sept. 18-19 at Biloxi, heard pres. Harold E. Fellows characterize Congressional inclination to legislate TV-radio programming as "the greatest peril to our industry and . . . to the public interest." He urged broadcasters to keep their Congressmen informed on industry problems so they can "intelligently and fairly" consider legislation, pointing out that 291 measures effecting industry had been introduced in Congress in last 8 years. Second conference with similar agenda opens Sept. 22 at Oklahoma City. Other Biloxi highlights: (1) Daniel W. Kops, v.p. & gen. mgr. of WAVZ, New Haven, told broadcasters they could editorialize on-the-air "without getting into hot water with FCC" provided ground rules were observed. (2) Code director Edward H. Bronson reported nearly three-fourths of all Code violations revealed by monitoring program were made by 15% of stations. (3) Previewed by 136 southern broadcasters were film showing "don'ts" of TV (violations of Code), and a handbook, *Broadcasting the News*, produced by NAB Freedom of Information Committee.

**New & Upcoming Stations:** Rare uhf starter is KTES, Nacogdoches, Tex. (Ch. 19), which was set to begin programming Sept. 20 weekend, picking up ABC-TV via intercity relay from KTRK-TV, Houston (Ch. 13), 134 mi. away and quoting \$75 base hour rate. In nearby Lufkin, about 20 mi. away, KTRE-TV (Ch. 9) operates in affiliation with NBC basic KPRC-Houston (Ch. 2), likewise separately owned [see *TV Factbook No. 27*].

New KTES has 1-kw GE transmitter, 250-ft. Liberty tower, is owned and managed by Lee Scarborough, who also operates FM station KELS. Frank Murry is chief engineer.

An unusual "resumer" is KGEZ-TV, Kalispell, Mont. (Ch. 9), planning to return Oct. 7—earlier if possible, to pick up World Series. Its blackout April 7 punctuated stormy struggle between small station operators and community antenna systems which culminated in hearings before Senate Commerce Committee (Vol. 14:16). It laid responsibility for demise to local CATV system, asserted that latter ate into audience with out-of-town signals so badly that it had to quit. CATV operators (Archer Taylor, et al), 30% owners of KGEZ-TV themselves, offered to put station back on air, attributing dropout to mismanagement. Things are now sufficiently patched up, according to KGEZ-TV pres. Frank Reardon, to put station back on air.

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

WKBW-TV, Buffalo (Ch. 7) has ordered RCA trans-

mitter for Oct. delivery, aiming for Dec. 1 start when ABC-TV affiliation becomes effective, reports gen. mgr. John Norton, ex-WMTW-TV, Poland Spring, Me. It has begun construction of 1000-ft. Stainless tower. Base hour not set. Rep will be Avery-Knodel.

KGLD, Garden City, Kan. (Ch. 11), planned as satellite of parent KCKT, Great Bend, Kan. (Ch. 2), with 50-kw GE transmitter scheduled for installation Sept. 28, expects to start programming Oct. 15, reports E. L. Kuhlman, KCKT gen. mgr. Stainless 800-ft. tower is nearly ready for 12-bay antenna. KGLD, near SW corner of state, will use microwave to pick up NBC-TV from KCKT, 120-mi. away. KGLD will be sold as bonus with KCKT, which has \$300 base hour. Rep is Bolling.

WKAR-TV, Onondaga, Mich. (Ch. 10), only educational outlet to share time with commercial station, hopes to be on air around "first of year," reports Armand L. Hunter, director of bcstg. of Michigan State U. It has applied for WKAR-TV call letters formerly used by defunct uhf educational in E. Lansing, also will use same staff. Commercial station on channel will be operated by TV Corp. of Mich. Inc., owned by Lansing radio WILS (40%) and auto-truck dealer Edward E. Wilson (60%), with WILS pres. John C. Pomeroy, also heading TV operation. Non-commercial operation will be from 9:30 a.m.-2 p.m. and 6-7:30 p.m., Mon.-Fri.; 10 a.m.-2 p.m., Sat.; noon-4 p.m., Sun. Equipment hasn't been ordered, but WKAR-TV plans to use 1000-ft tower. The 2 licensees will use same transmitter, unusual for share-time operators who generally prefer separate plants. TV Corp. of Mich. has picked rep—Venard, Rintoul & McConnell.

**Newspapers vs. TV (Cont'd):** Now, all 3 TV network presidents are of record in the TV vs. newspapers controversy brought boldly into the open by then NBC pres., now chairman Robert W. Sarnoff last June (Vol. 14:21 & Special Report)—for both CBS-TV pres. Louis G. Cowan and ABC-TV pres. Oliver Treyz spoke up this week.

Sarnoff was rough on newspaper publishers & their program critics—questioned whether they were deliberately derogating TV. Cowan uses milder tone, a chiding treatment. Treyz is quite happy with the newspapers.

Cowan was plenty critical of the critics, in speech before Pittsburgh Ad Club, but he was loath to question their motives. Critics who claim that TV is all quizzes & westerns "don't know what they're reporting," he said, noting that CBS-TV would have but 2 half-hour quiz shows and 7 half-hour westerns out of 27 nighttime hours per week this fall. "I choose to believe," he asserted, "that misreporting of this fact by some is a lack of research and lack of complete knowledge of the field—not deliberate deception." He warned, however:

"There are occasions when critics or reporters of the TV scene unthinkingly can destroy the people on whom they sit in judgment. And there are those who enjoy watching these executions just as much as the knitting-needle crowds who gathered to watch the guillotines at the time of the French Revolution. Fortunately, not many writers pander to this aspect of our society."

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Treyz took direct crack at Sarnoff, disagreeing with him vigorously during this week's closed-circuit preview of ABC-TV fall programming for newspaper TV critics

and ABC affiliates. Said he: "Hard words, pertaining to the relationship between TV & newspapers, suggesting slanted newspaper coverage and treatment of TV entertainment and the medium, were spoken by the head of one network right in the middle of the long, hard summer . . . Those hard words did not speak for ABC.

"The emergence of ABC-TV to competitive equality with the other networks has not been the result of lashing back at criticism. The opposite is true. Our respect for the opinions of the press, and our willingness to heed its counsel, has been a substantial factor in [ABC's] maturing.

"We may and often do differ with your views, but never by questioning your motives, or those of your publishers.

"We intend to continue that policy, not in the spirit of 'battering you up,' but because we are convinced that your opinions are honestly motivated, constructively meant and directly rendered."

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"This may well be the year of open warfare between the newspapers and mags on one hand and TV on the other," opines Sept. 17 *Variety*. "How Anti-TV Can You Get?" titles article which takes particular note of *Time Magazine's* apparent "crusade" against quiz shows:

"What particularly irks broadcasters in regard to *Time* is the 'biting-the-hand-that-feeds-you' implications, as witness [fact that] the Henry Luce *Time-Life-Fortune* mag dynasty has a multi-million-dollar stake in its multiple ownership of TV stations (Denver, Salt Lake City, etc.). These are bigtime network affiliates that in the night-to-night pickup of coaxial network shows, depend on the revenue and audience of the quiz entries, among others. Yet there's no instance on record of any of the *Time-Life* stations bumping any of the commercial quiz shows in protest against what *Time* considers sordid schemings."

**On Operating 24 Hours a Day:** "Red ink successes" is the way Roger W. Clipp, v.p.-gen. mgr. of TV-radio div. of Walter Annenberg's Triangle Publications Inc. (*Philadelphia Inquirer* and *Daily News*, *TV Guide*, et al), describes the round-the-clock operation of 2 of its 5 TV stations. Since last Feb. 10, Triangle's WNBF-TV Binghamton, N. Y. (Ch. 12) has been operating 7 days a week on a 24-hour basis. Since Feb. 13, WFIL-TV, Philadelphia (Ch. 6) has been doing likewise—but only the 5 weekdays. [See also p. 3.]

Appeal is to off-shift workers, numerous in those areas, and basic programming is of course film, though there's plenty of other material. Clipp says the public service aspects and goodwill engendered have "more than justified our financial investment." Both stations have received thousands of letters from industrial workers, to say nothing of hospital staffs, firemen, farmers and others whose duties may keep them awake during the overnight hours. In Philadelphia, it was noted that newspapermen have been among the all-night shows' most ardent adherents.

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When the all-night shows started, both stations solicited viewers for announcements of coming events of interest, plant safety campaigns, public service projects, social activities. Within the framework of a film schedule of 5 features nightly, such announcements are interjected at breaks as well as periodic 5-min. news summaries covering local and general news at the conclusion of each feature film. The interspersions are carried under title *Hometown Headlines*, averaging 15 announcements per program for church carnivals, fraternal meetings or outings, community fund drives, civic safety campaigns and the plentiful spots from Red Cross, CARE, Heart Assn., Junior Chamber of Commerce, Army, Air Force, etc.

The personal touch isn't forgotten, with birthday greetings, wedding announcements, graduations, get-well

Suit against community antenna system in Helena, Mont., brought by KXLF-TV, Butte, Mont. (Vol. 14:36), was argued before Judge W. P. Murray Sept. 17—and judge gave both parties 2 more weeks to file additional briefs. KXLF-TV alleges that CATV system picks up and distributes its signal in violation of Communication Act provision prohibiting "rebroadcasting" without originating station's permission. Judge Murray said he was "impressed" with argument of E. Stratford Smith, National Community TV Assn. gen. counsel who handled CATV case—that his court doesn't have original jurisdiction; that FCC must consider case first.

Translator power increase from 10 to 100 watts, proposed by the FCC (Vol. 14:31), has been endorsed by Adler Electronics Inc., major manufacturer of translator equipment. Increase would not only expand translator coverage, said pres. Ben Adler, but would inhibit growth of illegal vhf boosters. He said he's prepared to offer 100-watt amplifier at \$5200 within a few weeks after FCC type-approval.

Community antenna system in Big Bear Lake, Cal. was bought this week by Antennavision Inc., owned by Bruce Merrill, operator of 10 other CATV systems in Ariz. & N. M. (see *TV Factbook No. 27*)—through broker Daniels & Assoc., Denver.

Private microwave between Charlotte, N. C. & Florence, S. C. was granted this week to WBTV, Charlotte (Ch. 3) & WBTW, Florence (Ch. 8). System will employ 3 intermediate repeaters, cost \$140,000.

wishes. Public service films are carried, like Army's 15-min. weekly *Country Style, U.S.A.*, Air Force films, various "how-to" films turned out by the govt. departments. Then there's the weekly *Chemistry of Living* kine with Pennsylvania Military College's Dr. Russell Erb, a college-level course that was part of the *University of The Air* series that won WFIL-TV a DuPont Award.

Example of local industry interest was "hard hat" campaign by Lukens Steel, in the WFIL-TV area, designed to persuade workers to wear their helmets at work to prevent head injuries from flying scraps. A WFIL-TV newsreel unit visited other plants, filmed workers in right-&-wrong safety postures, won hosts of friends among executives of such big firms as GE, Atlantic Refining, Philco, Sun Shipbuilding, Budd. The main postoffice and Yellow Cab were latest on agenda of this crew.

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Sponsorships? Among those who have paid for spots on WFIL-TV's all-night shows thus far are Alcoa, Max Factor cosmetics, Mayonette & Frenchette salad dressings, local theatres, new and used-car dealers. At WNBF-TV, Procter & Gamble has been biggest advertiser, but spots have also been sold to a storm window concern and to builders and suppliers for local home improvement.

Only other all-night station within our ken that's presently operating is KSHO-TV, Las Vegas, Nev. (Ch. 13), transmitting 24 hours Fri. & Sat. only. It has sold time to health studios, beauty salons, apparel shops, according to gen. mgr. George Clavin. Besides KDKA-TV, Pittsburgh (Ch. 2), which was the first to try all-night operation but is content to sign off at about 2:30 a.m. now, we're heard of only one other attempt, abandoned—by Tom Tinsley's WXEX-TV, Petersburg-Richmond (Ch. 8). And KTLA, Los Angeles (Ch. 5) informs us it has telecast overnight occasionally for telethons and special events, as have other stations no doubt.

Longer hours of operation for certain radio stations, sought in petition filed by Daytime Bcstrs. Assn. Dec. 9, 1955, were flatly rejected by FCC in final decision this week. DBA asked for permission to operate from 5 a.m. or local sunrise (whichever is earlier) to 7 p.m. or local sunset (whichever is later). In Public Notice 58-891, Doc. 12274, Commission concluded that slight gain in service would be vastly outweighed by increased interference resulting in loss of service to millions—and would add interference to foreign stations—"inconsistent with international understanding."

CP was cancelled for KYAT, Yuma, Ariz. (Ch. 13) as of Aug. 15, after grantee Wrather-Alvarez Bcstg. Inc. (now Marietta Investment Corp.) failed to contest initial decision of FCC examiners James D. Cunningham & Herbert Sharfman. They had recommended cancellation after hearing on CP holder's application for more time to build, concluding good reason hadn't been shown for extending the 2½-year-old grant any further (Vol. 14:26).

Tape reproducers, offering up to 16 hours of music for stations, community antenna systems, etc., are available from Alto Fonic Music Systems Inc., 935 Commercial St., Palo Alto, Cal., at \$2275 for basic unit. Tape leasing service is also provided.

Translator starts: W73AB, Littleton, N. H. began Sept. 15 repeating WCSH-TV, Portland, Me.; K71AJ, K75AK & K81AD, Wasco, Ore. plan to start Sept. 24 with KPTV, KGW-TV & KOIN-TV, Portland, Ore. One translator CP was granted this week—Ch. 70, Douglas, Ariz.

**TAXES, COUNTERFEITERS HIGHLIGHT EIA MEET:** Frank & sober assessment of TV industry, coupled with restrained optimism for fall selling season, highlighted well-attended Electronic Industries Assn. fall conference in San Francisco this week. Mounting influence of industry's military segment was once more made apparent. Convention's principal address -- by North American Aviation pres. J. L. Atwood -- was devoted to the complexities of "weapon system management." Nonetheless, EIA consumer products div. moved on several issues with broad implications for set makers.

There'll be no industry-wide promotion to sell TV sets, such as we described in Vol. 14:35, until someone comes up with "red hot" idea. This was conclusion of consumer products div. after listening to several proposals and hearing mgr. Bert Reynolds of No. California Electrical Bureau tell of local success of "second set" promotion under theme, "TV's More Fun When There's More Than One." Reynolds warned, however, against "ill prepared promotions," urged that local interests get plenty of time to tie in with any national program. Whole matter was tossed into lap of EIA board for further review at its Dec. meeting.

Fight against excise taxes gets a "new look" as div.'s tax committee stepped out of perennial and so far unsuccessful campaign. EIA board agreed to name a high-level executive group to present industry plea to next Congress for elimination or reduction of still-effective wartime excise taxes.

Tube counterfeiting became industry-wide concern as tube div. adopted a "code of ethics," pledged all members to aggressive campaign. Code provides: (1) Industry cooperation with law enforcement authorities. (2) Education of distributors, dealers, servicemen on ways & means to combat counterfeiting. (3) Support for suggestions by grand juries, judges, etc., on means of combatting practice. (4) Steps to dry up the sources of counterfeiters by destroying used and defective tubes. (5) Administration of warranty policies so as to keep tubes out of counterfeit channels.

**How to Pick a TV Market:** Ways to counter the profit squeeze, locate best TV dealers, were outlined this week by Magnavox v.p. Leonard F. Cramer who uncovered some secrets of highly successful program to upgrade TV dealer franchise before the 6th annual marketing conference of Industrial Conference Board in N.Y. All Magnavox dealer franchises were cancelled Aug. 30, new program initiated which pres. Freimann at time said rested on "adherence to basic principle of integrity in merchandising."

Minimum market potential of 1500 sets per year was established for economic penetration by semi-exclusive distribution, Cramer said, estimating such area will have about 30,000 to 35,000 population. On this basis, 575 or 18.7% of the counties in U.S. were selected, representing 72% of total population, 79% of retail sales, 86% of the total sets sold since TV got underway in 1946.

Five-year "growth plan" to achieve desired market coverage was established with a goal of 35 sales regions, full complement of sales representatives. Criteria for dealer selection include previous volume, extent of area available for display, dealer service qualifications and discount policies. Dealers without an adequate display and service policy, or "who advertised as a discount house" were eliminated. Cramer said success of program is evidenced by "the gradual but steady increase in Magnavox share of the existing TV market."

**TV-Radio Production:** TV production for week ended Sept. 12 was 145,289 sets, a new peak for the year, compared with 112,992 preceding week and 146,288 same week in 1957. Year's 36th week brought total TV production to 3,205,770 vs. 4,101,000 last year. Radio production was 295,249 (89,210 auto) vs. 274,604 (91,738 auto) in the preceding week and 256,292 (58,451 auto) in same week last year. Radio output for 36 weeks was 6,757,725 (2,070,000 auto) vs. 9,303,000 (3,531,000 auto) last year.

**On Selling Color Sets:** Latest tack in RCA's determined effort to move color TVs was promotion begun this week in Philadelphia & New York, and going into Sept. 22 week there and elsewhere, offering present inventories of "700" series at substantially reduced prices. The 15 models of this series, original lists ranging \$495 to \$895, have of course been superseded by the 10 models of the "800" series at \$495 up to the \$1200 deluxe with remote control. In effect, it's like auto dealers getting rid of 1958 models to make way for 1959—unloading—but RCA states that similar campaign last spring actually led to sale of more of current models at original lists.

As in case of last year's car, there's nothing wrong with last year's color TVs. The "700" series also had improved and virtually foolproof tuning as against earlier models that caused some people to say you had to be an engineer to tune a color set. Certainly that's not the case any more. How many sets are involved in the new sales campaign, RCA won't say, but the lower end models of the "700" series, at \$495 originally, are noteworthy by their absence. Factor of price may well be key to problem of unlocking color TV, which everybody in the trade believes has to come but which nobody does anything much about except RCA.

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Philadelphia area distributor Raymond Rosen & Co. and its dealers, in Sept. 16 page in *Bulletin*, offered list prices varying from \$369 to \$379 to \$399 on its "700" models, these representing around \$300 off original lists. Bruno-N. Y. broke in Sept. 19 *N. Y. Times* with another tack, captioning its big ad thus: "We Will Give You \$300 for Your TV—Any Size, Any Make, Any Model—when you buy any one of these new RCA Victor Color TV sets!" Ad then pictures *Westcott* model, original list \$695, now available for \$395; *Arliss* (Chinese Chippendale) and *Strathmore* consoles with doors, originally \$795, now \$495; *Chandler* deluxe Contemporary console, \$895, now \$595.

**Shrewd Dealers Assess TV:** Seven dealers said "yes" when asked if they can make money on TV in today's market. Their "case histories," subject of "special report" in McGraw-Hill's Sept. *Electrical Merchandising*, provide a good antidote for those suffering from "saturation blues." Dealers interviewed range from a neighborhood appliance dealer to metropolitan merchandiser. Article notes "each has a unique merchandising philosophy" but "one thing in common—they're all making money in today's TV market."

"The opportunists and amateurs who tried to cash in on TV's booming growth are gone. What remains is a group of dealers who have grown with the industry and adjusted their operations to the changes which have been inevitable as the industry reached maturity. Today's final adjustment finds them learning to operate—and operate profitably—in a replacement market."

You'll recognize all, or most, of those interviewed as well-known, successful merchandisers in TV-appliance trade: Tom Carmichael, Burns & Carmichael, Seattle; Matty Roth, gen. sales mgr., Davega, Springfield (N. J.); W. J. Lee, merchandise mgr., Sherman Clay & Co., San Francisco; Jim Godwin, head of Godwin Radio Co., Birmingham; Harry Gomberg, State St. TV mgr., Goldblatt's, Chicago; Jack Gilbert, TV-appliance buyer, Morris Kirsch-

Copy tells much of the story that other distributors around the country will be preaching henceforth as the basic "company line" in its color sales appeal:

"Why do we make this offer? Frankly, our records prove that enthusiastic Color TV owners have sold more Color TV sets to their friends and neighbors than any ad we have ever run. If this extraordinary offer results in many more people seeing Color TV in actual home operation, we shall have made a worthwhile investment.

"How does this trade-in plan work? It's simple—here's an example. Model 21CT7855 illustrated—'The Westcott'—is regularly \$695. Your old TV—any make, any model, any size—is worth \$300. Thus, you pay just \$395 for this 21" Color TV receiver.

"Is now the time to buy? Yes! RCA has been manufacturing Color TV sets for 5 years and hundreds of thousands are in use. 21" Color TV is the best buy on the market. It's actually 2 sets in 1 . . . receives black & white and color. Prudent buyers can purchase Color TV knowing that it will bring everything TV has to offer throughout the years.

"Service—is it expensive? Installation and 1 year's service, as required, is only \$89.50 from the RCA Service Company. Service for shorter periods is as low as \$44.50. There is a 1 Year Warranty on the color picture tube and all parts *absolutely free!* And a color set attaches to your present antenna—indoor or out. By actual service records, Color TV is as reliable as any TV.

"Is tuning easy? Tuning color can be mastered in 10 minutes. Two simple knobs control the color. Just set them and forget them for the evening.

"What kind of programs will I see? All the big shows are in color. NBC alone has more than 600 hours of color programs this Fall. You'll see *Perry Como*, *Dinah Shore*, *Jerry Lewis*, *George Gobel* plus big spectaculars like *An Evening With Fred Astaire*, *Johnny Belinda*. Sporting events like the *World Series*, *College Football*, *The Tournament of Roses*—color pictures every bit as good as color movies!"

Note: RCA pres. John L. Burns sees color taking hold gradually, its upward sales curve by no means as precipitous as black-&-white's has been over the last 10 years or so—and is gearing accordingly. But, like Chairman Sarnoff and ex-pres. Frank Folsom, he's convinced TV's future inevitably will be dominantly color, both at transmitting & receiving ends, and he cites company's promotions and expenditures on color to prove RCA has no intention of slowing its efforts to put it over. Number of color sets sold thus far and in use, best known to RCA as practically the only sizable producer, is still a deep-dyed secret—but its executives usually refer inquiries to Sylvania marketing chief Frank Mansfield's figures, which add up to 320,000 as of July 1, 1958 (see *TV Factbook No. 27*, p. 28).

man & Co., New Orleans; Steve Benzik, S. Benzik & Co., Chicago.

Also recommended reading in Sept. *Electrical Merchandising* is article titled, "TV Today: Even a Mature Market Has its Problems," by James J. Cassidy, who says toughest of these problems is "to convince the man who already owns a set that he should replace it with another." He goes on to list examples of manufacturers' effort to create obsolescence. Article suggests 1958 TV sales will be 5,400,000 units of which 2,900,000 will be replacements, 700,000 second sets in home.

Average retail price of TV set, it's stated, rose from \$190 in 1957 to \$200 this year, first upturn in TV's history, said to be due to "dominance of 17-in. portable—at a high \$169—and constant push on the high-end console."

Elaborate color-TV installation at headquarters of Strategic Air Command, Omaha, is described in Aug. *RCA Broadcast News*, which includes features on: videotape recorders at NBC Tape Central, Burbank, Cal.; magnetic disc recorder; precision offset; AM transmitters & antennas, etc.

Emerson Radio appoints Friend-Reiss Adv., N. Y., to handle its account, including new DuMont subsidiary.

**Trade Personals:** Lloyd B. Kiely, 1957 pres. of Canadian EIA, ex-gen. mgr. of Philco's Toronto operations, promoted to v.p. of Zenith of Canada . . . W. E. Laswell promoted to Motorola sales mgr. for radio & phonos, succeeded as northwestern sales mgr. by T. J. Morley . . . Richard A. O'Connor, chairman of Magnavox, and Mrs. O'Connor on Sept. 14 announced engagement of their daughter, Eleanor Mary, to Charles F. Clarke Jr., of Lake Forest, Ill., graduate of Brown U and ex-Army engineer in Korea, who is in real estate business in Chicago; they will be married later this fall . . . Fred S. DeWitt promoted to N. Y. district sales mgr. for GE tubes & components, succeeding S. J. Welsh, now marketing mgr. for components . . . Paul B. Hunter promoted to v.p. & gen. mgr. of Olympic's Buffalo (N. Y.) branch . . . Joseph P. Lynch promoted to adv. & sales promotion mgr. of Westinghouse tube div., succeeding Louis Martin, now gen. marketing mgr. . . . Jack Gilpin, ex-Booz, Allen & Hamilton, named asst. to pres. for management planning of Eitel-McCullough, Donald H. Priest promoted to associate research director . . . Bert Bartholomew named radio & hi-fi product mgr. of Canadian Admiral . . . Joseph Lawrence, ex-C. L. Miller, named adv. mgr. of Columbia Records; Joan Tietjen promoted to sales promotion mgr.

New EIA directors elected: B. K. Wickstrum, Sylvania marketing v.p., succeeding Max F. Balcom, Sylvania director & ex-pres.; J. B. Dow, Hazeltine exec. v.p., succeeding W. A. McDonald, Hazeltine chairman; John G. Brooks, Siegler Corp. pres.

Axel G. Jensen, Bell Labs director of visual & acoustics research, noted TV scientist, named Knight of the Order of Dannebrog by King Frederick IX of Denmark; award is country's highest civilian decoration.

Robert E. Svoboda, Amphenol distributor sale mgr. named first v.p. of Assn. of Electronic Parts & Equipment Mfrs., succeeding Col. Gail S. Carter now NEDA executive officer.

**Stereo Crimping Phono Sales:** Customer uncertainty over stereo is blamed for lag in phonograph sales—currently about 15% behind last year—by *Wall St. Journal* reporters Stanley Penn and Jerrold Schecter in front-paged article Sept. 15 titled "Record, Set Makers Find Demand for New Sound a Mixed Blessing." They stated industry is "fretful" that its "storm of promotion" on stereo may succeed too well, and "as confusion over stereo grows, volume sags, so that sales [of phonos] for the year to date are trailing a year ago by about 250,000 sets. Predictions by industry officials indicate a decline for full year to no more than 4,500,000 units from last year's 5,000,000, with dollar volume indicated at around \$400,000,000 this year compared with 1957's record \$453,000,000." Attesting to stereo boom, however: "All the hoopla about the new system [stereo] is beginning to have an effect. More and more customers are coming in [to dealer stores] to buy stereo discs. Somewhat sorrowfully, dealers have to warn them that unless they have special stereo players, their home sets will ruin the new records in about 5 plays." Charles L. Simmons, pres. of Society of Record Dealers is quoted as saying: "People have read just enough about stereo so that they refuse to buy anything else."

Eitel-McCullough reports loss of \$13,959 for 6 months ended June 30 vs. earnings of \$533,515 (65¢ per share) for corresponding 1957 period.

**DISTRIBUTOR NOTES:** Admiral merges Baltimore & Washington branches at 2046 W. Va. Ave. NE, Washington, under gen. mgr. Wm. Oppenheim; appoints American Parts & Service, Baltimore, for parts . . . Zenith of Canada appoints for all consumer products: Bruce Robinson Electric, Edmonton & Calgary; J. H. Ashdown Hardware Co., Winnipeg; Major Appliance & Refrigeration, Vancouver . . . Olympic appoints Rew Distributing, N. Y., for TV, radio, hi-fi . . . Hoffman appoints 6 for electro-mechanical devices: OEM Sales Co., Indianapolis; W. N. Rider Co., Dallas; Darbury Co., West Newton, Mass.; Fred Peterson Co., Minneapolis; W. R. Schultz Co., Seattle; Hytronic Measurements Inc., Denver . . . Webcor appoints Harold N. Lieberman Co., Minneapolis, for stereo phonos and tape recorders.

**ELECTRONICS PERSONALS:** Rear Adm. Jack S. Dorsey named deputy director for communications-electronics, Joint Chiefs of Staff . . . Wm. C. Bolenius, AT&T v.p.-finance, promoted to exec. v.p. . . . Corbin A. McNeill promoted to ITT industrial relations director, succeeding Fred D. Wilson, retired . . . Joseph J. Merry, Western Electric asst. personnel director, elected secy., succeeding Norman R. Frame . . . Dr. Myles L. Mace returns to professorship at Harvard Business School after 3 years as v.p. of Litton Industries, continues as consultant . . . George E. Tubb, ex-GE, named marketing director of Laboratory for Electronics, Boston . . . Hoyle U. Scott promoted to v.p. of Webcor electronics div.

### Obituary

Edward R. Carney, 66, ex-Philco div. mgr. for Cincinnati-Louisville area, later Philco distributor in Louisville, died Sept. 14 as result of automobile accident.

Charles Ward Mortimer, 78, mgr. of DuMont's patent dept. at time of his retirement in 1948, died Sept. 12 at Upper Montclair, N. J.

Wesley Fuller, 46, Bell Labs asst. director of publications, died Sept. 13 of heart attack at Virginia Beach, Va.

**Last Word on Closed Circuit:** Most exhaustive treatment to date on burgeoning field of closed-circuit TV for industry, education & military, is big (348pp., \$4.50) new book published by Govt. Service Dept., RCA Service Co., Camden, N. J.—*Closed-Circuit TV Systems, Color & Monochrome*. Prepared originally for Air Force, volume covers both technical & non-technical aspects of entire field, contains hundreds of illustrations & diagrams. Potential uses for closed-circuit are so numerous that authors state frankly that they can give only "cross-section of various tasks," grouping them "tentatively" into: training & instruction, security, general surveillance, traffic control, weather service, hazardous monitoring.

Major IRE awards, to be presented at IRE convention in N. Y. next March: (1) Medal of Honor, to E. Leon Chaffee, ex-director, Harvard's Cruft Lab "for his outstanding research contributions and his dedication to training for leadership in radio engineering." (2) Morris Liebmann Memorial Prize, jointly to Charles H. Townes, Columbia U & Nicolaas Bloembergen, Harvard, "for fundamental and original contributions to the maser." (3) Harry Diamond Memorial Award, to Jack W. Herbstreit, Bureau of Standards, "for original research and leadership in radio-wave propagation." (4) Vladimir K. Zworykin TV Prize, to Paul Weimer, RCA Labs, "for contributions to photoconductive-type pickup tubes."

## Financial Reports:

Very few electronics-communications firms are among first-half 1958 top earners, as listed in Sept. 6 *Business Week*. AT&T ranks first among 51 tabulated, up 4% from first half of 1957 and displacing General Motors, down 30.2%, and Standard Oil of N. J., down 37.1%, for top ranking. GE went up to 9th from 10th place, but earnings were down 19.1%. Westinghouse went up to 23rd from 32nd place, though earnings were down 2.1%. General Dynamics rose to 51st from 74th place, though earnings were down 1.4%.

P. R. Mallory should earn about \$1 per share in second half to bring 1958 earnings to \$1.58 vs. \$2.06 last year, chairman J. Taylor Foster of big components manufacturer told *Wall St. Journal* this week. He said sales are expected to decline from \$77,579,000 in 1957 to about \$65,000,000. Company has "high expectations" for new plastic covered silicon rectifier, developed for TV-radio sets, on which initial production begins this week.

Indiana Steel Products Co., said to be largest domestic producer of permanent magnets, reports net income of \$174,303 (59¢ per share on 293,298 shares outstanding) for 6 months ended June 30. Pres. Robert F. Smith told stockholders sales for first half, undisclosed, were 27% below same 1957 period but "there has been a modest improvement which started last month [Aug.] and which now looks as though it might be sustained and amplified."

Hoffman Electronics will have 1958 sales "around \$40,000,000" and earnings "about the same as last year's \$2.25 [per share] or possibly a little higher," according to pres. H. Leslie Hoffman. Sales in first 6 months were off 15%, profits declined from \$1.18 to \$1.09. Consumer products account for about 30% of total sales. "The merger door is open, too, providing we can remain the surviving entity," said Hoffman.

Erie Resistor earned \$207,237 (23¢ per share) on sales of \$9,384,450 in 24 weeks ended June 15 vs. \$443,753 (63¢) on \$12,180,707 year earlier, but pres. G. Richard Fryling pointed out results for 1958 period reflected upturn from 28 weeks ended last Dec. 29, when net income was \$99,058 (8¢). He said company "is encouraged by the immediate outlook," particularly for new electronic components for missiles.

Siegler Corp.'s Olympic div. increased TV shipments 17% in year ended June 30 over last year, pres. John G. Brooks told stockholders in annual report this week noting record sales and earnings (Vol. 14:33). Olympic increased its share of the TV market 37% "largely in higher priced, more profitable units," Brooks said.

Reports & comments available: On Packard-Bell, analysis by Hayden, Stone & Co., 25 Broad St., N. Y. On Walt Disney Productions, appraisal by Delafield & Delafield, 14 Wall St., N. Y. On Daystrom, report by Paine, Webber, Jackson & Curtis, 745 Fifth Ave., N. Y. On Litton Industries, review by Burnham & Co., 15 Broad St., N. Y. On Raytheon, recommendations by Amott, Baker & Co., 150 Broadway, N. Y.

General Transistor Corp., which recently offered 100,000 shares of common for public sale through Hayden, Stone & Co. (Vol. 14:27) at \$20.50 per share, reports net income of \$205,270 (65¢ per share on 315,150 shares outstanding) on sales of \$2,387,841 in first 1958 half vs. \$129,364 (43¢ on 301,966) on \$1,228,859 year earlier. G.T. is merging Barnes Engineering, 1 share for 3¼.

**TV & Radio Shipments:** TV shipments to dealers in July exceeded June shipments, paralleling previously reported increases in production and retail sales (Vol. 14:34, 37). EIA reports, however, that July total of 334,200 was 28% below July of last year. TV shipments for first 7 months of 1958 totaled 2,335,188 vs. 2,969,251 for 1957 period. Radio shipments to dealers for 7-month period totaled 3,441,388 vs. 4,018,236. First 7 months' TV-radio shipments by states:

| State      | TV      | Radio   | State              | TV               | Radio            |
|------------|---------|---------|--------------------|------------------|------------------|
| Ala. ....  | 30,597  | 41,017  | N. J. ....         | 84,177           | 127,138          |
| Ariz. .... | 16,934  | 21,413  | N. M. ....         | 10,079           | 10,396           |
| Ark. ....  | 19,240  | 17,553  | N. Y. ....         | 265,829          | 482,580          |
| Cal. ....  | 236,751 | 282,532 | N. C. ....         | 45,116           | 57,299           |
| Colo. .... | 20,438  | 27,325  | N. D. ....         | 6,716            | 10,857           |
| Conn. .... | 36,934  | 46,427  | Ohio ....          | 121,965          | 194,402          |
| Del. ....  | 6,482   | 7,624   | Okla. ....         | 30,070           | 33,413           |
| D. C. .... | 25,919  | 36,977  | Ore. ....          | 24,059           | 34,479           |
| Fla. ....  | 85,937  | 94,106  | Pa. ....           | 167,364          | 247,757          |
| Ga. ....   | 44,716  | 63,935  | R. I. ....         | 13,580           | 20,304           |
| Ida. ....  | 7,254   | 13,200  | S. C. ....         | 18,250           | 25,806           |
| Ill. ....  | 143,221 | 268,025 | S. D. ....         | 7,652            | 8,525            |
| Ind. ....  | 56,123  | 61,703  | Tenn. ....         | 36,026           | 48,056           |
| Iowa ....  | 26,892  | 40,936  | Tex. ....          | 118,310          | 167,754          |
| Kan. ....  | 26,427  | 41,267  | Utah ....          | 11,728           | 12,836           |
| Ky. ....   | 35,492  | 46,840  | Vt. ....           | 4,690            | 8,249            |
| La. ....   | 40,771  | 43,788  | Va. ....           | 38,494           | 54,153           |
| Me. ....   | 12,421  | 22,374  | Wash. ....         | 37,948           | 52,226           |
| Md. ....   | 35,124  | 69,552  | W. Va. ....        | 22,011           | 21,154           |
| Mass. .... | 78,470  | 128,802 | Wis. ....          | 39,547           | 70,418           |
| Mich. .... | 80,184  | 124,026 | Wyo. ....          | 6,598            | 4,487            |
| Minn. .... | 35,110  | 62,519  |                    |                  |                  |
| Miss. .... | 18,971  | 21,833  |                    |                  |                  |
| Mo. ....   | 54,500  | 100,135 | <b>U. S. TOTAL</b> | <b>2,327,208</b> | <b>3,427,563</b> |
| Mont. .... | 10,553  | 11,570  | Alaska .....       | 1,375            | 3,138            |
| Neb. ....  | 20,191  | 20,971  | Hawaii .....       | 6,605            | 10,687           |
| Nev. ....  | 3,758   | 6,171   |                    |                  |                  |
| N. H. .... | 7,589   | 12,653  | <b>GRAND TOTAL</b> | <b>2,335,188</b> | <b>3,441,388</b> |

**Is TV Slump Over?** "Long slump in the TV receiver industry has ended." That's conclusion by N. Y. *Times'* Alfred Zipser, reporting Sept. 16 on 4-month upswing in retail, distributor & factory sales which we've been detailing week-by-week (Vol. 14:29, 34, 36-37). He hedges on future, stating upturn "is not carrying industry into boom sales of former years." Writer notes that Wall Streeters, scenting better TV times, have pushed TV stocks up 26.5% from their lows for the year, compared with only 20.1% rise for all common stocks, and "All elements in the industry are confident that this month's sales [Sept.] will narrow the gap with 1957 further still, and some industry leaders feel that September may show the first industry-wide gain of this year over last."

Automatic record changers purchased by a manufacturer for incorporation into phonographs of his own manufacture are exempt from 10% excise tax, according to Internal Revenue Service ruling (Rev. Rul. 58-445). However, such exemption does not apply where manufacturer sells record changer to dealers for resale to consumers.

Factory sales of transistors declined sharply in July from June, but total for first 7 months of 1958 was 63% ahead of same 1957 period—21,084,200 units worth \$49,443,800 vs. 12,902,300 worth \$35,465,000. EIA also reports July transistor sales were 2,631,900 units worth \$6,598,700 vs. 3,558,000 worth \$8,232,300 in June.

New X-ray image amplifier, developed by Zenith subsidiary Rauland Corp. and demonstrated in Cleveland this week by Picker X-Ray Corp., is said to produce images 350 times brighter than those available through fluoroscopy, with much reduced radiation exposure, on 41-sq. in. screen.

Audio Engineering Society plans special stereo symposium—to explain the intricacies of stereophonic sound to the layman—in connection with annual AES convention, 7:30 p.m., Tue., Sept. 30, New Yorker Hotel, N.Y. Admission \$1 to non-members.

## Do You Know That . . .

**A**NNAPOLIS & WEST POINT graduates literally honeycomb the electronics fields—and a goodly share, most of them with fine war records, will be found in the business of broadcasting. Our still-uncompleted researches have uncovered scores in non-broadcast electronics, about whom we'll report later; meanwhile, let's see who are in "electronic entertainment" fields.

Annapolis men are dominant, curiously enough. There's FCC Comr. T. A. M. Craven, of course (his initials stand for the venerable Navy names Tunis Augustus Macdonough); he was class of '13, resigning as full Commander in 1930 because he was so prone to seasickness that he couldn't fulfill required sea duties. A trained wireless man, he has been in communications ever since, starting on loan as a Navy engineer to the old Federal Radio Commission.

Then there was James Lawrence Fly, U. S. Naval Academy Class of '20, onetime hard-hitting FCC chairman, now retired in Daytona Beach, Fla.; he resigned his ensign's commission upon graduation to attend Harvard Law School, from which he was graduated in 1926.

Among others who became lawyers, perhaps best known was John W. (Duke) Guider, '22, who was partner in Hogan & Hartson, a leading Washington law firm with specialists in TV-radio; he married the late great attorney Frank Hogan's daughter; later retired to live in N. H., now owns several small radio stations in New England, recently assumed management of WMTW-TV, Poland Spring, Me. (Ch. 8), famed Mt. Washington station in which he has a financial interest. In the Paul M. Segal law firm in Washington is Robert A. Marmet, Annapolis '47, who studied law at night at Georgetown U while stationed in Washington as a communications specialist, 1948-55, got degree in 1951, resigned as a lieut. in 1955.

\* \* \* \*

Also class of '22 was P. K. Leberman, who founded pre-freeze KRSC-TV, Seattle, which he sold in May, 1949 to present owner Mrs. Dorothy Bullitt for \$375,000 when he found he couldn't stand its \$1000-a-month losses (Vol. 5:22); it's now KING-TV (Ch. 5), Leberman going on as publisher of *Family Circle*, highly prosperous magazine distributed through chain stores. In same class was H. Lawrence Holcomb, who retired last June 15 as TV-radio production v.p. for Tatham-Laird Inc., before that was asst. TV-radio chief at old Lennen & Mitchell. Onetime NBC continuity editor in Chicago (1935-37), Larry Holcomb was noted for his authorship of oft-revived *Sky-scraper*, one of first stream-of-consciousness radio dramas.

Remembered well in the agency field, too, was Charles Schenck, '24, who died in Arizona about 1½ years ago; he produced *Love of Life* for Biow after having served with old Judson talent bureau which dominated radio production in the late '20's; he was at one time radio director for Blackett-Sample-Hummert in Chicago and first producer of *Ma Perkins*.

\* \* \* \*

Among the TV-radio stations, we find Joseph S. (Dody) Sinclair, '45, who manages his family's WJAR & WJAR-TV, Providence; Paul E. Taft, '38, recently resigned pres. and still 10% owner of Corinthian (Whitney) group's KGUL-TV, Galveston-Houston; Herbert Green, '48, on sales staff of WNTA-TV, N. Y.; John Knight, '27, engineer-in-charge of NBC's KRCA, Los Angeles.

NBC staff also includes John B. Rogers, '45, mgr. of studio & theatre operations; Perry Smith, '45, sports pro-

### A TV Factbook on Every Desk

**T**ELEVISION FACTBOOK No. 27, Fall-Winter edition of the TV-radio & other electronic entertainment industries' first, most widely used and most frequently quoted data book, should reach all full-service subscribers by mid-week. Completely indexed, this 496pp. semi-annual "almanac" provides ready access to a wealth of basic data on all U. S., Canadian and World TV stations and networks (including complete rate cards of the U. S. & Canadian networks and digests of all station rate cards); new census of TV sets by states & counties; data on all CPs outstanding and applications pending; updated allocations tables. All other depts. have been updated, too, including directories of the FCC, TV sales reps, program producers & distributors, manufacturers of TV-radio sets, tubes & transistors, TV-radio attorneys, consulting engineers, specialized consultants, electronic labs, etc., etc. Included with each *Factbook* is a revised copy of our 34x22-in. Map of TV Cities and Network Interconnections, in color, suitable for framing. Extra copies of the *Factbook* cost \$5 for single copy; \$3.50 each for 5 or more.

ducer; and, from same class, producer Douglas Rodgers now a TV actor, married to actress Lynn Dollar.

George W. Bolling, head of rep firm bearing his name, was Annapolis '23, won considerable distinction there as an Olympic Games swimmer and a track athlete. Among the reps, too, there's Ernest Lee Jahncke Jr., '33, ex-ABC v.p., now administrative asst. to Edward Petry.

\* \* \* \*

West Pointers in TV-radio broadcasting can be counted on one hand, so far as we can learn. Top ranker, of course, was Brig. Gen. Luther Hill, Class of '19, now publisher of the *Des Moines Register & Tribune*, long active in supervision of the Cowles TV-radio stations. He served in World War I, resigned in 1923, reentered Army in 1942. He's a brother of U. S. Senator Lister Hill.

Everett Kidder Meade, from an old Virginia family, now CBS v.p. in charge of public relations, went directly from the U. S. Military Academy with Class of '43 into active service, won all kinds of medals in combat, lost a leg in the Battle of the Bulge.

A top agency man who was graduated from the U. S. Military Academy, Class of '20, is Joseph R. (Bill) Stauffer, in charge of TV-radio for N. W. Ayer & Son. Among other agency folk, we recall only Army's great All-America football center Ed Garbisch, '25, who supervised General Foods' sponsorships in early radio, then handled radio for Ruthrauff & Ryan; he married a daughter of the late Walter P. Chrysler, is now chairman of Grocery Store Products Co. Inc.

Note: We've probably missed some others; if you know about them, tell us so that we can complete the record.

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Pay-TV will be "interstate commerce" in California, even if confined to closed-circuit baseball, hence doesn't come under jurisdiction of state's public utilities commission, according to Los Angeles Citizens Committee Against Pay-TV. In formal filing with commission, group urged that no action be taken on wired pay-TV pending consideration by Congress. Skiatron Corp. has asked Pacific Tel. & Tel. to make engineering study of project's feasibility, but PT&T hasn't agreed to undertake it (Vol. 14:37).

**THE  
AUTHORITATIVE**

WEEKLY NEWS DIGEST  
FOR EXECUTIVES OF THE  
VISUAL BROADCASTING  
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# Television Digest

with **ELECTRONICS REPORTS**

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## SUMMARY-INDEX OF THE WEEK'S NEWS — September 27, 1958

**INDICTMENT IN MIAMI CASE** tops blows to FCC prestige. Week brings "bribery" rumors from House probers, Bowles Report—and more (p. 1).

**EDUCATIONAL TV 'TEST'** in Little Rock not very conclusive. GE's Paul Chamberlain foresees more ETV stations than commercial within 10 years (p. 2).

**WHO'S WHO IN AMERICA LISTS** relatively few from TV-radio broadcasting and electronic fields. Plans for an industry Who's Who (pp. 3, 12 & 14).

**MIAMI 'INFLUENCE' HEARING** before Judge Stern, approaching end, questions maneuvers of North Dade-Video; 3 of 4 Ch. 10 applicants involved (p. 3).

**BOWLES REPORT** released by Senate committee, gets attention for attack on calibre of FCC members, etc. Long-range impact speculative (p. 4).

**HOUSE FCC SHOW GETS ON ROAD** again with new "no-names" and "rumor" act; subcommittee tactics excoriated at Federal Bar Assn. meeting (p. 5).

**THE NEGRO AUDIENCE** sizable enough for many radio stations to offer specialized programs. More Negro radio listening than TV viewing (p. 7).

**COMMUNITY ANTENNAS WIN** Wyo. court decision that they're not public utilities, can't be regulated by state because they're "interstate" (p. 7).

**VHF INDEPENDENTS IN IDAHO** and Utah prospective starters. Reports on other new & upcoming stations. Buffalo's WBUF goes dark (p. 8).

### Manufacturing-Distribution-Finance

**DIVERSIFICATION PLANS** of Studebaker-Packard may include acquiring Imperial Records, currently dickering for 6 radio stations. Other merger notes (p. 10).

**TRANSISTOR RADIO IMPORTS** from Japan not up to predictions, but show uptrend each 1958 month. Tokyo communique reveals plans (pp. 11 & 13).

**ZENITH REJECTS RUMORS** of stock split and new acquisitions in wake of stock flurry (p. 13).

**CRIMINAL INDICTMENTS—AND FCC's WOES:** Chillingly real -- even though no surprise -- were the criminal indictments handed down by a grand jury in Federal court in Washington this week, charging ex-FCC Comr. Richard Mack and his friend Miami attorney Thurman Whiteside with conspiracy to give Miami's Ch. 10 to National Airlines Inc., now operating the 13-month-old WPST-TV as a 100% subsidiary.

The two must go to trial, and if convicted by a jury, face possible maximum penalties of 10 years imprisonment and \$15,000 fines.

The chill is intensified when one considers fact that same grand jury, whose life doesn't expire until next July, has been looking into charges of "bribery" in Pittsburgh's Ch. 4 decision, involving former FCC chairman George McConnaughey and principals of winner WTAE (see p. 5) -- though there were published reports this week, unverifiable, that it may not move on any more FCC cases. On the other hand, Rep. Harris (D-Ark.) has indicated there are other cases which might come before the grand jury on the basis of testimony presented to his investigatory committee.

Fact is that a skilled and persistent phalanx of Dept. of Justice attorneys doesn't have much trouble persuading a grand jury to return an indictment. It may be something else, of course, to convince a jury in open trial.

You can't help wondering what effect this week's turn of events may have on Judge Horace Stern, presiding over FCC's own hearing on Ch. 10 case, who just this week heard Whiteside's explanation of his actions (see p. 3).

Mack & Whiteside reacted quickly. Said Mack, who is staying at his father's motel in Ft. Lauderdale: "It's ridiculous. I haven't seen the papers yet and I feel I shouldn't provide any more comment. I'm not worried about it. The whole thing

just makes me feel a little sad." Said Whiteside: "I am not responsible for results of Washington politics. At any trial my complete innocence will be proven."

The 13pp. indictment is based on 3 counts of alleged violations of Title 18, Sections 371 & 1505 of the U.S. Code. In legal language, it states they conspired "corruptly to influence, obstruct and impede and corruptly to endeavor to influence, obstruct and impede the due and proper administration of the law under which the FCC was conducting a proceeding to determine to which application it should award [the channel]." Strong language also was used to state that the 2 sought to defraud FCC of its right to make decisions "free from self-interest, bias & improper influence" and of its right "to the impartial, unbiased, conscientious and faithful actions and judgments of the defendant Richard A. Mack..."

The indictment lists 32 "overt acts", notably the Whiteside-to-Mack giving and cashing of checks and Mack's votes in the Ch. 10 case. It concludes: "The defendant Richard A. Mack, in consideration of sums of money and other things of value given to him, directly and indirectly, by Thurman A. Whiteside, did corruptly take official action and vote in favor of Public Service TV Inc. [National Airlines]..."

From the hapless Mack's point of view, irony is that he might easily have abstained from voting in a case involving so many bitterly conflicting interests in his home state, even had he wanted National to win; the vote was 4-2, Mack as junior member of the Commission having been called on to vote first.

FBI began investigation of case Feb. 13 while House Committee was making big headlines with its exposures. Presentation to grand jury was handled by Robert J. Rosthal, assisted by James J. Sullivan and William P. Clancy. Indictment was signed by Oliver Gasch, U.S. attorney for District of Columbia, where trial will be held.

\* \* \* \* \*

It was a bad week for FCC, altogether. Unfortunate aspect is that some very fine incumbent public servants are getting smeared by the splashing tar. It would be surprising indeed if politicians don't attempt to snag votes on an "FCC scandal" theme. Consider what broke around the Commission's head this week, in addition to the Mack-Whiteside indictments:

(1) McConnaughey-Reed "bribery" charges presented to Harris subcommittee by its own staff (see p. 5). This incredibly inept investigation may be based on fact that people are guilty, and they'll be nailed if they are, but subcommittee's sloppy circulation of rumors scarcely enhances its stature as a public interest guardian.

(2) Bowles Report, which characterizes FCC as weak -- or worse -- in its handling of uhf-vhf allocations (see p. 4). It recommends that the whole matter be taken out of Commission's hands and given to more capable organization.

(3) FCC's own "know thyself" hearing on Miami Ch. 10 (see p. 3). Designed to determine who attempted to influence it, it keeps bringing up more evidence of pressures and counter-pressures. It doesn't look good to man-in-the-street.

(4) Court of Appeals' remand of Indianapolis Ch. 13 decision (see p. 6). Court seems to get more brusque, almost personal, as it rams cases back to Commission for reconsideration -- virtually saying it wishes it could choose TV grantees, questioning whether Congress gave FCC too much power.

**MORE ETV STATIONS THAN COMMERCIAL?** "More than a camera on the teacher" is needed to make educational TV effective, in the words of U.S. Office of Education's TV-radio chief Dr. Franklin Dunham -- and this week's valiant effort by Little Rock's embattled school board is clinical proof, if any is needed. Its telecasts to the 3500 white & colored students locked out of city's high schools, carried on city's 3 commercial stations (Vol. 14:38), are concededly a mere stop-gap at best.

Famed editor of Arkansas Gazette Harry Ashmore told us: "It was hastily done, and nobody here is taking it seriously." He did say, however, the TV instruction is useful in keeping students occupied and should make it easier for them to make up their work. Reporters covering "TV school" opening observed, variously, that

"more than half the students had looked in [on the TV courses]"; that "it takes more than earnest teachers, serious pupils and a TV set to make a school"; that, quoting a 15-year-old student, "It stinks -- we'll just have to do this over again when school starts." Dr. Dunham further noted that no extensive preparation had been possible for Little Rock's crash program, but he saw "some value in keeping students thinking about the subjects they should be studying."

Ideally, ETV is a supplement to classroom teaching, according to Dr. Dunham, not a substitute for it -- best example being Hagerstown (Md.) experiment with teacher-to-TV instruction ratio held to 2-to-1. An exception is U of Detroit's full TV college program for freshmen & sophomores. Yet even these students are expected to call on their instructors twice a week. And New York's experienced META, with a prospective audience of 2,000,000 children, wound up first TV school week on WPIX (Ch. 11), comprising 28 hours & 20 min., to the tune of great kudos for what Jack Gould called "production aplomb," and plans to go to 35 hours weekly.

Though only 33 ETV stations are on the air and they've been very slow in getting under way, nobody now gainsays that ETV is here to stay in one form or another and it now enjoys substantial commercial support, even aside from Ford Foundation's many bequests. Index to ETV's increasing importance is current study of equipment potential by GE's Paul Chamberlain, who is now convinced that "within 10 years there will be more ETV than commercial stations on air, not just closed circuit."

Economics will dictate limit on number of supportable commercial stations, in Chamberlain's opinion, but the increasing number of students and the shortage of teachers will make ETV an integral part of school systems all over the country. RCA apparently foresees similar prospect, for it recently designated a top experienced sales executive, P. B. (Pinky) Reed, to head up new ETV equipment sales dept.

**WHO'S WHO IN TV-RADIO-ELECTRONICS:** It's really astonishing how few TV-radio broadcasting executives are listed in the latest Who's Who in America, which has released a Vocational Index of the 50,594 biographies embraced in its nearly 3400 pages (only 130 of them advertising). Marquis-Who's Who Inc.'s own figures show only 211 names catalogued as TV-Radio Executives, a mere .4% of the total, and not all of these are really in broadcasting as a business (see p. 14); only 58 as Electronic Executives, and 179 as Electric Equipment Executives. Combining the latter 2 categories, which overlap considerably, we give you that Who's Who listing on p. 12 -- adding a few other top names found under other classifications, such as Industrial Executives.

That's not very many names from the 30-year-old radio and 12-year-old TV arts and industries, and the showing isn't much better even if one culls more names from other Index classifications like Advertising Agency Executives, 423 names in all; Communications Executives, 211; Entertainers, 424; Federal Officials, 2371; Newspaper Executives, 1176. There's considerable overlap with TV-radio, of course, but fact remains that many top names are noteworthy by their absence.

Because TV-radio and associated electronic entertainment arts and industries need a biographical reference volume of their own, we hope soon to revive a project first planned early last year -- a Who's Who in American Broadcasting and Associated Fields. Our plans had to be shelved due to prolonged illness, but we're now laying them anew. It's an enormous job, as you can guess, requiring special staff and from 12 to 18 months to produce. We'll let you know more about it later.

**FCC's Miami Probe:** It's 3-out-of-4 now--that is, 3 of the 4 original Miami Ch. 10 applicants have been questioned about charges that they attempted to influence FCC's final decision which was won by National Airlines. North Dade Video Inc. was added this week to National and WKAT (A. Frank Katzentine) as "suspects"--in Commission's hearing being conducted by Judge Horace Stern. Only L. B. Wilson Inc. is free of charges at the moment.

FCC counsel have found nothing in the way of influence attempts by L. B. Wilson principals. There's no indi-

cation whether Wilson's 3 opponents will seek to prove something adverse when they present their cases as hearing resumes Oct. 1 with presentation by WKAT--Commission counsel having concluded their case this week.

North Dade involvement was brought up by Commission counsel, who called as witnesses former FCC Comr. Robert Jones (an ex-GOP Ohio Congressman), now a Washington attorney, and North Dade v.p.-gen. mgr. & 10% stockholder Walter Compton, now an MBS news commentator in Washington.

Jones testified that Compton hired him (unbeknownst

to North Dade's regular counsel A. Harry Becker) to offset political pressures reportedly being brought by his opponents on Capitol Hill. Jones said he had heard that Sen. Smathers (D-Fla.), as executor of Wilson's estate, had been trying to help L. B. Wilson Inc.—but that he never found Smathers was actually involved. Then, he said, he went to Rep. Hinshaw (R-Cal.), now deceased, in attempt to interest House Commerce Committee; he said he had no luck there. After unsuccessful attempt to get help from Bert Wissman, Republican clerk of Senate Commerce Committee, he succeeded in interesting Rep. Celler (D-N.Y.), chairman of House Judiciary Committee. Celler subsequently conducted hearings in attempt to persuade FCC that an airline which gets govt. subsidies shouldn't hold 2 govt. franchises. Sen. Monroney (D-Okla.) also sought to block National CP. After FCC decision favoring National, Celler stated:

"It is deplorable that the application of a certificated air carrier has been awarded a franchise to operate a TV station. I don't think any organization that operates under one commission should be permitted a franchise concerning operation under another" (Vol. 13:6).

After the final decision, Jones testified, he approached FCC Comr. Craven, gave him document titled "The Examiner Should Have Preferred North Dade Video." Jones emphasized that this occurred after decision was rendered; that it was done "to prove an academic point"; that it was prepared in anticipation that record would be reopened.

Compton testified purpose of hiring Jones was to "neutralize rumors" on the Hill, not to approach FCC members before decision was rendered. He said Jones was retained for "more or less a quasi-legal service" inasmuch as he "happens to know his way around Washington."

Earlier in week, Miami attorney Thurman Whiteside

testified that his contacts with ex-Comr. Richard Mack were done entirely on his own; that he wasn't retained by National; that he told Mack of "high character" and "integrity" of National principals; that "if all things were equal he would appreciate his giving National consideration." He said sole reason for talking to Mack was to perform act of friendship for Robert Anderson, then counsel for National, now a Miami judge.

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WKAT counsel Paul Porter (a former FCC chairman) says he plans to call as witness John FitzGerald, who was chief of Commission's Office of Opinions & Review which wrote the Miami decision on instructions from Commission. If FitzGerald gets on stand, it will be over vigorous objections of FCC counsel Edgar Holtz, who heads Commission's team in the hearing and, as Commission's associate general counsel, reports directly to FitzGerald who is now FCC general counsel.

North Dade counsel Becker says he may call as witnesses National v.p. Alexander Hardy and former National public relations man Milt Dean Hill. Neither L. B. Wilson counsel Paul Segal nor National counsel Norman Jorgensen indicated plans to call witnesses as hearing goes into third week Oct. 1—with expectation it will conclude that week.

Well worth noting in hearing is atmosphere of judiciousness and speed under guidance of Judge Stern. For FCC, Holtz and colleagues Richard Solomon and James Brennan go briskly about their business, demonstrate no evidence of restraints from "above." In fact, impression is that they'd show little hesitation in calling their bosses, incumbent commissioners, if there were any indication their testimony were needed.

**The Bowles Report:** Wholesale attack on FCC's "abdication of responsibility," contained in huge "Bowles Report" released by Senate Commerce Committee this week, probably had greater impact than it might otherwise—coming as it did same day ex-Comr. Richard Mack and his friend Thurman Whiteside were indicted by grand jury in Miami Ch. 10 case (p. 1). Newspapers immediately quoted attack on Commission appointments, expressed by chairman Edward L. Bowles, who lashed at "the insidious practice of meting out appointments as political favors."

Bowles' criticism of "political favors" was contained in separate section devoted solely to his personal views, termed "private comments." Among other things, he urges life tenure for FCC members, license fees to support Commission research, a tryout for pay TV.

Bowles had rather unorthodox way of running committee. He called very few meetings, preferred to consult members individually by letter and in person. The 266pp. document is very largely personal work of Bowles, MIT professor and engineering consultant. Of 12 members on his committee, 8 participated in final report. Of these, 5 wholly endorsed Bowles' views; 3 concurred somewhat, dissented substantially.

\* \* \* \*

Recommendations of report itself, prepared by ad hoc committee appointed by Commerce Committee chairman Sen. Magnuson (D-Wash.), as reported in these columns before (Vol. 14:12, 37):

"(1) An independent audit of the uhf-vhf allocations problem. (2) An objective review of the Commission's mandate, management, operation, and budget. (3) The establishment of a communications office or authority as part of the executive structure. (4) An authoritative classified review of the radio spectrum requirements of the Nation as a whole, conducted at Executive level."

Committee was originally established to study technical aspects of uhf-vhf allocations problems, but Bowles asked for and received permission to "broaden" scope. Here's where he ran into trouble with some committee members, because he goes way beyond engineering—into economics, Congressional philosophy, his interpretation of courts' interpretations of law and FCC decisions.

\* \* \* \*

Burden of report is that FCC isn't willing or able to solve the allocations problem; that an institution (presumably like MIT) can do it; that FCC needs a watchdog of public-spirited citizens; that President needs a powerful communications office right under his wing; that split management of spectrum by FCC and by govt. users should get complete investigation. Report suggests that \$500,000 be appropriated immediately for a one to 3-year allocations study by outside outfit.

Report attempts to cover everything FCC has ever done on allocations, networks, color, educational TV, economics. It tries to analyze Commission responsibilities, court decisions, Congressional intent. It castigates FCC for specific deintermixture and non-deintermixture actions—and for reversing itself.

Big question is what impact it will have. Senate Commerce Committee printed it without comment. Most FCC people who have seen it aren't very impressed—one veteran

staffman characterizing it this way: "It really isn't helpful. It gives us nothing new to work with." One recommendation is likely to bear fruition—study of whole spectrum by Presidential commission (Vol. 14:38).

What's interesting is how Bowles committee colleagues react. Many observers are frankly surprised at some of those who endorsed entire report. Here's membership: T.A.M. Craven, a former consulting engineer, now FCC member; A. Earl Cullum Jr., consulting engineer; Allen B. DuMont, chairman of electronics firm bearing his name; Wm. S. Duttera, NBC mgr. of allocations engineering; Donald G. Fink, Philco research v.p.; Ralph N. Harmon, Westinghouse stations engineering v.p.; Wm. B. Lodge, CBS v.p. of affiliate relations & engineering; C. M. Jansky, consulting engineer; Edward Kenehan, ex-chief of FCC broadcast bureau, now in private law practice; Frank Marx, ABC engineering v.p.; Haraden Pratt, ex-ITT, ex-telecommunications advisor to President Truman, now a consulting engineer.

Those endorsing entire report were DuMont (and alternate Robert P. Wakeman), Fink, Pratt, Cullum. Jansky (and alternate Stuart L. Bailey), in general, approved covering letter to Magnuson, which contained the 4 recommendations—but they said that concept of a Presidential communications office "should be reevaluated in the light of our present knowledge"; that the long brief should be considered Bowles' opinion.

Duttera also declined to go along with the brief, said that it is "such an intermingling of fact and opinion that as a practical matter, the various elements cannot be sepa-

rated for individual comment and analysis." As for the 4 recommendations, he said that an "independent audit" would be all right only if it's advisory to FCC and sticks to technical matters; that Congress is adequate watchdog of FCC; that there's need for a "Presidential Communication Policy Board" and a study of civilian-Govt. relationships—but that Bowles committee directive didn't tell it to look into such matters.

\* \* \* \*

Lodge was strongest dissenter: "As things turned out, our committee has been unable to make specific engineering recommendations which would correct the now-evident, but frozen-by-use, shortcomings of the FCC's plan. After expenditure of, say \$1,000,000 or \$2,000,000 of Federal funds, the 'independent audit' might not have the answer either. On the other hand, I must confess to some uneasiness that a too-theoretical approach by such a study could jeopardize public service, public investment in receivers, program quality, and private investments. Further, a review of the FCC machinery would not appear to guarantee against future errors in judgment, which we must accept on occasion in both Govt. and business."

Craven & Kenehan didn't participate, because of associations with FCC. Harmon simply stated he "prefers to make no comments." Marx resigned from committee early in game, dissatisfied with departure from technical matters.

Title of report, available from Commerce Committee: *Allocation of TV Channels—Report of the Ad Hoc Advisory Committee on Allocations.* It carries date of March 14, 1958.

**FCC Probe Hits New Low:** How not to run a Congressional investigation was demonstrated anew this week by House Commerce "influence" subcommittee as it resumed FCC probe it dropped in June to pursue Presidential asst. Sherman Adams through SEC & FTC cases—and hotter headlines (Vol. 14:24).

Complex case of Pittsburgh Ch. 4, under subcommittee scrutiny for many months (Vol. 14:20), was picked up again by investigators as their first order of public business following their biggest accomplishment to date—resignation of Adams. And subcommittee seemed bent on confirming his charge on TV & radio Sept. 22 that it traffics in "rumor, innuendo and even unsubstantiated gossip."

Subcommittee had been stung before by criticism (voiced on House floor as well as by victims of its hearing tactics) that it permitted irresponsible name-dropping by witnesses. So this time pious new—and outrageous—tack in hearing procedure was taken "to avoid disclosures which would unfairly reflect upon the reputations of any individual or firm involved" in Pittsburgh case.

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All names were ostentatiously dropped from 30pp. staff indictment (admittedly based largely on untraced rumors) alleging "bribery" and other hanky-panky in award of Ch. 4 to WTAE (TV City Inc., 50% owned by Hearst Publishing Co.). Memo presented by asst. chief subcommittee investigator Oliver Eastland, son of Chairman Eastland (D-Miss.) of Senate Judiciary Committee, was full of unidentified references to "a principal of one of the applicants," "a Federal Communications Commission official," "local attorney and Washington representative," etc.

Result: 24-hour newspaper sensation in which virtually everybody involved in Ch. 4 case—TV City (KQV), Hearst (WCAE), 3 losing applicants (who got \$50,000 "pay-offs"), FCC members, FCC staffers, batteries of lawyers on all sides—was blanketed under suspicion of improprieties, misdemeanors, and worse.

Pittsburgh story petered out next day into a couple of inside-page sticks of type. Subsequent questioning of subcommittee staffer Eastland by such subcommittee members as Rep. Moss (D-Cal.) had put some names (including ex-FCC Chairman McConaughy's) into record—and revealed just how thin substance of gossip-filled staff indictment was.

By this time, subcommittee Chairman Harris (D-Ark.) had lost immediate interest in Ch. 4 and its principals, none of whom was asked by subcommittee to appear for sworn testimony. Harris said he was ready to let Pittsburgh case ride with Federal grand jury which has been looking into it as well as Miami Ch. 10 case—in which indictment was returned this week (see p. 1). He said he wanted to give grand jury "reasonable time" to complete its Ch. 4 study—and "we have gone as far as we can at the present time."

On this inconclusive & low note subcommittee's FCC probe again was dropped—except for scheduled Sept. 30 session to hear recommendations by American Bar Assn. & Federal Bar Assn. for proposed codes of ethics for Federal agencies, which ABA thinks should be "comparable to canons of judicial ethics."

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Score of other partly touched and untouched TV licensing & sales cases have long been on Harris unit's investigative agenda (Vol. 14:20). But it's unlikely subcommittee will get around to any until at least after Nov. Congressional elections. As for this week's exhibition of investigative skill, *Washington Post* observed tartly in editorial: "The shabby technique [of subcommittee] would

be laughable if it did not involve the reputations of human beings."

Most serious of Ch. 4 case charges contained in subcommittee staffer Eastland's report & testimony involved McConnaughey, who left FCC June 30, 1957 prior to July grant of Ch. 4 (Vol. 13:30), formed law partnership with TV City lawyer George O. Sutton which was dissolved in May this year (Vol. 14:22).

Acknowledging that charges stemmed mostly from "rumors" which subcommittee staff had been unable to track down, Eastland said Pittsburgh stories he had heard indicated that "one of the principals offered a bribe" for McConnaughey's Ch. 4 vote, and that McConnaughey "solicited a bribe for his vote." If stories are true, Eastland said—and he avoided vouching for them—it appeared to him that McConnaughey also "committed perjury" in earlier hearing (Vol. 14:14, 16) when he made appearance to testify about Pittsburgh and other cases, but didn't mention anything about bribery. "Rumors" were that McConnaughey tried to get \$50,000 from one Ch. 4 applicant and \$20,000 per year for 10 years from another, Eastland related.

Eastland testified—more explicitly—that he had been told by TV City pres. Earl F. Reed that McConnaughey had "solicited any business that Reed could send him after he left the Commission."

In Columbus, O., where he now practices law with son, McConnaughey said: "I told the investigator that a lawyer for one of the principals in the case told me he had clients with business in Ohio and that he would be in a position to send me some business. I told him [the lawyer] I was not interested in this kind of business. I have never solicited money or law business or anything else from anyone else in the Pittsburgh case or any other."

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Other names brought into this week's hearing record by Eastland included those of Mayor David Lawrence of Pittsburgh, Democratic candidate for Pa. governor, and Sen. Smathers (D-Fla.). Both, said Eastland, had been guilty of "improper" activity in Ch. 4 case—Lawrence

for writing letters to FCC favoring TV City, Smathers for arranging for Hearst executive Richard E. Berlin to see now-indicted ex-Comr. Mack. But after both protested they had done nothing questionable (Lawrence calling Eastland's testimony "inexcusable carelessness"), Harris "corrected the record" to show that no "improper" conduct by either was involved.

On Sept. 26 Harris addressed Federal Bar Assn. convention in Washington on subject of "Outside Control & Interference with Executive Dept. and Independent Regulatory Agencies." He ranged over field, concluded that "it is difficult if not impossible to distinguish at certain stages between permissible status inquiries and improper *ex parte* contacts," and that no law can "be a substitute for the character & integrity of the men who serve on these agencies."

Following Harris in panel speech was FTC Chairman John W. Gwynne, whose agency had been under fire by Harris subcommittee in Sherman Adams-Bernard Goldfine hearings. He lit into subcommittee—without naming it—for "lurid & unfounded statements more useful for headlines than for establishing truth." He said: "Committee staffs are beginning to take on the appearance of courts of appeal. They are approaching the point sometimes said to be the quintessence of bureaucracy—power without responsibility."

In panel discussion following speeches, Harris had no retort for Gwynne, who served 14 years in House as GOP member from Ia. But Harris told newsmen after session: "The Committee has not sought to take unfair advantage of anyone. The Committee has not sought headlines." Asked by reporters if he was talking about Harris' subcommittee, Gwynne said: "If the shoe fits, put it on."

At another FBA session, subcommittee counsel Robert W. Lishman said ethical standards of Federal agencies could be raised by Congressional requirement that they observe strict codes of conduct. And he said every participant in cases before agencies should be required to file sworn statement "on pain of perjury, that he has not used and will not use any undisclosed *ex parte* pressure."

**Craven on Spectrum:** Run-down on spectrum needs of all radio services, including TV, was given to IRE broadcast transmission systems group meeting in Washington Sept. 26 by FCC Comr. T. A. M. Craven—who again mentioned advantages of a TV service using 25 or 30 contiguous vhf channels starting at present Ch. 7 (Vol. 14:23-28). He stated: "While my suggestion has some of the disadvantages of going to all-uhf, it appears to me to possess advantages of significant importance not only to TV broadcasting, but also to other radio services. For example, propagation characteristics would be substantially better for TV in the vicinity of 200 mc than in the vicinity of 700 mc. Likewise, it appears possible that the design of an efficient all-channel receiver would be less difficult in the lower portion of the spectrum than in the higher uhf portion thereof, particularly if the 25 or 30 channels were in a continuous band. Moreover, since 7 of the present 12 vhf channels would be continued in service, existing vhf receivers would not become entirely useless. From the standpoint of services other than broadcasting, it appears that there would be opened up desirable portions of the radio spectrum which would be best suited technically to the special conditions encountered in practice by these services. While 25 or 30 TV channels would not provide for idealistic competition, there would be at least a sufficient number of channels to offset the present monopolistic trends in TV broadcasting."

**Indianapolis' Remand:** Grant of Crosley's WLWI, Indianapolis (Ch. 13) was again tossed to FCC for reconsideration as Court of Appeals rejected Crosley's second round of argument before Court. On June 16 (Vol. 14:25), 3-judge court had vacated CP on grounds that Comr. Craven shouldn't have voted because he hadn't heard oral argument. Craven had voted to break 3-3 tie after Commission's general counsel advised him he could—though Craven had planned to abstain because he hadn't heard argument and because he had been engineering consultant to contestant WIRE before joining Commission (Vol. 13:10). In requesting rehearing before Court *en banc* (all 9 judges), Crosley asserted that Craven's vote wasn't decisive; that 3 votes for it were sufficient. "The truth is," Judge Miller stated for Court this week, "that when 6 voted, it took 4 to control; that is why the Commission insisted that Craven vote. When he did, there were 7 participants and it still took 4 to control; hence his vote was decisive." Court didn't rule on Craven's pre-FCC association with WIRE. FCC now must conduct new comparative hearing or hold oral argument and render new final decision. Losers in original decision were WIBC, WIRE, Midwest TV Corp. Two of the 4-man majority who voted for Crosley—McConnaughey & Mack—are gone. The 3 dissenters—Hyde, Bartley & Lee—are still there. Thus, there's possibility of new winner.

**Radio, TV & Negro Markets:** No TV station, to our knowledge, specializes wholly or to any great extent on the Negro audience as such—but quite a few radio stations do. Sept. 20 *Sponsor Magazine's* 44pp. second section, devoted to "Negro Audience Basics," relates that the non-white population of the U. S. (19,000,000, about 95% Negro) is increasing half again as fast as the white; that the Negro is moving away from the land to the cities; that he spends some \$16 billion annually; that he responds to radio advertising, and that some very substantial sponsors are buying time on the air with the Negro audience specifically in mind.

There aren't a lot of Negro-owned radio stations (coming to mind are WERD, Atlanta; KPRS, Kansas City; WCHB, Inkster, Mich., Detroit suburb—all daytimers) and there are no Negro-owned TV outlets. But *Sponsor* lists 35 radio stations in 19 states, North & South, devoted to 100% Negro-appeal programming, 20 in 14 states with 50-99%, and 112 in 27 states pitching for Negro audiences but with less than 50% of such programming. Programs usually revolve around disc jockeys.

Reps Pearson and Forjoe handle some Negro-market stations, former the group known as *Ebony Radio*. New York's WOV, once owned by Bulova, now controlled by veteran Ralph Weil, Harlem's WLIB, Newark's WNJR, Baltimore's WEBB & WSID, Philadelphia's WDAS & WHAT, are regarded as prime examples of northern city stations with specialized appeals to the Negro population.

The *Sponsor* compendium, listing all such stations, giving listening data, market-by-market station "profiles" (ownership, reps, market statistics, etc.), product preferences, national advertisers, is a valuable handbook for marketeers. It has no particular significance to TV-only interests, except that it points up the segmentation of audiences in certain areas and perhaps reveals that not enough TV sets have been sold to Negro homes. One table is devoted to TV, showing that its saturation, in the South at least, is much less than among whites and concluding that twice as many Negroes tune radio as TV during average day. Table is based on a 1955-56 Sindlinger study, soon to be updated:

PERCENT AND NUMBER OF TV HOUSEHOLDS IN 12 STATES

| STATE          | NEGRO       |              | WHITE       |               | TOTAL       |               |
|----------------|-------------|--------------|-------------|---------------|-------------|---------------|
|                | %           | No. (000)    | %           | No. (000)     | %           | No. (000)     |
| Alabama        | 44.9        | 315          | 58.9        | 817           | 54.2        | 1,132         |
| Arkansas       | 35.5        | 107          | 45.9        | 433           | 43.4        | 540           |
| Florida        | 52.0        | 225          | 64.7        | 1,391         | 62.6        | 1,616         |
| Georgia        | 51.7        | 393          | 69.0        | 1,213         | 63.8        | 1,606         |
| Louisiana      | 51.2        | 322          | 66.0        | 930           | 61.4        | 1,252         |
| Mississippi    | 28.4        | 199          | 38.8        | 282           | 33.7        | 481           |
| North Carolina | 51.5        | 385          | 64.7        | 1,432         | 61.4        | 1,817         |
| Oklahoma       | 58.5        | 57           | 71.9        | 1,057         | 71.0        | 1,114         |
| South Carolina | 47.1        | 275          | 64.4        | 607           | 57.8        | 882           |
| Tennessee      | 53.9        | 205          | 65.6        | 1,351         | 63.8        | 1,556         |
| Texas          | 56.8        | 394          | 68.9        | 3,765         | 67.5        | 4,159         |
| Virginia       | 54.2        | 284          | 69.3        | 1,411         | 66.2        | 1,695         |
| <b>TOTAL</b>   | <b>48.3</b> | <b>3,161</b> | <b>65.1</b> | <b>14,689</b> | <b>61.3</b> | <b>17,850</b> |

Note: It will be observed that the Total columns are at considerable variance from the ARF State-by-State figures (see 1958 State & County-by-County TV Census in *Television Factbook No. 27*, pp. 31-45)—but they are here reprinted exactly as carried in *Sponsor* and primarily to indicate what Sindlinger in 1955-56 found to be the ratio between Negro and White TV homes in these particular states.

Richard P. Doherty, Washington TV-radio management consultant (1816 Jefferson Pl. NW), ex-NAB employer-employee relations v.p., has added program syndication as a sideline—is offering both TV & radio stations his high-rated copyrighted *Dialing for Dollars* local show, carried daytime since 1956 on Baltimore's WMAR-TV and since 1939 on WCBM (Food Fair chain sponsoring).

Syracuse U's Radio & TV Center this week began 11-month course looking to M.S. degree in TV, with 30 graduate students enrolled, 2 of them women.

**CATV Wins Major Point:** Big break for community antenna operators came Sept. 26 in Cheyenne, when Judge Allen Pearson of Laramie County district court ruled that systems aren't public utilities, aren't subject to state laws because they're in interstate commerce; that state public utilities commission has no control over them. Judge ruled directly from bench, big surprise to all parties. CATV systems in Wyo. had been testing lawfulness of PUC regulation—which state has been enforcing for some months, the only state to do so. State Attorney General Thomas Miller immediately announced he'd appeal to Wyo. Supreme Court. CATV case was argued by Charles Crowell, of Crowell & Chapin, Casper, and E. Stratford Smith, gen. counsel of National Community TV Assn. Ruling adds to body of decisions which tend to force questions of CATV regulation, more and more, into lap of FCC.

**Closed-Circuit 'Stadium':** Sold-out U of Mich.-Mich. State U grid classic at Lansing Oct. 4 will be fed via closed-circuit to theatres in 6 cities by GiantView Closed-Circuit TV Network, Ferndale, Mich., div. of Meilink Steel Safe Co., Toledo (Stanley R. Akers, pres.). In business 2 years, GiantView has handled big-screen showing of Yale-Princeton games, claims Lansing game will be "first large scale commercial closed-circuit showing of either college or pro football," says it will "add 50,000 seats" in Detroit, Flint, Grand Rapids, Lansing, Saginaw, Toledo. Promotion is being handled by C. W. Smith Enterprises, Detroit sports promoters. GiantView says TV is "an apparently incongruous subsidiary for the 60-year-old safe manufacturer"—but that Meilink engineers developed big-screen receivers "as a diversification move."

Appeal to Supreme Court has been filed by NBC, challenging Court of Appeals' ruling that FCC must consider Philco's protest against renewal of NBC's Philadelphia stations (Vol. 14:25). Commission had held that non-broadcaster Philco had no "standing" to protest; Court of Appeals disagreed. In petition to Supreme Court, NBC presents question: "Must the Commission and the courts entertain protests and appeals by persons whose only claim to standing is that a Commission order may or will injure them economically in a business not related to broadcasting?" Philco had claimed that NBC used its stations so as to give RCA unfair advantage over Philco as a set manufacturer and TV advertiser.

FCC reprimanded Storer and Westinghouse this week for using kines of Senate hearings on Kohler strike without identifying National Assn. of Manufacturers as donor. In rebukes similar to those given 4 other TV stations last month (Vol. 14:31), FCC said Storer's WJBK-TV, Detroit, and now-dark WVUE, Wilmington-Philadelphia (Vol. 14:37) and Westinghouse's KQWY-TV, Cleveland, committed "violation of [Communications] Act" and FCC rules by showing kines without announcing NAM connection with them. Commission said it was "serious matter." At same time FCC renewed licenses of WJBK-TV & KQWY-TV and Storer's WJW-TV, Cleveland, and WSPD-TV, Toledo.

Solution to TV allocation problems, as offered to FCC by Robert J. Myers, former western mgr. of DuMont transmitter div., now owner of Industrial TV, 7940 Fareholm Drive, Los Angeles, installer of uhf translators and microwaves: Move all TV to uhf; give plenty of time for vhf's to shift; make all channels 8 mc, with 2 audio channels, so that stereo may be offered when picture is off; shift FM to position near beginning of uhf TV band, so that continuous TV-FM tuners may be employed.

**New & Upcoming Stations:** Next starter apparently will be KCIX-TV, Nampa, Ida. (Ch. 6), near 2-station Boise, owned by ex-Boise radio station owner Roger L. Hagadone, who reports that 5-kw GE transmitter will be wired and ready by Oct. 1, with 2-bay RCA antenna installed on 310-ft. Blaw-Knox tower. After frequent delays in target date, he now states station will start Oct. 10, no network affiliation, \$150 base, McGavren-Quinn rep.

KLOR-TV, Provo, Utah (Ch. 11), near 4-station Salt Lake City, has now moved its starting date forward to Nov. 1, also planning to operate as independent. It has Standard Electronics transmitter and 84-ft. Stainless tower on Lake Mt., 15 mi. NW of Provo, 32 mi. S of Salt Lake. Pres.-gen. mgr. & 55% owner is Samuel B. Nissley, ex-supervisor at Geneva (Utah) Works of U. S. Steel Corp., with Donna Gosar as sales mgr.; Gaylon B. Rowan, program mgr.; Phillip Hurlbut, chief engineer. Base hour will be \$350, rep Raymer.

With Sept. 30 closedown of 5-year-old WBUF, Buffalo (Ch. 17) by owner NBC (Vol. 14:24), its affiliation shifting to WGR-TV (Ch. 2), on-air total drops to 532, of which 33 are non-commercial, 86 uhf. [More on WBUF below.]

\* \* \* \*

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

WTOL-TV, Toledo (Ch. 11) expects delivery of RCA 50-kw transmitter between Oct. 1-10, now aims for Dec. 1 start as CBS-TV affiliate, reports owner Frazier Reams, ex-Congressman and longtime operator of radio WTOL. Plans are in charge of gen. mgr. Tom Bretherton. Base hour rate will be \$950, H-R Television rep. Note: WTOL-TV got go-ahead on construction from FCC this week, when it denied Anthony Wayne TV Corp. petition for stay. Petition was based on newspaper stories to effect that WTOL had engaged in "premature construction." Commission said stories were of "undetermined accuracy" and

"considerable ambiguity." WTOL won final decision July 23 against competition of 6 other applicants (Vol. 14:30).

KNOP, North Platte, Neb. (Ch. 2) expects to have 5-kw GE transmitter wired and ready in about 3 weeks, hopes to begin programming by Oct. 15, reports gen. mgr. Bob Riedy for owners, local businessmen headed by attorney Rush C. Clarke. RCA 6-bay superturnstile antenna was installed Sept. 24 on 500-ft. Ideco tower. Howard Morgan Jr., ex-KOAT-TV, Albuquerque, will be sales mgr. It's negotiating for network affiliation. Base hour will be \$150. Rep not chosen.

KUAT, Tuscon, Ariz. (Ch. 6, educational), planning to order RCA equipment, expects to start programming in Dec., writes Wesley T. Johnson, Radio-TV Bureau engineer of grantee U of Ariz. It already has studios, which have been used for closed-circuit for two years. It will use 250-ft. self-supporting Ideco tower. Dr. Ben C. Markland will be mgr.; Frank Barreca, production mgr.

WUFT, Gainesville, Fla. (Ch. 5, educational) expects to have 5-kw GE transmitter installed by Oct. 1, plans Oct. 13 programming, writes Rae O. Weimer, director of School of Journalism & Communications of grantee U of Florida. GE 3-bay antenna has been installed on 425-ft. Stainless guyed tower.

Precision offset carrier seems to have impressed FCC engineers as useful device for reducing co-channel interference—and many "have nots" are urging use of the device to cut mileage spacings to drop in more vhf assignments. This week at IRE broadcast transmission systems meeting in Washington, FCC Labs engineer L. C. Middlekamp reported on Commission's experience in 8pp. paper concluding that "a considerable reduction in visible co-channel interference" may be obtained with precision offset. IRE will reprint paper later, but copies may be obtained from Middlekamp at the Labs, Laurel, Md.

**Buffalo's WBUF Goes Dark:** NBC's effort at intermixture in the Buffalo market ends Sept. 30 when its Ch. 17 WBUF, acquired by purchase just 3 years ago, shuts down in favor of an affiliation with WGR-TV (Ch. 2). Meanwhile, CBS reiterates its firm intention of retaining WXIX, Milwaukee (Ch. 19), network TV pres. Louis G. Cowan and stations pres. Merle Jones scotching persistent rumors while in Milwaukee last week. They reiterated intention of keeping WXIX, underscored big programming plans. Both networks also operate uhf's in Hartford area, which they've shown no indications of dropping despite fact region is intermixed. At WBUF, gen. mgr. Charles C. Bevis stays on for a while to supervise liquidation, including sale of equipment, has network job waiting for him if he wants it. Staff of 52 has dispersed. Of top executives, Wm. Decker, sales mgr., is now sales director, WNBQ, Chicago; Neil J. Murphy, business mgr., now with network facilities service in N. Y.; George Lenfest, engineering chief, now director of operations, WRCV-TV, Philadelphia; Robt. Fillmore, adv. mgr., now with radio WRCV; Robt. McAuliffe, sales, now with KCRA-TV, Sacramento; Joseph (Pat) Higgins, news chief, now with KFSD-TV, San Diego; Frank Harms, program mgr., plans undetermined.

Boycott of TV sponsors who employ non-union musicians for shows was urged on all AFL-CIO members this week by AFM pres. Herman D. Kenin. He told meeting of N. Y. Conference of Musicians at Newburgh that "we shall hit back with every lawful means we have" against "unfair" policies on TV and in movie & record industries.

**ADVERTISING AGENCIES:** Charles F. Adams promoted to exec. v.p. of MacManus, John & Adams, N. Y. . . . David R. Collins, ex-Ted Bates, appointed business mgr. of N. Y. Metropolitan Educational TV Assn. . . . John Goodwillie promoted to v.p. of C. J. LaRoche & Co., N. Y. . . . Tristram Dunn, ex-N. W. Ayer, named v.p. of Compton Adv. . . . James L. Stanford, ex-Fuller & Smith & Ross, named v.p. of Duffy, McClure & Wilder, N. Y. . . . Robert Raidt, ex-McCann-Erickson, named v.p. of Monroe F. Dreher, N. Y. . . . Thomas F. Cosgrove, ex-Van Lear Woodward Assoc., named TV-radio v.p. of Platt & O'Donnell, N. Y. . . . Dale N. Harris promoted to v.p. of Morey, Humm & Warwick, N. Y. . . . Robert H. Schaffer elected chairman of Lawrence Kane & Artley Inc., N. Y. . . . Harry A. Johnson promoted to v.p. of Wherry, Baker & Tilden Inc., Chicago.

Charles Sweeny, veteran of Federal Trade Commission deceptive practice probes, named temporary head of TV-radio adv. monitoring unit, succeeding T. Harold Scott who organized unit 2 years ago and now moves back to anti-trust work in FTC's small business div.

Addition of Ch. 12, Pembina, N. D. was finalized by FCC in conclusion of rule-making this week.

**Obituary**

John Gaunt, 46, Grant Adv. v.p. in charge of TV-radio, onetime director-producer (*Red Skelton Show*, *Johnny Carson Show*) died Sept. 23 in Mt. Sinai Hospital, Los Angeles.

Elmer W. Froelich, 59, v.p. of MacManus, John & Adams, died Sept. 21 in Detroit.

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**Personal Notes:** Donald W. Coyle, ABC-TV v.p.-director of sales development & research, adds duties of gen. sales mgr., reporting to sales v.p. Wm. P. Mullen; Slocum Chapin, client relations v.p., becomes western div. sales v.p.; Michael Minahan, budget officer, named administrative officer and asst. to ABC-TV pres. Oliver Treyz . . . Reid G. Chapman, radio mgr., promoted to v.p. & gen. mgr. of Corinthian's WANE & WANE-TV, Ft. Wayne (Ch. 15), succeeding R. Morris Pierce, resigned to handle big new Navy installation project (see story below) . . . James C. Richdale Jr., promoted to v.p. & gen. mgr. of Corinthian group's KGUL-TV, Houston, where he has been acting mgr. since resignation of Paul E. Taft (Vol. 14:30); George Stevens, now commercial mgr., succeeds him as v.p. & gen. mgr. of KOTV, Tulsa . . . Harry H. Ward, ex-NBC-Chicago, named NAB asst. director of TV code affairs, succeeding Charles S. Cady, now national sales mgr. of WCSC-TV, Charleston, S. C. . . . Ken Carter, ex-gen. mgr. of old WAAM, Baltimore (Ch. 13), now Westinghouse's WJZ-TV, recently partner of Carter, Lee & Assoc., Baltimore station relations firm, on Sept. 29 becomes mgr. of radio WMAL, Washington, succeeding Robert Jonscher, resigned, Rupe Werling, ex-WIBG, Philadelphia, becoming program-promotion mgr.; Fred Houwink continues as gen. mgr. of *Washington Star* stations, including WMAL-TV (Ch. 7), reporting to newspaper's pres. John W. Thompson Jr. . . . Roy Bacus, commercial mgr., succeeds retiring George Cranston as mgr. of WBAP-TV, Ft. Worth, under founder-director Harold Hough, Jack Rogers taking Bacus' old post; Rupert Bogan promoted to TV-radio chief engineer, succeeding R. C. Stinson, who like Cranston continues as a consultant . . . George G. Gallantz, Paramount Pictures counsel in N. Y. handling affairs of its KTLA, Los Angeles

& International Telemeter, has resigned to join Edward Colton & John Fernbach in forming new law firm of Colton, Gallantz & Fernbach; Colton represents Dramatists Guild . . . Harry Smart promoted to Chicago v.p. of rep Blair . . . George C. Stevens, gen. sales mgr. of Transcontinent stations at N. Y. headquarters, formerly with NBC, promoted to Transcontinent sales v.p. . . . James Lawrence Fly Jr., son of the former FCC chairman who is now retired as senior partner of law firm of Fly, Shuebruk, Blume & Gaugine, has joined sales staff of NTA in N. Y., representing its stations WNTA-TV, Newark-N. Y. & KMSP-TV, Minneapolis; young Fly recently was with CBS Radio . . . John Harkrader promoted to mgr. of WDBJ-TV, Roanoke, Frank E. Koehler to mgr. of radio WDBJ, both reporting to v.p. Ray P. Jordan, in separation of *Times-World's* TV & radio depts. . . . Karl Nelson promoted to national sales mgr. of WTAR-TV, Norfolk . . . Richard E. Shireman resigns as sales mgr. of WISN-TV, Milwaukee . . . Edward B. Smith, production mgr. of ABC's KGO-TV, San Francisco, adds duties of operations director, radio KGO, assisted by Calvin Thomas, KGO-TV art director . . . Arthur J. Schissel, attorney in FCC's aural existing facilities branch, resigns to set up practice in Denver . . . Hartwell Conklin, ex-WFMY-TV, Greensboro, N. C., named production mgr. of WLOF-TV, Orlando, Fla. . . . Howard W. Maschmeier promoted to asst. to gen. mgr. Edward D. Taddei of WNHC-TV, New Haven . . . Joseph P. Dowling, ex-WHCT, Hartford, named asst. promotion director of CBS-TV Spot Sales . . . E. A. Hassett, ex-KDUB-TV, Lubbock, returns to WFMY-TV, Greensboro, as sales mgr. . . . John R. Sheehan promoted to TvB national sales director, succeeding Halsey V. Barrett, resigned . . . Jack Rosenberg promoted to sports editor of WGN-TV & WGN, Chicago, succeeding late Frank Korch . . . Russell A. Gohring promoted to gen. mgr. of WNEM-TV, Bay City-Flint . . . Charles Mason, ex-gen. mgr., WEDU, Tampa, joins Screen Gems southern div., reporting to Frank Stone, area mgr. . . . Ernie Tannen, ex-gen. mgr. of radio WEEP, Pittsburgh, named managing director of John W. Kluge group of 6 stations (including 20% interest in Ch. 9 WLOF-TV, Orlando) at new headquarters at 2637 Connecticut Ave., Washington, D. C. . . . Harold F. Walker, ex-sales v.p. of WDIA, Memphis, named national sales v.p. of Rounsaville group of radio stations, headquartering at WQXI, Atlanta.

R. Morris (Morrie) Pierce, 25-year veteran of broadcast engineering & management, who founded Ft. Wayne's WANE-TV in 1953 and later sold his interest to Whitney's Corinthian group, on Oct. 6 becomes project mgr. in charge of Navy's new 2000-kw low frequency station at Cutler, Me., designed to reach ships anywhere and described as "largest radio station in the world." Headquartering in Boston, he will work for prime contractor Continental Electronics Mfg. Co., Dallas (James Weldon, pres.) on \$40,000,000 project involving antenna system covering 2 sq. mi. and comprising 26 towers averaging 850-ft. height. Pierce started as chief engineer of WGAR, Cleveland, later taking technical charge of Richards' stations in Detroit (WJR) and Los Angeles (KMPC) and then becoming pres. & gen. mgr. of WDOK, Cleveland. During the war, he won high distinction for his work as chief engineer of SHAEF psychological warfare services in Africa & Europe, including Presidential citation, Bronze Star, Marconi Medal.

Consulting engineering firm of Page, Creutz, Steel & Waldschmitt has moved to 1413 K St. NW, Washington (phone, Executive 3-5670).

**Obituary**

Mrs. Katherine Fox Shouse, 46, wife of James D. Shouse, Avco v.p. & chairman of its Crosley Broadcasting Corp., died in Cincinnati's Christ Hospital Sept. 26 several days after undergoing brain surgery. Retiring in 1955 after her marriage to Mr. Shouse, she had been with Crosley stations for 19 years, 15 of them as director of special broadcast services. She was named by *McCall's* in 1952 as outstanding woman executive of the year, also by Cincinnati Ad Club as advertising woman of the year. Surviving, besides her husband, are her mother, brother, sister.

Carl Bonfig, 92, retired St. Louis artist whose murals adorn St. Louis Union Station, father of Henry C. Bonfig, ex-Zenith, now CBS Inc. v.p., died Sept. 23 in Highland Park, Ill. Surviving are his son, 3 grandchildren, 6 great-grandchildren.

Charles D. Christian, 42, CBS-TV technical operations engineer, died in Jersey Central train disaster last week at Bayonne. Surviving at Rumson, N. J. home are widow, 3 children.

**Diverse Diversifications:** Even more unique than the move of Scranton Corp. (cotton-rayon manufacturer) and its parent F. L. Jacobs Co. (auto parts) into TV by way of acquisition of Hal Roach Studios, and into radio by buying up Mutual Broadcasting System (Vol. 14:37), is this week's report that ailing Studebaker-Packard Corp. proposes to diversify by acquiring several record manufacturing companies and that one of the record makers is currently looking into acquisition of a string of radio stations.

Studebaker-Packard stockholders are being asked to approve refinancing plan at Oct. 15 meeting designed to raise new money, reduce banking debts, introduce smaller car, acquire new properties whose earnings might be offset by company's tax loss carry-forward credit now exceeding \$100,000,000. Heading acquisitions committee is A. M. Sonnabend, much-publicized as a "diversifier," who besides being chairman-pres. of Botany Mills Inc. and pres. of Hotel Corp. of America, is also chairman-treas. of Consolidated Retail Stores Inc. and a director of Ward Baking Co., Columbia Pictures, Pilgrim Trust Co.

This week it was disclosed that Sonnabend has been negotiating to buy Imperial Records, Hollywood & Cadence Records, N. Y., reputedly representing annual sales of about \$10,000,000 & \$3,000,000, respectively. Also disclosed this week was offer by Imperial Records pres. Lewis R. Chudd to Cy Blumenthal, pres. of Continental Broadcasters Inc., to buy up its 6 radio stations for \$2,000,000. Whether stock or cash would be involved, whether the Imperial offer has anything to do with the Studebaker-Packard deal, wasn't indicated.

That a record company would want to diversify into station ownership, is logical particularly in view of importance of plugging records on radio stations. Blumenthal left his Washington headquarters Sept. 25 for Los

Angeles for discussions with Chudd. Stations in which he has interests are WARL, Arlington, Va. (Washington); KCKN, Kansas City; WHHN, Memphis; WABB, Mobile; WCMS, Norfolk; WROV, Roanoke. At week's end, however, WROV majority stockholder Burton Levine issued statement denying it's involved in any such sale deal, noting Blumenthal's company owns only 10% of its stock.

Note: In wake of last week's disclosures of various mergers and expansions in films-for-TV fields (Vol. 14:38), N. Y. reports indicated talks were under way looking toward possible merger of Official Films (Harold Hackett, pres.) and Guild Films (John C. Cole, pres.), former traded over-the-counter, latter on American Stock Exchange.

Jack Wrather, who figured prominently in last week's merger news by reason of acquisition of Television Programs of America by his recently formed Independent Television Corp. (Vol. 14:38), this week disclosed that his Muzak Corp. is forming subsidiary Programatic Broadcasting Service Inc. to provide an "automated radio program service" to radio stations. To be available early next year is a playback device and supply of 8-hour tapes of programs to be delivered to subscribing stations, operated by push-button so that locally recorded spot announcements, programs, etc. can be inserted. Service will be offered by Muzak Corp., 229 Fourth Ave., N. Y. (Charles Cowley, pres.), presumably through its Associated Program Service div. (Edward Hochhauser Jr., gen. mgr.). Tape reproducers providing up to 16 hours of music for stations, community antenna systems, etc. are also being offered for lease (at \$2275 for basic unit) by Alto Fonic Music Systems Inc., 935 Commercial St., Palo Alto, Cal. (Vol. 14:38). Note: Wrather's ITC is set up entirely separately from Muzak, is headed by ex-Ziv sales chief Walter Kingsley; it moves offices this week from Roosevelt Hotel into TPA quarters, 488 Madison Ave., N. Y.

**TV Preview Pays Off:** Biggest Trendex rating ever for *DuPont Show of the Month* on CBS-TV was won by "Harvey" this week following first trial of DuPont's plan for press previews of shows by N. Y. critics (Vol. 14:27-28). *Harvey* got average rating of 28.9 and share-of-audience count of 54.2%, producer David Susskind acknowledging that high marks for 9:30-11 p.m. show Sept. 22 "can be attributed only to the critics' preview"—which brought virtually unanimous rave notices. "It also paid off in generating new excitement because of the novelty of a preview," said Susskind. "I think the preview for critics deserves repetition and should become an integral part of TV operations." Closed-circuit preview of performance starring Art Carney was held day before for 15 critics in CBS Madison Ave. offices. DuPont had issued open press invitation to experiment, but only one out-of-town reviewer—Bob Williams of *Philadelphia Bulletin*—turned up. Company was undecided at week's end whether to continue preview plan for "Count of Monte Cristo" 7:30-9 p.m. Oct. 28. Critics in cities outside N. Y. are being polled by DuPont for opinions on feasibility of further advance showings.

WSIL-TV, Harrisburg, Ill. (Ch. 22), planning to begin temporary operation on dropped-in Ch. 3 in Nov. under FCC "show cause" order, this week filed regular application for the vhf channel. It was only application filed this week, brings total pending to 96 (30 uhf). [For details, see *TV Addenda 27-D.*]

Clear-channel case comments, due to be filed Sept. 29, may be submitted until end of Oct., FCC ruled this week in response to requests from parties.

**More Radio Station Sales:** Walter Annenberg's Triangle Group (Roger Clipp, v.p.-gen. mgr.) has sold its half interest in radio WHGB, Harrisburg, Pa. (1400 kc, 250-U) to gen. mgr. Herbert Kendrick, owner of other half, for reported \$75,000. This week, too, Wm. E. Walker, former half owner of WMBV-TV, Marinette-Green Bay, Wis. (Ch. 11), which he and associates sold to Morgan Murphy group earlier this year (Vol. 14:12), is disclosed as one of group buying radio WSJM, St. Joseph, Mich. (1400 kc, 250-U) for \$175,000 thru broker Allen Kander. Walker and associates also have interests in radios WBEV, Beaver Dam, Wis.; WSHE, Sheboygan, Wis.; KCLN, Clinton, Ia.; recently sold WRRR, Rockford, Ill. [For news about other radio station sales & transfers, see *AM-FM Addenda MM.*]

ABC's policy on color TV, as enunciated at affiliates executive meeting in San Francisco last week by AB-PT pres. Leonard Goldenson: "ABC [will] make an investment in color when we see a trend on the part of the public to buy sets—a trend to warrant conversion to color. But we're broadcasters, not sellers of sets." An ABC spokesman amplified: "We're technically and financially qualified to convert to color at any moment. When we discern a ground swell showing the American public is going for it, you may be sure we'll be in it."

ABC-TV extends stereo simulcast of Plymouth's *Lawrence Welk Show* to 75 cities Oct. 1 following favorable response to TV-radio broadcast started in 5 cities Sept. 10 (Vol. 14:36). "Remarkable results achieved by the broadcasts open new possibilities for the ABC Radio Network," said v.p. Edward J. DeGray.

**TRANSISTOR RADIO IMPORTS—FACTS & COMMENT:** Skepticism about our report on upsurge of radio imports from Japan (Vol. 14:34), voiced by some of most astute merchandisers in the business, led us to delve as deeply as we could into official and unofficial sources to get true, complete picture. Picking wheat from chaff of chamber of commerce-like statements by Tokyo trade assn. spokesmen, selecting meaningful comments from communiques to Commerce Dept. by commercial attaches, presented many problems. Complete up-to-date figures are hard to come by.

Showing steady uptrend of Japanese radio imports, all types including transistorized, are quarterly figures for 1957 and monthly figures for Jan.-March 1958 obtained from Commerce Dept., plus April 1958 and 2nd quarter figures from Japanese Trade Ministry (transistorized in parentheses):

During first 1957 quarter, Japanese radio imports were mere 86,100 sets, with transistor sets not segregated; 2nd quarter rose to 122,900 (2616 transistorized); 3rd quarter, 190,000 (30,257); 4th quarter, 243,000 (69,367) -- 642,000 total for the year of which only 102,240 were transistor sets.

Figures for 1958 by months thus far available: Jan., 34,000 (26,309); Feb., 62,000 (27,583); March, 102,000 (71,525) -- total for first quarter, 198,000, of which 125,417 were transistor sets. Second 1958 quarter figures are less complete, April's total being 147,000 units, transistor figure unavailable. No figures are available for May & June. But 2nd quarter total is 472,000, as given out by Japanese Trade Ministry -- 6-mo. grand total to 670,000 (transistor figure unavailable).

Japanese propaganda has given impression that "practically all" 1957 radio exports to U.S. were of transistor variety. Actually, only 102,240 of the 642,000 radios imported from Japan that year were transistorized.

Trend since has been sharply upward. In first 1958 quarter, transistor radios accounted for 63% of total imports from Japan -- 125,417 out of 198,000. And it's generally conceded that percentage of transistor sets to total imports continues to rise monthly. If Japanese Trade Ministry report of 2nd quarter total exports to the U.S. -- 472,000 units -- is correct (Commerce Dept. says its figures in past have been), as many as 300,000 transistor radios may have come in during that period.

We don't know where they all are, frankly; can't find a major market in which Japanese transistor radios have shown up in large quantities. We've talked with the best merchandisers in the industry and they're equally puzzled. Frank skepticism is expressed that some of published figures are correct; one labeled them "Jap propaganda intended to persuade distributors and dealers to get on Japanese bandwagon."

"Nobody has bought more than 2500 Japanese transistor radios," we were told by a top executive. "We've checked from coast to coast, are sure industry is being victimized by propaganda. There isn't capacity there to make 1,000,000 sets."

It's estimated that about 1,600,000 fully transistorized sets have been made in the U.S. this year to date, or some 32% of total. We can't compare the number of Japanese and domestic transistorized radios currently on market because of the controversy over accuracy of Tokyo figures -- and Commerce can't vouch for figures after March 30. However, figures clearly indicate steady increase in the rate of imports -- and show that total transistor imports in first 1958 quarter was greater than in the whole of 1957. [For more about Japan's import plans, see p. 13.]

**TV-Radio Production:** TV output was 118,811 sets in week ended Sept. 19 vs. 145,289 preceding week and 161,749 same week in 1957. Year's 37th week brought total TV production to 3,324,581 sets vs. 4,263,000 last year. Radio production for week was 309,962 (109,901 auto) vs. 295,249 (89,210 auto) in preceding week and 327,829 (91,068 auto) same week last year. Radio output for 37 weeks was 7,067,687 units (2,179,904 auto) vs. 9,008,221 (2,920,177 auto) in same 1957 period.

**Trade Personals:** Donald H. Kunsman, operations v.p., promoted to pres. of RCA Service Co., succeeding Edward C. Cahill who continues as consultant . . . G. Barron Mallory, son of founder of P. R. Mallory, Indianapolis, named company's administrative v.p., resigning his partnership in N. Y. law firm of Brown, Wood, Fuller, Caldwell & Ivey . . . Joseph J. Grabiec, ex-Philco Landsdale tube div., named marketing mgr. of Raytheon receiving tube div.; George Loomis, ex-Sylvania, named manufacturing mgr. . . . Dr. Kurt Schlesinger, ex-Motorola, named consultant to GE cathode ray tube dept. . . . Willis L. Wood promoted to mgr. of Admiral's consolidated accessories, service & parts div. . . . Wm. H. Chaffee, ex-Philco radio div. v.p., named procurement director of American-Standard & Standard Sanitary Corp. . . . Charles A. Kohr, RCA electronic tube div., Lancaster, elected district v.p. of Instrument Society of America . . . Donald H. Hangen promoted to Cincinnati district sales mgr. for GE tubes & components . . . Edward J. Carney promoted to adv. & sales promotion mgr., semiconductors & components, RCA electron tube div. . . . Robert A. Foster, ex-Hughes Aircraft, named contracts administration chief of Siegler's Hallamore Electronics div. . . . Clarence K. Yutkowitz, ex-Fairchild Camera & Instrument Co., named mgr. of Adler Electronics transistor dept. . . . David Petrig promoted to chief engineer of ORRadio manufacturing div. . . . Charles L. McAbe promoted to manufacturers sales mgr. of Shure Bros. . . . Edward Wallerstein, retired pres. of Columbia

Records, onetime head of RCA Victor Record Div., now heads planning & operations board, Kapp Records . . . Monty Kay, talent mgr. & concert promoter, named v.p.-gen. mgr. of United Artists Records and United Artists Music, succeeding Alfred H. Tamarin, resuming former post in publicity dept. . . . Vin Zeluff, ex-managing editor of *Electronics*, named managing editor of *Electronic Equipment Engineering*, Sutton publication; Ray Cromley, Washington editor . . . Harry Scheeter, ex-Warren-Connolly, N.Y. Motorola distributor, since May gen. mgr. of Zenith's N.Y. branch, elected v.p.

**ELECTRONIC PERSONALS:** Dr. Henry W. Bode and Jack A. Morton promoted to v.p.'s of Bell Labs . . . Edmund F. Baxter promoted to treas. of Western Electric, succeeding H. Hastings Redall, retiring . . . Donald F. Wentzler promoted to ITT planning & organization director; Edward J. Felesina promoted to public relations & adv. director . . . John E. Garner promoted to asst. chief engineer of Stromberg-Carlson telecommunication engineering dept., succeeded by Sherman B. Weiner as military electronic engineering mgr.; Robert M. Seibert promoted to engineering administration mgr. . . . Ralph B. Reade, ex-RCA, named mgr. of Hughes Aircraft airborne communications div. . . . Eugene D. VanDuyne promoted to defense electronics service dept. mgr., RCA Service Co. . . . Guy K. Patterson named project engineer of Philco's Sierra Electronics div., Menlo Park, Cal.

**Who's Who in Electronics:** Combining the separate Electronics Executives and Electrical Equipment Executives categories in the new Vocational Index to the 1958-59 *Who's Who in America* (see also pp. 3 & 14), we come up with very nearly 250 names—but, curiously enough, some of the biggest names in electronics do not appear in either listing.

That's not because they're not in *Who's Who*, mind you, but because they're listed under Industrial Executives and various other categories. For example, *Who's Who* does include such important industry names as Benjamin Abrams, Charles Francis Adams, Wm. Balderston, Max Balcom, John L. Burns, James H. Carmine, Lee DeForest, Allen DuMont, David R. Hull, Paul Galvin, Robert Galvin, A. N. Goldsmith, Frank Folsom, Frank Freimann, E. F. McDonald (deceased), Don Mitchell, Richard A. O'Connor, Hugh Robertson, David Sarnoff, James D. Secrest, Robert A. Seidel, Ross Siragusa, James M. Skinner, Robert C. Sprague, W. W. Watts—and probably many others not in the listings below.

We combined the Electronics Executives listing, which had only 58 names in the *Who's Who* Index, with the Electric Equipment Manufacturers category (179 names) for the reason that there was so much overlap. Here are the names in the 2 Index categories, by states & cities.

**ALABAMA:** Opelika—J. H. Orr.

**ARIZONA:** Phoenix—J. C. Lincoln.

**CALIFORNIA:** Beverly Hills—C. B. Thornton. Culver City—L. A. Hyland. Los Angeles—H. L. Hoffman, Edmund Langmead, E. E. Olson, Joseph Pengilly, Simon Ramo, D. E. Wooldridge. Pasadena—P. S. Fogg. Pleasanton—R. D. Bennett. San Diego—G. T. Lorraine. San Francisco—R. W. Kimberlin, R. W. Turnbull, C. C. Walker. Santa Barbara—H. O. Paxon.

**CONNECTICUT:** Bridgeport—H. C. Landsiedel, C. R. Pritchard. Hartford—J. R. Cook, D. H. Murphy. Plainville—Robert Blythin, W. C. Wichman. Stamford—L. R. Groves, Harry Landsiedel. Willimantic—J. A. Flanzer.

**DISTRICT OF COLUMBIA:** A. L. Milk, W. B. Stringham.

**FLORIDA:** Miami—H. Y. Kinard.

**GEORGIA:** Atlanta—O. O. Rae, C. L. Redd.

**ILLINOIS:** Chicago—W. E. Cornelius, B. A. Braham, G. E. Gustafson (deceased), R. P. Gwinn, K. E. Hassel, W. C. Hasselhorn, Samuel Kaplan, Donald MacGregor, E. F. Mulhorn, L. F. Muter, John Reine, O. L. Thoades, C. V. Rosenberry, H. T. Van Mell. Evanston—R. E. Beam. Melrose Park—J. O. Burke.

**INDIANA:** Evansville—H. B. Walker. Fort Wayne—L. F. Cramer, H. A. MacKinnon. Kokomo—B. W. Cooper. Lafayette—J. E. Bixler.

**IOWA:** Cedar Rapids—A. A. Collins. Newton—Fred Maytag.

**MAINE:** Bangor—R. N. Haskell. Portland—H. M. Harris.

**MARYLAND:** Frederick—L. V. Roughtan.

**MASSACHUSETTS:** Boston—N. M. Duchemin, E. E. Martin. Foxboro—B. H. Bristol. Lynn—H. E. Strang. Malden—H. C. Guterman. North Adams—E. L. Ward Jr. Pittsfield—R. L. Gibson.

**MICHIGAN:** Ann Arbor—J. G. Tarbou. Detroit—C. A. Harlan. Sturgis—J. N. Kirsch.

**MINNESOTA:** Minneapolis—R. H. Olson.

**MISSOURI:** St. Louis—J. H. Devoe, L. W. McLeod, W. B. McMillan, J. J. Mullen Jr., F. H. Pillsbury, A. H. Schettler, William Snead, John Woodbridge.

**NEW JERSEY:** Camden—J. S. Carter, V. D. Goubeau, A. L. Malcarney, D. F. Schmit, T. A. Smith, J. M. Toney. Clifton—D. T. Schultz. Elizabeth—G. C. Thomas Jr. Maplewood—Alan Hazeltine. Newark—D. V. Edwards, H. W. Harper, E. R. Mellen, D. R. Morse, Ross Nichols, F. M. Sloan. Princeton—H. F. Olson, C. J. Young, Vladimir Zworykin.

**NEW YORK:** Bayside—W. E. Kinston. Bronxville—Leonard Kebler. Brooklyn—N. G. Anton, W. P. Smith. Buffalo—Tom Turner. Garden City—Marvin Hobbs. Great Neck—J. K. Gowen Jr. Little Neck—J. B. Dow, W. A. MacDonald, S. M. Thomas. New York City—Jens Bache-Wiig, I. F. Baker, J. W. Belanger, F. J. Borch, L. R. Boulware, Meade Brunet, H. T. Brunn, J. W. Bunting, R. J. Cordiner, R. A. Correa, Philip Cortney, C. B. Delafield, W. R. Dietz, E. W. Engstrom, E. R. Fryer, F. E. Gibson, L. C. Guest Jr., N. B. Hall, L. A. Hammarlund, W. B. Harrison Jr., A. B. Kinzel, W. E. Knox, E. H. Leavey, C. H. Linder, J. D. Lockton, G. F. Maedel, D. G. Mitchell, T. H. Mitchell, W. V. O'Brien, C. M. Odorizzi, H. A. Olson, G. L. Phillippe, H. H. Reddall, P. D. Reed, A. L. B. Richardson, H. L. Richardson, Frank Sleeter, Gerard Swope Jr., A. F. Vinson, B. K. Wickstrum. Niagara Falls—F. W. Dennis. Oswego—W. A. Kitts II. Schenectady—J. M. Crawford, T. S. Fuller, W. S. Ginn, C. G. Suits, B. L. Vosburgh. Syosset—Richard Hodgson. Syracuse—W. R. G. Baker, T. E. Munson, J. B. Russell Jr. Thornwood—Robert Paxton. Utica—W. A. Mathewson.

**OHIO:** Cincinnati—J. S. Parker, R. E. Stockwell, L. A. Wine. Cleveland—R. M. Besse, W. C. Brown, A. F. Davis, P. V. Dopler, G. W. Heise, E. E. Helm, Sam Littlejohn, D. W. Millham. Dayton—R. S. Laing. Mansfield—J. H. Ashbaugh, J. W. Craig. Toledo—I. O. Goodnight. Youngstown—J. A. Coakley Jr.

**PENNSYLVANIA:** East Pittsburgh—J. A. Hutcheson, L. B. McCully, C. F. Wagner. Lancaster—K. C. Gifford. Philadelphia—C. R. Cary, J. H. Gillies, L. F. Hardy, K. C. Meinken, C. F. Norberg, C. S. Redding, W. C. Rowland, David N. Smith, N. L. Whitecotton, L. J. Woods. Pittsburgh—C. H. Bartlett, R. D. Blasler, G. H. Bucher, M. W. Cresap Jr., J. K. Hodnette, L. E. Lynde, G. G. Main, D. S. McFeatters, A. C. Monteith, E. T. Morris Jr., H. M. Muller Jr., C. P. Myers, A. L. Nadai, L. E. Osborne, J. E. Payne, A. H. Peterson, G. A. Price, A. L. Robinson, W. C. Robinson Jr.

**TEXAS:** Dallas—C. F. Born, V. A. Elmblad.

**VIRGINIA:** Norfolk—R. C. Osborne.

**WASHINGTON:** Seattle—J. P. Lawton.

**WISCONSIN:** Milwaukee—G. S. Crane, C. O. Wanvig, R. G. Wheaton.

**The Zenith Stock Flurry:** Reason Zenith pres. Hugh Robertson was constrained to issue a cautionary statement to the press Sept. 22 on Zenith's present and prospective business is simply that Zenith management saw no special reason for last week's extraordinary stock flurry, which saw its quotations jump from week's low of 111 to Fri. closing of 132—latter figure representing rise of  $9\frac{7}{8}$  points in just one day. This week, Zenith went up to high of  $134\frac{7}{8}$  but had receded to  $119\frac{1}{2}$  at Fri. closing.

It's likely that Zenith is now a good second, if not tied for second with GE-Hotpoint (Vol. 14:31), in TV set volume which is improving fairly well—and Robertson stated that third quarter sales will be better than year ago. Earnings, however, may not be as good as some may expect, he said, referring to labor readjustments and higher costs and mentioning probability of raising prices. He said no stock split is planned for Nov. board meeting as rumored, and no major acquisitions are under consideration, though these are always being looked into.

Unit production of TV sets for first 8 months of this year are nearly 13% ahead of same 1957 period, with radio and hi-fi also up. In the 1957 third quarter, Zenith earned \$2,487,164 (\$5.05 per share) on sales of \$44,648,062 (Vol. 13:44). In first 6 months of this year, sales were \$74,470,506, up 32% from 1957 period; profit was \$2,989,684 (\$3.04 per share, after adjusting for 2-for-1 stock split), up 24% from first half 1957. Last year as whole was second best in company's history: Net earnings \$8,165,677 (\$16.58 per share) on total sales of \$160,018,978, profit up 32% and sales up 13% from 1956 (Vol. 14:9, 12).

Note: Zenith currently is doing little or nothing in campaign for pay TV in general and its Phonevision system in particular. This fall, promoting its new consumer lines, it's buying more TV-radio time, notably sponsoring some of the half-hour segment's on NBC-TV's *Steve Allen Show*, Sun. 8-9 p.m., thru Foote, Cone & Belding, Chicago.

Reports & comments available: On Sylvania, review by Thomson & McKinnon, 11 Wall St., and analysis by A. J. Cortese of Van Alstyne, Noel & Co., 52 Wall St., N. Y. On Hoffman, report by Fred F. Milligan of W. E. Burnet & Co., 11 Wall St., N. Y. On Litton, evaluation by Burnham & Co., 15 Broad St., N. Y. On Beckman Instruments, review by Ira Haupt & Co., 111 Broadway, N. Y. On ITT, appraisal by J. R. Williston & Co., 115 Broadway.

Dividends: Packard-Bell,  $12\frac{1}{2}\text{¢}$  payable Oct. 25 to stockholders of record Oct. 10; Daystrom, 30¢ Nov. 14 to holders Oct. 27; Amphenol, 30¢ Oct. 31 to holders Oct. 17; Warner Bros., 30¢ Nov. 5 to holders Oct. 10; Howard W. Sams, 12¢ (year's 5th dividend, for total of 60¢ vs. 50¢ in 1957) Oct. 25 to holders Oct. 15; Avco, 10¢ Oct. 31 to holders Oct. 20.

Beckman Instruments had loss of about \$1,000,000 in year ended June 30 vs. profit of \$209,432 year earlier despite slight increase in sales, says preliminary report. Pres. Arnold Beckman attributed loss to "writeoffs for inventory adjustments, unprofitable contracts now fulfilled," said 4 of 6 divs. are now in the black.

British electronics exports totaled \$121,500,000 in 1957, Radio Industry Council estimates.

Louis Martin is gen. marketing mgr. of Westinghouse tube div., Elmira, now assisted by Joseph C. Lane Jr., who is succeeded as adv. & sales promotion mgr. by Joseph P. Lynch. We erred in reporting last week that Mr. Martin was adv. & sales promotion mgr.

**Japanese Export Plans:** Its prices low, quality high, Japan now claims to be the world's largest exporter of transistor radios—and its manufacturers, already shipping increasing numbers to U. S. market (p. 11), are mapping long-range plans to improve sales and service here, are even reported readying a radio service center in N. Y. to carry out market surveys and public relations activities. That's gist of official communiques from U. S. commercial attaches in Tokyo to Commerce Dept.

Japan's exports of transistor radios to the world were running at an annual rate of 1,000,000 units of which more than 60% were destined for U. S., a communique reported in early Aug. "No export goal has been set for U. S. but industry sources indicate they hope to sell 100,000 sets monthly before too long. Transistor radio capacity of 40 firms in Japan is about 2,000,000 sets a year."

A later communique states that "Japan Machinery Exporters Assn. estimates March-May 1958 export of transistor radios was about 50,000 to 70,000 units monthly, 3 times annual exports of 227,657 in Japanese Fiscal Year 1957 (ended March 31)." Another says: "Technological agreements with foreign firms have provided much of the know-how for Japanese producers of radio & TV sets and their electronic components, especially in the manufacturer of transistorized radios . . .

"Only about 50% of Japan's transistor sales in the U. S. have been made through distributor channels; the other 50% have been made through brokers. The use of brokers has led to some confusion in the marketing of transistor radios."

EIA elects 13 new members: Aeronutronic Systems, Glendale, Cal.; Amco Engineering, Chicago; Continental Illinois National Bank & Trust Co., Chicago; Martin Co., Baltimore; Master Mobile Mounts Inc., Los Angeles; Resitron Labs, Santa Monica; Siegler Corp., Los Angeles; SNC Mfg. Co., Oshkosh, Wis.; Syncro Corp. electronic div., Hicksville, O.; U. S. Semiconductor Products, Phoenix; United Transformer Corp., N. Y.; Wyco Metal Products, N. Hollywood, Cal.

Siegler's Olympic div. adds TV-radio-hi-fi combination equipped for stereo to 1959 line, plans 10% increase in fall consumer products ad budget, according to sales v.p. Morton M. Schwartz. He says that "with the recession scare waning, consumer purchasing will show a marked increase, although such purchases will continue to be selective." Also added to line is 17-in., metal cabinet portable with built-in 40-in. telescopic antenna.

Defense electronics procurement in 1958 fiscal year totaled \$4,050,000,000, highest amount spent by the military for electronics in any one year, according to EIA. Largest portion, \$1,446,000,000, went for aircraft electronics; next largest, \$1,268,000,000, for missiles. Cumulative spending by Defense Dept. for electronics since Korean War was estimated at nearly \$23 billion.

EIA Standards Lab has started operations at 23 Green St., Newark, N. J., under director of G. F. Hohn. Tube & semiconductor div. reports new standards agency is ready to perform measurements for tube & semiconductor manufacturers in accordance with recommendations of Joint Electron Device Engineering Council.

Belock Instrument's new recording div. will issue 10 stereo disc and tape releases monthly beginning in Oct., according to pres. Harry Belock, who said div. anticipates \$10,000,000 gross sales in 1959.

# Do You Know That...

**WHO'S WHO IN AMERICA**, 1958-59 edition, is out with a Vocational Index which, under the category Radio-TV Executives, lists those of the TV-radio broadcasting industry whom it has selected for inclusion. Only about 200 names are indexed—and a close perusal indicates some of these were indexed in the wrong category, so that the list by no means embraces all the electronic entertainment industry bigwigs whose biographies appear in the giant 3388pp. volume.

For example, although there's another 424-name category headed Entertainment, mostly names of showfolk, we find such names as these under the Radio-TV Executives category: Ozzie Nelson, Art Linkletter, G. V. Denny Jr., Irma Phillips, Douglas Edwards, Pauline Frederick, Robert Q. Lewis, Merrill Mueller, Martha Rountree, Robert Trout, Harry Wismer.

Yet, under Entertainers, are such more or less kindred names as Martin Agronsky, Griffing Bancroft, Morgan Beatty, David Brinkley, Ned Brooks, Cecil Brown, Ned Calmer, H. C. Cassidy, W. W. Chaplin, Ray Henle, Hazel Markel. Not categorized, but definitely in *Who's Who*, are Charles C. Collingwood and Edward R. Murrow.

\* \* \* \*

Also on the Radio-TV Executives list, as indexed by *Who's Who*, we find such names as Dr. J. H. Dellinger, retired radio chief, Bureau of Standards; Dan E. Noble, Motorola v.p.; George W. Bailey, exec. secy. of IRE; Martin Benedek, General Instrument Co.; H. H. Beverage, RCA; J. K. Smith, National Radio Institute—although you would expect to find them in the Electronics Executives category (see p. 12). Also, admen C. T. (Terry) Clyne, McCann-Erickson; Roger Pryor, Foote, Cone & Belding; Dick Pinkham, Ted Bates & Co.—although there's an Advertising Agencies category with 423 names. Still listed as TV-Radio executives are Theodore C. Streibert, now with the Rockefeller interests and no longer connected with TV-radio, and Chris J. Witting, now Westinghouse consumer products v.p.

The Newspaper Executives category has 1176 names, many of them as much identified with their TV & radio operations as with printed journalism. Then there's the Producers-Directors category, 105 names, in which we find the names of Louis G. Cowan, now pres. of CBS-TV; J. D. Wrather Jr., Desi Arnaz, John Guedel, Mark Goodson, Larry Spivak & W. S. Todman, all of whom won their greatest fame in TV-radio.

Among Writers & Editors but identified largely with TV-radio, *Who's Who* includes Charles C. Butterfield, ex-radio editor of AP; O. H. Caldwell, retired, founder of *Electronics* and editor for many years of various trade journals; Orrin E. Dunlap, ex-*New York Times*, now an RCA publicist & v.p.; Martin Codell, *Television Digest*; Donald G. Fink, ex-editor of *Electronics* and *IRE Journal*, ex-pres. of IRE, now with Philco; Abel Green, *Variety*; Sol Taishoff, *Broadcasting*.

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These are the remaining *Who's Who* listings under Radio-TV Executives; there may be some others elsewhere in the huge volume, but they're not indexed as Radio-TV Executives by *Who's Who* itself—nor are we making any effort here to include any of the other *Who's Who* categories except Electronics and Electrical Equipment, which will be found on p. 12:

## A TV Factbook on Every Desk

**TELEVISION FACTBOOK** No. 27, Fall-Winter edition of the TV-radio & other electronic entertainment industries' first, most widely used and most frequently quoted data book, has now been mailed to all full-service subscribers of *Television Digest* and to about 2500 extra-copy buyers. Completely indexed, this 496pp. semi-annual "almanac" provides ready access to a wealth of basic data on all U. S., Canadian and World TV stations and networks (including complete rate cards of the U. S. & Canadian networks and digests of all station rate cards); new census of TV sets by states & counties; data on all CPs outstanding and applications pending; updated allocations tables. All other depts. have been updated, too, including directories of the FCC, TV sales reps, program producers & distributors, manufacturers of TV-radio sets, tubes & transistors, TV-radio attorneys, consulting engineers, specialized consultants, electronic labs, etc., etc. Included with each *Factbook* is a revised copy of our 34x22-in. Map of TV Cities and Network Interconnections, in color, suitable for framing. *Television Factbook* No. 27 costs \$5 for a single copy; \$3.50 each for 5 or more.

- ALABAMA: Birmingham—H. P. Johnston.  
CALIFORNIA: Hollywood-Los Angeles—H. S. Ackerman, W. H. Brown, Guy della Cioppa, W. D. Ingram, H. S. Mc'ghan, Frank Mullen, T. N. Sarnoff, A. J. Scalpone, J. Van Volkenburg, F. W. Wile Jr. Oakland—S. F. Sackett. Santa Barbara—H. C. Butcher.  
CONNECTICUT: Hartford—P. W. Morency, L. J. Patricelli. Newtown—W. G. H. Finch. Stamford—L. W. Lowman. Westport—J. K. Smith.  
DISTRICT OF COLUMBIA: T. A. M. Craven, J. S. Hayes, R. F. Hurligh, F. M. Russell, J. W. Thompson (WMAL—*Washington Star*); Ralph Hardy, ex-CBS (deceased).  
FLORIDA: Miami—A. J. McCosker, George B. Storer, Niles Trammell, Lee B. Wallis. Tallahassee—J. H. Phipps. W. Palm Beach—John H. Perry Jr.  
HAWAII: Honolulu—J. H. Worrall.  
ILLINOIS: Chicago—H. L. Atllass, Jules Herbuveaux, Bernard Jacobs, C. H. Marts, W. L. Quaal, S. C. Quinlan. Springfield—O. J. Keller.  
INDIANA: Bloomington—Sarkes Tarzian.  
IOWA: Sioux City—W. R. Perkins.  
LOUISIANA: Baton Rouge—Douglas Manship. Monroe—J. A. Noe. New Orleans—R. D. Swezey.  
MARYLAND: Baltimore—E. K. Jett, J. P. Wright.  
MASSACHUSETTS: Boston—Norman Knight, H. L. Travers.  
MICHIGAN: Ann Arbor—J. C. Crabbe. Dearborn—F. A. Knorr. Detroit—J. L. Booth, J. F. Patt, G. W. Trendle. Kalamazoo—J. E. Fetzer.  
MISSOURI: St. Louis—Elzey Roberts.  
NEBRASKA: Lincoln—J. W. Seacrest. Omaha—Todd Storz.  
NEW JERSEY: Princeton—H. M. Bitner.  
NEW YORK: Buffalo—G. F. Goodyear, John H. Norton Jr. New York City—E. A. Accas, H. V. Akerberg, Sidney P. Allen, C. T. Ayres, H. R. Bannister, Claude Barrere, C. C. Barry, I. S. Becker, A. R. Beckman, T. H. Belviso, H. M. Beville Jr., K. W. Bilby, H. C. Bonfig, J. F. Brauner, W. B. Campbell, Slocum Chapin, L. B. Cherry, J. M. Cliford, Fred Coe, C. H. Colledge, Ted Cott, D. W. Coyle, M. J. Culligan, M. H. Dann, J. A. Danzig, J. F. Day, E. J. De Gray, J. E. Denning, C. R. Denny, William Dozier, O. F. Elder Jr., W. H. Fineshriber Jr., J. M. Gaines, Wm. Goodheart, Bernard Goodwin, Lewis Gordon, Lester Gottlieb, R. F. Guy, A. L. Hammerschmidt, O. B. Hanson, W. S. Harrison, Louis Hausman, A. H. Hayes, W. S. Hedges, J. V. Heffernan, W. H. Hylan, E. L. Jahnce Jr., Merle Jones, J. J. Karol, R. E. Kintner, H. L. Letts, T. H. A. Lewis, William Lodge, Frank Marx, J. A. McDonald, T. B. McFadden, D. H. McGannon, J. W. McPherrin, Sig Mickelson, W. C. Miner, R. A. Monroe, H. L. Morgan Jr., R. H. O'Brien, T. F. O'Neil, W. S. Paley, C. W. Petersmeyer, J. B. Poor, R. J. Puff, H. E. Rettig, Paul Roberts, Hubbell Robinson Jr., G. R. Ruppel, Emanuel Sacks (deceased), R. S. Salant, R. W. Sarnoff, Robert Saudek, E. L. Saxe, R. A. Schmid, W. A. Schudt Jr., W. D. Scott, J. M. Seward, Dean Shaffner, E. L. Shainmark, S. N. Stegel, J. L. Sinn, J. A. Stable, C. M. Stanton, Frank Stanton, Alex Stronach, J. C. Swayze Sr., K. B. Sweeney, Davidson Taylor, Harry Trenner, Oliver Treyz, S. L. Weaver Jr., R. M. Weitman, Mort Werner, Merle S. Wick, G. B. Zorbaugh. White Plains—Helen S. Straus.  
OHIO: Cincinnati—J. D. Shouse, F. W. Ziv.  
OREGON: Ontario—Mrs. O. B. Cornett.  
PENNSYLVANIA: Philadelphia—Don Thornburgh, L. E. Yoder. Pittsburgh—John F. White.  
TENNESSEE: Memphis—H. H. Bunchman, J. H. Cleghorn.  
WASHINGTON: Seattle—Dorothy S. Bullitt.  
WISCONSIN: Milwaukee—W. J. Damm, Don Durgin.