

WEEKLY **Television Digest**

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 The authoritative newsletter for executives of TV and associated radio and electronics arts & industries

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ADVERTISING & ETV: J. Walter Thompson pres. Norman Strouse thinks ad industry should explore developing ETV. Heads of other big agencies decline comment (p. 17).

FCC WEIGHS JUSTICE'S ANTI-OPTION TIME VIEWS: The whole question of option time is now finally & completely before the FCC, with Justice Dept.'s submission of its formal opinion this week—that option time is a violation of anti-trust laws. Commission also released its "findings" on the subject.

There was no surprise in either document. Justice Dept. hasn't kept its views secret (Vol. 15:2), and FCC's 4-3 vote holding that option time is "reasonably necessary" to network operation has been known for some time (Vol. 15:3).

What next? FCC will study Justice's opinion, for weeks if not months, then produce a final opinion on fate of option time. Commission has many alternatives, but it's a good guess that the 4-man majority (Doerfer, Lee, Craven, Cross) will insist that option time is in the public interest. If it does, it's then up to Justice Dept. and/or private litigants to bring action against networks in the courts.

FCC's major alternatives are these: (1) Hold that option time is in the public interest—period. (2) Agree with Justice Dept. and abolish option time. (3) Modify its option time rules to the point that Justice will agree they're no longer illegal. (4) Agree that option time is illegal, but insist that it's necessary—and ask Congress to grant "immunity" for the practice.

FCC's findings conclude that some elements of TV industry—some stations, advertisers, reps, program producers—may suffer competitive disadvantage under option time, being unable to get prime station time. However, Commission believes that loss of option time might eviscerate networks—and this would not be in the public interest.

Justice Dept.'s anti-trust chief Victor R. Hansen analyzed FCC's findings in light of string of court decisions as long as your arm and concluded that law requires outlawing of option time—regardless of what effect it has on networks.

FCC's document discloses, for first time, the reasoning of dissenters Hyde, Bartley & Ford. Basically, they believe networks can get along quite well without option time. Hyde goes further & says that networks invite more & more govt. regulation if they insist on the "protection" of option time. For details see p. 5.

MUTUAL NETWORK SOLD AGAIN: The woe-begone Mutual Broadcasting System was unloaded at week's end by Hal Roach Jr., its unhappy inheritor in the Guterma scandal. Its 3rd purchaser in 2 years was identified as a well-heeled group of N.Y. businessmen headed by Malcolm Smith, pres. of importer Harrison Home Products Corp. (565 5th Ave.).

Operating head of network probably will be Adolf N. Hult, onetime MBS sales v.p. who was with Mutual for more than 20 years starting in 1934. He's understood to be member of group which late Fri. March 8 bought option for MBS for undisclosed sum. He started in radio in 1930 at Chicago's WGN.

New management team, said to have connections with a phono-record firm, took over network reins immediately to "quiet the rumors going around the network." Purchasers pledged to continue the 453-station network's present format of news, special events & sports.

Sale of network was unofficially cleared by federal court and SEC, former Hal Roach management says in answer to reports that official transfer might be blocked by legal action. There are moves on many fronts to appoint receiver and stop sale of assets of F.L. Jacobs Co., former happy-trading-ground of financial wizard Alexander L. Guterma. Mutual's seller was Scranton Corp., controlled by Jacobs Co., of which Roach is now listed as virtually sole owner. For details, see p. 7.

FULBRIGHT: 'LET FCC HANDLE BOOSTER PROBLEM': Congress' first dissenting voice in the clamor for legitimization of vhf boosters is that of Sen. Fulbright (D-Ark.), as anticipated (Vol. 15:6). His position, delivered in long speech on Senate floor March 6, was this: Keep hands off FCC. The Commission had studied this thing thoroughly for years and had rendered a sensible decision.

As Chairman of Foreign Relations Committee, Fulbright is a senator of no puny stature. However, he's much outnumbered by pro-booster forces, including Sens. Magnuson (D-Wash.), Carroll (D-Colo.) & Allott (R-Colo.), Mundt & Case (R-S.D.), Curtis (R-Neb.), O'Mahoney & McGee (D-Wyo.), Mansfield & Murray (D-Mont.), Langer (R-N.D.), Chavez (D-N.M.)—plus a whole posse of members of the House (Vol. 15:4 et seq)—who have introduced 25 pro-booster bills & resolutions.

Fulbright used a smart theme in his speech, in these days when "FCC" and "influence" commonly appear in headlined charges. He stated:

"This Congress cannot expect the Commission to make the independent decisions for which it was created, and to command the respect of the public and of the Congress, if the Congress itself is guilty of undue interference in matters requiring the expert judgment of an expert agency.

"I find that the Commission's order is based upon its expert opinion, and that of its staff, that the illegal boosters and reflectors constitute a potential and practical source of interference to communications services assigned for the protection of life & property, and that such boosters are a potential & practical cause of destructive interference to TV reception on home TV receivers.

"In addition, the record shows that the Commission has developed and promoted the uhf translator service as a substitute for the boosters, and the Commission's studies have convinced it that the translators provide 'an excellent means' for obtaining rural area TV service . . . Let us leave the Commission alone and let it administer the Communications Act without undue interference."

FCC is still reconsidering its anti-booster ruling, meanwhile, and is expected to come to another decision within week or 2. As part of its investigation, it has had its Laurel, Md., labs examining 2 boosters

of the type reportedly being used in many communities. Both are called "vhf translators"—i.e., they receive on one vhf channel, rebroadcast on another. One is a 1/3-watt unit made by Mid-America Relay System Inc., 601 Main St., Rapid City, S. D. Other is a 1-watt device produced by Benco TV Assoc. Ltd., 27 Taber Rd., Rexdale, Ont., Can. Interestingly, latter firm has made a lot of equipment for community antenna systems—the mortal enemies of vhf boosters.

There's little doubt FCC will approve boosters, in opinion of Colo. Gov. Steve McNichols, whom we reached in Denver this week. "I don't believe the Commission really understood the situation until Chairman Doerfer visited here," he said. "The FCC is now testing low-priced equipment in its laboratories and I believe they'll find that they'll do the job. If FCC's work isn't done by June 30, I'm sure it will extend the time for booster operators.

"Booster operators will comply with new standards—to a man. If their operations would create interference, they just won't operate, and that would be that. Uhf translator signals just don't work in many areas. People in some places have invested a lot of money in them and found they didn't produce the signal in those canyons. I'm not against translators and CATV systems—if they work.

"People don't realize the problem out here. There are some 600,000-1,000,000 viewers affected. They just aren't going to give up TV. They need it most of all. They weren't trying to thwart the FCC."

OCDM SPECTRUM PLAN HEADS TOWARD SHELF: Eisenhower Administration went through expected motions this week to ask Congress to set up a White House commission on telecommunication management whose main job would be to untangle spectrum problems (Vol. 15:6-7,9). But it's unlikely that much more will be heard of it.

Identical drafts of administration bills for 4-point study by 5-man commission were sent to Senate & House by Leo A. Hoegh, director of the Office of Civil & Defense Mobilization. They followed up identical letters from President to Vice President Nixon & Speaker Rayburn (D-Tex.), urging Congress to carry out plans recommended after a quickie review of field by President's Special Advisory Committee on Telecommunications.

Likelihood of the bills becoming law is almost nil, however. There are hurdles in Senate—and a roadblock in House. Chairman Harris (D-Ark.) of House Commerce Committee, to which the Administration proposals were referred—routinely but ironically—wants no part of them. He is getting his own spectrum study under way, won't surrender jurisdiction to White House. In fact, last words on the commission idea may be spoken not in Congress but March 16 at Chicago convention of NAB, which helped stop legislation for a similar commission last year, fearing it would be dominated by the military. OCDM director Hoegh and Rep. Bray (R-Ind.), co-sponsor of last session's Potter resolution, are scheduled NAB speakers.

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For the record, however, Administration's commission would study: (1) Govt. "management of U.S. telecommunication resources." (2) "What changes, if any, should be made in the existing organizations or statutes." (3) Existing allocations to Govt. & other users. (4) Reallocations. As for FCC, it doesn't seem to care who makes a spectrum study—as long as one is made with competence. As one member put it to us this week: "It wouldn't hurt if both groups made a study. We'd get 2 points of view. One thing is sure: This split management of the spectrum isn't working out. It never did."

WHO'S SO EXPENSIVE NOW? TV people who are weary of hearing how dreadfully expensive their medium is for advertisers compared with other media, will welcome, if only for the novelty, NBC marketing study No. 173, which demonstrates a sadly unheralded trend: in the past 3 years, the cost of "delivered circulation" in network TV has shown remarkable stability—while the major print media have become progressively more expensive.

Only TV has succeeded in producing substantial circulation increases (34%), says the study, to match the cost increases (36%) which have been necessary. Newspaper cost rose 15% vs. a 2% circulation gain. And magazines rose 35% in cost vs. an 18% circulation gain. (These figures are all based on 1955-58 ANA & Nielsen reports. Compared units: 1000-line newspaper ads, b&w magazine single pages, and program & time charges for network ½-hour evening TV shows.)

RCA ENTERS TV TAPE RECORDER BATTLE: TV tape recording will be as hot a topic as ever at this year's NAB convention March 15-18—perhaps even hotter, with 2 companies now actively out to get telecasters to sign on the dotted line for recording equipment.

At this 4th convention A.T. (after tape)—in the same Hilton Hotel where Ampex's demonstrations electrified the TV industry in 1956 (Vol. 12:16)—the delegate who doesn't see his own picture recorded in color on a piece of oxide-coated acetate will be the delegate who didn't visit the equipment exhibits.

This year RCA is ready—and loaded—to offer real competition in TV tape recorder field. In its huge exhibit, feature attraction will be first production model of its color recorder, full of extras. These "most wanted features" include variable speed control, cueing system, cue track, master erase head, cue signal erase head, extra-capacity tape reel big enough to hold 96 minutes of programming, built-in video & audio monitors, CRO, etc. Price of complete monochrome package is \$49,500, color \$63,000.

Ampex is girding for competition this year with the 2nd largest exhibit space in show (2470 sq. ft. to RCA's 3150 & GE's 2465). It will have 3 Videotape recorders in action, with color camera & stage and, like RCA, the customary girl models (to show reproduction of flesh tones). Ampex will stick to its "basic recorder" approach: Buy your recorder now for \$45,000, add accessories later. Color accessory costs \$19,500.

Ampex will unveil new batch of accessories—cue & erase kit, tape timer, accessory rack, etc.—and can be counted on to remind telecasters that it has already delivered 300 recorders.

(For details on TV tape recorders and other equipment to be displayed at NAB convention, see p. 12. For a tape-commercial producer's comments on what tape can and what it can't do, see p. 13.)

NSRC GETS 17 STEREO-SYSTEM PROPOSALS: Stereo-broadcast systems seemed to be coming out of the woodwork March 4 when systems specifications panel of National Stereo Radio Committee held its first meeting in N.Y. Total of 17 systems was proposed for TV, AM or FM—almost as many as there were companies represented. And there will probably be more.

RCA put on sneak-preview test of this new single-channel AM stereo system (Vol. 15:9) 2 days before NSRC panel met. Day before meeting, Westinghouse demonstrated its own similar system.

RCA engineers were delighted with first on-air test—put on with no fanfare—and it's understood company has finalized on this new system as its AM stereo entry, dropping the system demonstrated last fall in Princeton (Vol. 14:43) and presumably several others in various developmental stages. New RCA technique got first test on WRCA, N.Y., 3:20-4:45 a.m. March 2. It will be tested further for 90 days.

Westinghouse & RCA systems both use combination of FM & AM on single AM channel to achieve compatible stereo. Full monophonic broadcast signal is amplitude-modulated, and "stereo information" is frequency-modulated on same channel. Westinghouse held non-broadcast demonstration of its system March 3 and is applying to FCC for on-air tests on Pittsburgh's KDKA. (For details of both systems, see p. 9.)

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There were few surprises at first meeting of NSRC's Panel 1, chaired by Hazeltine's Charles J. Hirsch and attended by 25 industry engineers. Little technical information was given about the proposed systems. Some companies merely wrote to panel stating they had systems they wanted considered & tested.

Proposed at meeting were 8 FM systems, 4 for AM, 2 for TV, plus Bell Labs' 2-channel time-delay technique (Vol. 15:9) and 2 systems unidentified as to use or band. Latter were proposed in writing by CBS and Standard Coil. Other new and unpublicized systems were proposed by Zenith (similar to Philco's FM system) and by Electroplex Corp. (which would use vacant TV channels in conjunction with FM band). All proposed systems are listed on p. 9.

Systems panel got right down to business, gave each member 5 minutes to state his views or espouse his system. The inevitable question—what is stereo?—came up, too, as expected. Subcommittee under Norman Parker of Motorola was named to define terms & compile references. Another, under Dorman Israel of Emerson (Ben Tyson, Sylvania, vice chairman), will classify characteristics of all proposed systems. They'll report to next meeting early in April.

Panel meeting was highly satisfactory to most members—even grizzled old-timers of NTSC—who felt a strong get-down-to-business spirit in the air and were optimistic that some speed could be made.

Note: British EMI's Percival system—one of those thrown into hat in a letter to panel—is understood to be scheduled for first U.S. demonstration at March 15-18 Chicago NAB convention.

Congress

ANTI-PAY-TV LOBBY: Television makes strange bed-fellows. Movie exhibitors, who blame home screens for their falling box office receipts held a strategy conference in Washington this week, and decided to fill a \$100,000 war chest to fight the enemy—pay TV.

The exhibitors' Joint Committee on Toll TV, meeting with the Theatre Owners of America, voted to ask all theater operators to kick in to the \$100,000 fund for "a completely united front" in support of a legal, engineering & public relations campaign against toll TV in all its forms.

As a starter in the drive, headed by JCTT chairman Phil Harling, many of the 60 exhibitors at the session paired off for reconnoitering on Capitol Hill to lobby for the anti-pay-TV proposals (Vol. 15:9) by House Commerce Committee Chairman Harris (D-Ark.). His bill (H. J. Res. 130) probably will go to hearings in April following the Easter recess of Congress. The movie-house delegations claimed to have made contact with 1/3 of the House and 2/3 of the Senate, finding anti-pay-TV sentiment running strong.

Conspicuously absent from the JCTT sessions was former co-chairman Trueman Rembusch, Indiana Allied States circuit chief who is on the outs with the rest of the committee. Rembusch wants the pay-TV opposition directed only at broadcast systems, not to wired systems which also are covered by the Harris resolution. But he has incited no revolt by other theatre owners, say JCTT sources.

The TOA, which once tried to raise a \$10,000,000 anti-TV trust fund to buy up post-1948 movies to keep them off the air (Vol. 14:21), left collection of the new \$100,000 pro-free-TV kitty pretty much to the JCTT. The trust fund idea meanwhile has been taken over by the new American Congress of Exhibitors.

Back on the Hill, another bill (HR-5254) "to prohibit the charging of a fee to view telecasts in private homes" was introduced by Rep. Morrison (D-La.).

High Cost of Probes: Chairman Magnuson (D-Wash.) of the Senate Commerce Committee presented an advance \$515,000 bill this week for TV-radio & other investigations this year—and ran into a floor hassle over the soaring cost of Congressional probes. He got his full appropriations, including \$290,000 for a special transportation study, but not before Sen. Ellender (D-La.) protested that Senate investigations in 1959 are costing more than \$4,000,000 vs. \$140,000 for all probes in 1940. "I am just wondering about the necessity for it all," said Ellender. Magnuson gave no timetable for his inquiries, but said they'd run all the way from pay TV, boosters and vhf-uhf to international radio frequencies. Meanwhile, Sen. Carroll (D-Colo.), whose special Judiciary subcommittee on administrative practices & procedures already had been given \$115,000 to study the FCC & other agencies (Vol. 15:7), picked his chief counsel. Colo. District Court Judge Joseph P. McDonald will head Carroll's staff for as-yet unscheduled hearings. McDonald was in headlines in 1955 when he presided at the trial of John Gilbert Graham for killing his mother & 43 others by planting a bomb in an airliner.

KSLM-TV (Ch. 3) Salem, Ore., was denied more time to build as FCC finalized an initial decision recommending the denial (Vol. 14:13).

The FCC

More about

OPTION TIME PROS & CONS: The Justice Dept.'s opinion as to the legality of option time (see p. 1) takes apart FCC's findings on the subject, item by item, and says that there's just no alternative to declaring the practice illegal. Justice's concluding paragraphs of its 14-page opinion just about wrap it up:

"Viewed either as an 'exclusive dealing' or 'tying' device, the Commission's own findings require the conclusion that option time runs afoul of the Sherman Act. Beside the point, therefore, is affiliates' limited right to reject network programs, as well as the view of a narrow Commission majority that option time 'is reasonably necessary for successful network operations and is in the public interest.' For, as in the *Paramount* [case] so here, the right to reject a limited share of tied copyrights cannot avoid illegality . . . Similarly rejected must be the 'earnest argument that' removal of option-time provisions 'will be very disadvantageous to [networks] and will greatly impair [their] ability to operate profitably'; for 'the policy of the anti-trust laws is not qualified or conditioned by the convenience of those whose conduct is regulated. Nor can a vested interest in a practice which contravenes the policy of the anti-trust laws receive judicial sanction':

"Such considerations apply with particular force here. For, as the Supreme Court long ago observed, and once again reiterated only within the week, the Communications Act recognized that the field of broadcasting is one of free competition. The sections dealing with broadcasting demonstrate that Congress has not, in its regulatory scheme, abandoned the principle of free competition as it has done in other areas."

FCC's findings were contained in a 40-page document ending with 18 "ultimate findings." Among the more important effects of option time found are these: (1) It requires affiliates to carry some programs they otherwise might not. (2) It has no "significant" effect on inter-network competition. (3) It limits access to prime station time on the part of program producers, reps, non-network advertisers. (4) It has helped non-network organizations because it has built attractive spot adjacencies. (5) Principal problem is station scarcity. (6) It's necessary to guarantee national advertisers a national audience. (7) It enables networks to place firm orders and to eliminate uncertainties in programming & sales. (8) It's necessary to avoid gradual erosion of station time clearances. (9) "The loss of advertiser business that would result . . . would be a double injury to the networks, since they would have to continue to program the time periods; with the slim margin of network profits, the loss of a few time periods could place network business in the red." (10) It's necessary to "maintain network programming, including news & public affairs programs, at present levels." (11) "It would be difficult to preserve the simultaneity of live programming which is the essence of the network's TV service, or to schedule programs in the relationship to each other that networks and their advertisers desire for maximum audience appeal."

Dissenter Hyde opined that networks could get necessary clearances without option time. Furthermore, he said: "if the Commission is to sanction the protection of networking because it considers the protection provided by

option time to be reasonably necessary . . . it will inevitably find itself more and more deeply involved in regulating the terms & conditions under which stations make their program choices. Regulation may well be required to provide adequate access for local & national advertisers, and local & national programs, during prime viewing hours. It is not unreasonable to conclude that a system of Commission rationing of station time among competing applicants may follow as a logical consequence."

Said dissenter Bartley: "In my judgment, networks would continue in existence in the absence of option time. This is not to say that I detect any particular public harm which has resulted from the restricted amount of time which the present rules allow a station to option to a network. Option time arrangements are clearly a business convenience as a sales tool for the networks, and serve as a shield against some defection from across-the-board clearances. On the other hand, however, the evidence in the record of the proceeding shows rather clearly that commercial network programs, both live and film, which had a high degree of quality and popularity, received substantial across-the-board clearance in station time."

Dissenter Ford put it this way: "I do not believe that the present option-time arrangement is the only device in the business relationship between stations and networks which is possible in order to preserve the benefits of the network system. A necessary feature of network operation is the obtaining of adequate station clearance for its programs. The business device of option time is one of the present means whereby that is achieved. There are undoubtedly other arrangements which would provide reasonable assurances that network programs would obtain satisfactory clearance and at the same time avoid the restraints of option time. This conclusion is supported by the fact that the networks now successfully program a number of hours outside of option time. The majority appears to recognize the correctness of this position in part when they conclude that option time is reasonably necessary but 'this does not necessarily mean that all of the features of the present option-time arrangements are necessary.'"

HELP ON EQUAL TIME: Broadcasters got some unexpected Congressional aid this week in their political equal-time troubles—which had been brought to a head by FCC's ruling that a candidate is entitled to match newscast appearances by an office-holding opponent (Vol. 15:8-9).

"Greatly distressed" by the 4-3 FCC interpretation of Sec. 315 of the Federal Communications Act in the Chicago Mayoralty campaign, Rep. Cunningham (R-Neb.) announced in the House that he would introduce legislation relaxing the rule. He invited others "to join me in sponsoring this or similar legislation."

At week's end there was no big rush on Capitol Hill to line up with Cunningham on the issue, which never before had aroused much interest. But Rep. Pucinski (D-Ill.) told us he was so indignant over the FCC's Chicago edict that he "undoubtedly will introduce legislation to repeal Sec. 315—or at least put some sense in it."

"The bill I am preparing," said Cunningham, "will relax the equal-time provision as it pertains to news coverage only. And it will spell out that the relaxation does not apply to coverage of individual candidates giving political talks, even when such political talks are part of the news coverage."

TV & radio newscasters aren't "naive," Cunningham assured the House. "They will watch & catch the candidate who is looking for a chance to turn such coverage into personal gain." And, he warned—as did NAB, CBS & ABC—that "strict enforcement of the equal-time rule as it pertains to news coverage will cause less effective coverage of both public service activities and govt. news." NBC hadn't yet spoken on the issue, but was readying a blast.

In his first formal statement on the Chicago case, NAB pres. Harold E. Fellows said this week that the FCC's ruling was a "grave impingement upon legitimate news reporting." The American Civil Liberties Union came to the broadcasters' defense, too.

On the Hill, Pucinski told us he was worried that the FCC's ruling—if carried out to its limits—"could mean a TV blackout for the whole country during a national political campaign." But the freshman member of the Chicago delegation said that right now he is particularly incensed by the possibility that the Sec. 315 interpretation would prevent telecasting of the traditional St. Patrick Day parade there March 17. Mayor Daley, Democratic nominee to succeed himself, will head the marchers.

The St. Patrick's Day issue was raised with the FCC by Stephen M. Bailey, gen. chairman of the parade. He wired the Commission that its equal-time decision "has been locally interpreted to preclude" televising of the event. He asked that the 4 Chicago TV stations be reassured that it will be "a legitimate news event," unaffected by Sec. 315. The FCC responded quickly that it saw no reason why the Act or FCC interpretations "should preclude" any broadcasts of the parade. It's "a matter within the control of the stations of your community, not the FCC."

Meanwhile, the man who started the Chicago rumpus—perennial candidate Lar (America First) Daly, who ran against Daley in the Democratic primary election and is now expected to become a write-in candidate—said he was ready to challenge FCC petitions by Chicago stations & the networks for reconsideration of the Sec. 315 ruling.

Having won his point that Sec. 315 gave him the right to TV appearances equal to those made by Mayor Daley in newscasts, Daly asked the FCC to hold tight until it heard from him on the question of reconsideration. The FCC took no further action, but one Commissioner who voted on Daly's side in the 4-3 ruling told us:

"The law gives us absolutely no discretion. It gives us no authority to police the material—to determine whether a candidate's appearance is news or a political pitch. Actually, the broadcasters always complain that the situation will be impossible during a campaign—but it usually works out quite well, with only a few rhubarbs.

"If we started trying to draw a distinction between news clips and outright political appeals, you'd see some of the longest, most political news clips you ever saw. It's up to Congress to change the situation if it wants to. But remember that Congress usually makes it tougher on broadcasters when it does change the law. For example, stations used to be able to charge a special higher 'political rate,' but Congress stopped that."

Said a Commissioner who voted against Daly rule: "This thing could be worked out to where I would be on the other side of the fence. You can't make a hard & fast rule on it. But in this particular case I thought the claims by Daly for equal time weren't warranted."

And in Chicago, Daly himself added this thought: "Right now [the stations'] best protection from the injustices of Sec. 315 is to lay off political coverage entirely. Put none of the politicians on the air. Otherwise, it is the established law, and the law is to be obeyed."

Networks

More about

MUTUAL NETWORK SALE: Transfer of an option to buy the ailing Mutual Broadcasting System climaxed 3 weeks of frantic negotiations by the Hal Roach group which had controlled the network since Feb. 13. The quick sale was an obvious attempt to prevent a stampede of sponsor & affiliate defections keyed to headline revelations about Alexander L. Guterma's shaky empire (Vol. 15:7-9).

At press time there was little information about the new ownership group—except Mutual's own word that it was well backed financially. The network itself announced only that the principal purchaser was Malcolm Smith, joined by his associates in the importing and phono-record business (see p. 2).

The agreement was reached at about 8:30 p.m. Fri. March 6 after a session which began at 11 a.m. Mutual's principal negotiator was v.p. Robert F. Hurleigh who had acquired an option from board chairman Hal Roach Jr.

Hurleigh said he had "subjugated" his own desire to buy Mutual in order to bring in a group with "large capital resources." Assisting Hurleigh in negotiations throughout the week were the other members of a 6-man executive committee, representing management, affiliates & talent. They were MBS exec. v.p. Blair A. Walliser, controller James Gladstone, commentator Fulton Lewis Jr., and Vic Diehm, owner of MBS affiliates WAZL, Hazleton, & WHOL, Allentown, Pa. At the time of the agreement, Lewis & Diehm weren't present, having given their proxies to Hurleigh.

The 4th radio network has been operating at a deficit for years and through 4 different ownerships. Its current liabilities are said to be more than \$600,000.

Originally an affiliate-owned network, MBS control was acquired in 1952 by Tom O'Neil's General Teleradio (now RKO Teleradio) when he bought WOR-TV & WOR from Macy's. Network was unprofitable, and Teleradio sold it in 1957 to a group backed by oilman Armand Hammer for a price reportedly between \$500,000 & \$800,000. After several management shakeups, MBS was sold last fall to Scranton Corp., which had previously bought Hal Roach Studios. At the time, the selling price was reported as \$2,000,000 in cash & stock—but now this would appear to have been an exaggeration.

When the Guterma scandals broke out, Hal Roach took over Guterma's interests and positions in Jacobs Co. & MBS and set out to unload the network. Just last week he almost cinched sale to Hollywood cosmetics firm Max Factor & Co., but final agreement couldn't be reached. Before the break-off, Factor chairman Davis Factor had indicated that his company intended to pay little or no cash after assuming network's "very heavy" obligations.

N. Y. Stock Exchange March 5 released an "insiders" report by Roach, listing his holdings of Jacobs stock as 130,000 shares. He said he owned 30,000 shares before he took over the holdings of Alexander Guterma Feb. 13. He told reporters he had a personal investment of more than \$1,000,000 in the Jacobs firm.

N. Y. federal Judge Sugarman this week moved up to Mon. March 9 the March 18 hearing on SEC's application for the appointment of a receiver for the Jacobs Co. SEC charged that Roach "stands in the shoes" of Guterma and "has not demonstrated the business acumen or judgment" to deal with the company's affairs.

Programming

Fearless Steve Allen: In an unusually intellectual performer-autobiography, currently running in *Look*, Steve Allen shows a surprising disregard of the public-relations shibboleth for the popular star that "Thou shalt not get too deep." Some of his comments signal either personal courage and/or a real desire to shock readers. Excerpts:

"I now subscribe to . . . *The National Review*, an extremely conservative publication, and *The Worker*, a Communist paper . . . My own studies have inclined me very little to reverence for man's total antiquity . . . From my own experience I eventually came to the conclusion that much prayer is wasted breath . . . It has always been a difficult thing to determine the true value of prayer anyway. [Allen indicated he favors prayer for thanksgiving not for heavenly assistance.] . . . Nature renders man able to mate & procreate at 13 or 14. Society, on the other hand, forces a wait of several years. So young people go through a decade of mingled desire, guilt, confusion and despair, with no happy solution . . . Most of the people whom I asked for food [when he was broke & hungry] turned me down. The only people who never said 'no' to me were the Mexicans of the Southwest . . . We [Christians] are far more accustomed to killing than to being killed . . . Am I worried about *Maverick's* rating? Good God, no; I am worried about mankind's rating."

Add Public Service TV: Activity sharpened this week in the field of educational & public service shows. Westinghouse Bcstg. Co. has booked Sen. Humphrey (D-Minn.) for *Youth Wants to Know*, and Sens. Morse (D-Ore.) & Goldwater (R-Ariz.) for *American Forum of the Air* kickoff shows this spring on TV & radio. Shows will be taped in Washington, aired on Westinghouse outlets in prime time, & syndicated to other outlets . . . CBS-TV has scheduled a special series of hour-long shows titled *The Dollar Debates*, dealing with such topics as inflation & taxes, and will air them on 3 successive Sundays starting Mar. 8 . . . The NBC-TV educational TV project series, *Tactic*, dealing with the fight to control cancer, has been made available via kines to NBC affiliates, with at least 71 expected to carry the 6-week series . . . The teacher awards committee of ABC-TV's *Bold Journey* series met in N.Y. to pick 380 teachers from among 2,500 finalists to receive 80 educational travel grants & 300 subscriptions to *National Geographic*.

The Legion of Decency has no TV jurisdiction of any sort, and avoids TV matters, explains Rev. Patrick J. Sullivan, S.J., asst. exec. secy., National Legion of Decency, saying he was misquoted in reports of his Feb. 22 speech in Philadelphia (Vol. 15:9). There won't be any organized effort by Roman Catholic bishops, he adds, to combat the "violence, horror & suggestiveness" in TV and films of which he had spoken. Rev. Sullivan said his original speech had touched on the subject "to pose the question before an adult audience of whether entertainment dealing with violence, such as TV Westerns, among other things, would deaden cultural sensibilities and inhibit creative talent."

Shooting the audition of a live show overseas is the latest wrinkle in video tape. Liberace, who's finishing his daytime show on ABC-TV, intends, while making a series of appearances in Britain this June, to tape in London the pilot of a new show. The tape will be flown back and viewed by ABC-TV executives as a possibility for the fall program lineup.

NBC's Prestige Ads: NBC-TV's large-space print campaign, themed "If I'd only known it was on, I'd have watched it," has the double purpose of building respect for TV as well as audience size. According to Ken Bilby, NBC public relations v.p. in charge of the project, a special mailing of 20,000 copies of one of the latest ads to opinion leaders & public figures has pulled "several hundred" unsolicited replies. "All," Bilby told us, "are favorable." Wrote the president of one of the top ad agencies: "The best idea I've seen yet in TV."

"The idea," Bilby told us, "is to point out to thinking people in govt., education, finance, business & the arts that there's lots of TV well worth watching even if they happen to hate Westerns. This is one time we're hoping other networks will follow our advertising lead." Britain's Granada TV is using an adaptation of the ad in high-IQ publications, and some TV stations and a few TV set distributors have told NBC they'd like to copy locally.

Currently, the NBC ads (developed & placed by Grey) are appearing in N.Y., Washington & West Coast newspapers and in TV trade publications.

Appraisal of American journalism on TV announced here (Vol. 15:8), has been moved up to March 29, when CBS's *Great Challenge* leads off with panel discussion of "Is American Journalism Meeting Its Responsibilities?" Broadcast as well as print media will be under examination. Following Sunday discussion will check into whether the American public is getting the information it needs. Broadcast people on the panels, both of which will be moderated by Eric Sevareid: Robert D. Swezey (exec. v.p. & gen. mgr., WDSU-TV & WDSU, New Orleans); Eugene C. Pulliam, (WIRE, Indianapolis & WOAV, Vincennes); Sig Mickelson (v.p., CBS Inc.). Some of the other panelists: Jim Hagerty, President Eisenhower's press secretary; James Reston of *N.Y. Times*; Arthur Schlesinger.

Pulitzer prizes for TV original plays, news broadcasts & documentaries were suggested by NBC chairman Robert W. Sarnoff this week in a letter to Dean Edward W. Barrett of Columbia U's graduate school of journalism. "TV's ability to attract the finest creative talent would be increased if it were possible for a TV drama to win America's most universally respected mark of creative excellence," Sarnoff wrote. When contacted, Dean Barrett would tell us only that he'd submit the recommendation to the prize advisory board's next meeting, April 23. However, it's known that similar recommendations have been made to the board before, and that no action has been taken.

Madison Ave. theory ré the April 1 appointment of David Levy, formerly v.p. & assoc. dir. of Young & Rubicam's TV-radio dept., to top program v.p. of NBC-TV, seems to be: NBC-TV's nighttime shows, which have lost out in many cases to ABC-TV and CBS-TV this year, are in for a shakeup, as is NBC's own staff of creative personnel. Robert Lewine, v.p. in charge of TV network programs, who reported directly to pres. Kintner, will now report to Levy, who reports to Walter Scott, exec. v.p.

KRON-TV, San Francisco, has requested permission to televise the next execution in the San Quentin gas chamber—prompted by State Sen. Fred S. Farr who, having just witnessed an execution, stated that televising executions would put an end to the death penalty. Wired station mgr. Harold P. See: "If capital punishment is to deter capital crime, it should be made a maximum deterrent. Let all the people see it." Replied Calif. Governor "Pat" Brown: "No!"

Stations

NEW & UPCOMING STATIONS: The growing list of educational TV stations becomes longer with the start of KUAT (Ch. 6, educational) Tucson, Ariz., due to begin March 8. It's the nation's 39th educational outlet and brings the total of U.S. on-air stations to 549 (84 uhf). (Through typographical error last week, the total was given as 547—should have been 548.)

KUAT has a 500-watt RCA transmitter in Herring Hall, on the campus of grantee U of Ariz. It is using a 250-ft. Utility tower. The studios in Herring Hall were established more than 2 years ago for closed-circuit work. Ben. C. Markland is program director and mgr. of the university's TV-radio bureau. Frank Barreca is production director; Harry Atwood, film mgr.; and Wesley T. Johnson, engineer.

* * * *

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

KPLR-TV (Ch. 11) St. Louis, its call letters changed from KCPP, now has an early April programming target to start as an independent, according to exec. v.p. & gen. mgr. James L. Caddigan. RCA 25-kw transmitter is on hand in Lemay, Mo. where transmitter house is nearly ready. Newly-engineered antenna from Siemens-Halske Co., Germany, will be installed on a 1214-ft. tower to be shared with CBS's KMOX-TV (Ch. 4). Principal owner & pres. is Harold Koplak of Chase and Chase-Park Plaza Hotels. Nicholas M. Pagliara, administrative asst. to the gen. mgr. is film director. James E. Goldsmith is sales director; Mary E. Furey, publicity & promotion director; and Kenneth E. Hildenbrand, engineering director. Rates are not reported. Rep not chosen.

WCAM-TV (Ch. 3) Mayaguez, P.R., planned as a non-commercial operation by owner P. R. Dept. of Education, has a March 1960 target, reports R. Delgado Marquez, mgr. of WIPR-TV, San Juan (Ch. 6, educational), which is also operated by the Dept. of Education. Construction was scheduled to start Feb. 23, but transmitting equipment hasn't been ordered yet. It will use a 202-ft. tower.

CJCB-TV-1 (Ch. 6) Inverness, N.S., planned as a satellite, is expected to be on the air next fall, reports J. Marven Nathanson, pres.-gen. mgr. of parent CJCB-TV (Ch. 4) Sidney, N.S. Its equipment hasn't been ordered yet, but a 141-ft. tower will be used. CJCB-TV hour is \$275. Reprs are Weed and All-Canada.

Allocations changes sought: WICS (Ch. 20) Springfield, Ill., requests switch of Ch. 7 for Ch. 5 in Mitchell, S.D. and assignment of Ch. 5 to Sioux Falls, S.D. . . . Joint Council on Educational TV wants Ch. 10 assigned to Appleton, Wis. for educational purposes . . . Genesee Valley TV Co., Rochester, N.Y. petitioned for assignment of Ch. 13 to that city . . . ABC wants FCC to reconsider and allocate an additional vhf to Shreveport, La.

Buffalo's Ch. 17, once used by NBC commercially for WBUF, was granted by FCC this week to Western N.Y. Educational TV Assn., which is getting equipment as gift from NBC (Vol. 14:46). Also granted: Ch. 77 translator in Columbia Falls, Mont., to Tea Kettle TV Assn.

A protest against the grant of WTMA-TV (Ch. 4) Charleston, S. C., filed by WUSN-TV (Ch. 2), was denied by the FCC this week in a final decision affirming a June 10, 1958 initial decision which held that WTMA-TV principals were financially qualified (Vol. 14:24).

More about

NEW STEREO SYSTEMS: RCA & Westinghouse came up with similar AM stereo systems on consecutive days this week (see p. 4), and they both feel strongly that it's *the* system for single-channel AM stereo.

The advantages: compatibility, good stereo effect, inexpensive for both broadcaster & listener.

They both use a "sum-&-difference" technique: The sum of left & right channels is amplitude modulated and transmitted as any AM broadcast. Listeners without stereo gear receive a full monophonic broadcast (left & right channels combined) through one loud-speaker. The electronic "difference" between left & right channels is frequency modulated on the same channel. The stereophonic receiver in the home uses this FM signal to direct the proper portions of the AM signal to the left & right amplifier-speakers.

Westinghouse demonstrated how its system could be used for stereo without any special equipment in the home—merely 2 AM radios. One radio is detuned about 2 kc below the station channel, the other 2 kc above. This system worked well in the non-broadcast demonstration, but Westinghouse officials concede that a special stereo receiver (costing about 1½ times as much as an equivalent mono radio) would provide better stereo, and that they won't know how practical the 2-radio method is until their system is tested on the air. The Westinghouse system produces stereo at the audio frequencies from 300 to 3000 cycles.

RCA claims its system provides true stereo across the entire audible range which can be passed by an AM station. Its engineers say that a receiver for the system would require perhaps a couple of tubes more than a conventional AM set (in addition to the 2nd-channel amplifier-speaker combination required for any stereo reproduction). Station transmitter equipment, they figure, would cost "a few hundred dollars" and would consist of a small FM modulator (which could be carried in one hand) plus correction networks. For the WRCA tests, RCA is using the first 2 stages of a stock FM transmitter.

NSRC's first systems specifications panel meeting was harmonious—only note of controversy coming when Crosby Labs pres. Murray Crosby sought to define "true stereo" as a technique in which both channels reproduce the full range of audible frequencies up to 15 kc.

These systems were formally thrown into the pot:

Two undescribed systems—by CBS and Standard Coil.

TV systems—by Motorola and Philco, both previously described (Vol. 15:7).

AM systems—RCA; Westinghouse; Philco, whose system is somewhat similar to the first 2, but uses phase modulation instead of FM for stereo information (Vol. 14:49); Kahn Research Labs, a system using the AM sidebands for stereo information and requiring 2 AM radios in the home, similar to RCA's earlier AM stereo system.

FM systems—Crosby Labs; Philco; Zenith, similar but not identical to Philco's; Multiplex Development Corp. (William Halstead); EMI Ltd. (Percival system); Electroplex Corp., which wants to use vacant TV channels in addition to FM band; Volpe system.

Two-channel system—Bell Labs (Vol. 15: 9).

Panel 1 is headed by Charles Hirsch, Hazeltine, with William Wintringham, Bell Labs, as vice chairman; Richard Faber, Hazeltine, secy.

In another NSRC development, H. L. Towlson, GE, was named vice chairman of Panel 3 (broadcast transmitters) under Ralph Harmon, Westinghouse Bcstg. Co.

Court Blocks WJAR-TV Sale: R.I. Superior Court granted a preliminary injunction on March 5 to block the sale of Providence department store Outlet Co. and its WJAR-TV & WJAR to 90165 Corp. The latter is equally owned by N.Y. real estate magnate William Zeckendorf & Denver telecaster John C. Mullins (Vol. 14:49-50, 15:4,8). The injunction was a victory for J. S. (Dody) Sinclair, gen. mgr. of the Providence stations, & grandson of Outlet co-founder Col. Joseph Samuels. During the course of the court hearing, he had indicated possession of financial backing to buy control of the store at a higher price.

In granting the injunction, the court held that the Industrial National Bank of Providence, which holds the Outlet stock in trust for the Samuels' heirs (including Sinclair), had "brought about such a conflict of interest between itself individually and a trustee [that] Sinclair and his children . . . will suffer some detriment." The court also maintained that "the trustees did not perform their duty during the 20-day [option] period after the execution of the contract" with original buyer Roger L. Stevens, N.Y. realtor, "resulting in a probable failure to obtain a higher price for the Outlet stock."

An appeal is expected from 90165 Corp., which already has received tenders of 95% of Outlet stock at \$120 a share (about \$6,400,000). The deadline on 90165's purchase offer is July 21. If the FCC doesn't approve the sale by then, the offer to purchase the stock is terminated.

Boston Ch. 5 Resumption: Justice Dept. anti-trust chief Victor R. Hansen takes the stand March 9, as FCC resumes its hearing on charges of "influence" in the Boston Ch. 5 case won by the *Herald-Traveler* (Vol. 15:9). Purpose of Hansen's appearance is to present his version of his discussions with former FCC chairman McConnaughey. The latter says Hansen gave him an opinion that there would be no monopolistic aspect to the grant of a TV facility to the newspaper. It's understood that Hansen will offer conflicting testimony.

Another high govt. official to appear will be former Commerce Secy. Sinclair Weeks, who had been contacted in the case. His appearance was requested by counsel for one of the Ch. 5 losers—Allen B. Du Mont Labs. Also due is former FCC general counsel Warren Baker, who will describe FCC-Justice Dept. liaison procedures during the time he was with the Commission. Maurice Simon, a Boston attorney, is being subpoenaed by Du Mont.

The *Herald-Traveler* is happy with its WHDH-TV, according to its reports to stockholders last week. Its 1958 TV-radio revenues were \$5,269,145, up \$2,688,961 from 1957. Despite lower newspaper & radio station earnings, the corporation's net profit increased to \$1,173,755 (\$2.99 a share) from \$813,335 (\$2.16)—because of TV.

In the Miami Ch. 10 "influence" case, FCC has denied the petition of North Dade Video Inc., which requested that the Commission make a final grant of Ch. 10 to one of the 4 parties at the same time it renders a decision on whether any party should be disqualified for attempted influence. The FCC said such a procedure would delay things. The Commission also turned down the petition of Elzey Roberts, who sought to file a new application and get it considered along with the other 4. It said the application was "premature." The application of the Miami Church of Religious Science was returned by the FCC, as being unacceptable at this stage of the proceedings.

Fifty Mexican feature films will be offered soon to U.S. TV by Azteca Films, Mexican movie producer.

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Personals: David Levy, ex-Young & Rubicam TV-radio v.p., named NBC v.p., reporting to exec. v.p. Walter Scott and operating in programming . . . Henry Hede, ABC-TV administrative sales mgr., elected v.p., ABC . . . Peter Affe, WRCA-TV & WRCA operations director, named NBC-TV network mgr., facilities planning & utilization . . . Joseph A. Paretti, auto dealer, named pres. of New Orleans Television Corp., operating WVUE (Ch. 13) there, following merger of Coastal TV Co. and Supreme Bestg. Co. (former operator of WJMR-TV). Chester Owens of Supreme Bctsg, is v.p. Chalin O. Perez of Coastal TV is secy.-treas. Frank B. Ellis of Coastal & George Mayoral of Supreme are other directors . . . Robert W. Sarnoff, NBC chairman, and Mrs. Sarnoff are parents of a daughter, Claudia Jill, born in N.Y. Feb. 28 . . . Ewald Kockritz, v.p. & national program director of Storer's WGBS, Miami, appointed to same post for all Storer TV stations. Grady Edney, program mgr., WIBG, Philadelphia, promoted to national program director for all Storer radio stations . . . Walter L. Reitz Jr., ex-Justice Dept. alien property div., joins FCC office of opinions & review . . . Bernard Strassburg promoted to asst. chief, FCC common carrier bureau . . . Paul M. Segal & his associate Robert A. Marmet, Washington TV-radio attorneys, form partnership of Segal & Marmet . . . Donald W. Coyle, ABC-TV v.p.-gen. sales mgr., will address the Indianapolis Adv. Club. Mar. 19 . . . John Secondari, ABC's Washington news chief, elected pres. of new D. C. chapter, National Academy of TV Arts & Sciences. David Brinkley, NBC, is v.p. . . . Gene P. Loffler, ex-KICA, Clovis, N. M., named exec. v.p., KQTV, Fort Dodge, Iowa . . . Floyd E. (Bud) Beaston, ex-Storer Midwest sales mgr., named gen. sales mgr., WSPD-TV, Toledo . . . Russel W. Hillis, ex-Knoxville Chamber of Commerce, named national sales mgr. of WATE-TV & WATE, Knoxville . . . Thomas W. Chauncey, pres. & gen. mgr. of Gene Austry-controlled KOOL-TV & KOOL, Phoenix, was married to the former Mrs. Dorothy Wrigley Rich in Albuquerque Feb. 27 . . . Jack Sandler, WQAM (Miami) gen. mgr., appointed v.p., Storz Stations . . . John P. Byrne, gen. sales mgr., MGM, and Raymond Klune, gen. mgr. MGM Studios, elected Loew's v.p.'s . . . Herbert L. Berger, ex-Dancer-Fitzgerald-Sample, named business mgr., Screen Gems . . . Arthur R. Lerner, a director of Guild Films, elected also administrative v.p. . . . Richard C. Arbuckle promoted to v.p., rep. Robert E. Eastman . . . Walter Plant & Mel Schlank named v.p., NTA Famous Films div. . . . William E. Hutton appointed international sales director, Filmways . . . Jerry Schnitzer, Lawrence-Schnitzer Pro-

ductions v.p., appointed exec. v.p. of affiliate Robert Lawrence Productions . . . Franklin H. Craf named exec. v.p., A. C. Nielsen Co.

We've arrived! Rule IV of the Senate finally has been amended to recognize TV's existence. For years the "Senate Radio & Television Gallery" has been so designated in the *Congressional Directory*. But the Senate rules which set it up for TV-radio correspondents have continued to refer to it only as the "Radio Gallery," although TV newsmen have been accredited since 1948. So, at the urging of a group of TV correspondents, Chairman Hennings (D-Mo.) of the Rules & Administration Committee put through a resolution making the full name official.

The best barometer of TV value is "whether you're selling your product, not the rating of the show," adman George Abrams, most recently v.p. & adv. dir. of Revlon, told TvB this week. They had queried Abrams on why he renewed for Revlon the recently launched *Garry Moore Show*, which then ranked 52nd among 124 sponsored network shows. Abrams explained that Revlon conducted 2 product-use surveys, discovered in the first that 36.5% of women viewing the Moore show at the start of the series used Revlon lipstick. In a later checkup, the figure had jumped to 61.9%, a gain of some 70%. "If we went by rating," Abrams said, "we'd have cancelled the program."

Industrial advertising has a definite place in TV, C.W. Moodie, adv. & promotion mgr., Armstrong Cork Co., told admen Mar. 5 at ANA's Pittsburgh workshop meeting. Discussing the problem of getting more imagination and creativity into industrial ads, Moodie pointed to the opening commercials on *Armstrong Circle Theatre* as "some of our most effective advertising to industry." Moodie told how one food company executive, placing "modest" orders for glass jars from Armstrong, started watching Armstrong's TV show, and soon trebled his orders.

"Some of Manie's Friends," a tribute to the late NBC-RCA executive Emanuel Sacks, (NBC March 3, 7:30-9 p.m.), got the highest Trendex (34.7) of any special program this season, reaching 58,676,000 viewers. Further tribute to Sacks announced this week was a \$250,000 gift by N.Y. businessman & philanthropist Irving Geist to construct a new wing for leukemia research at Mt. Sinai Hospital, N.Y.

TV-radio research grants of \$500 each have been awarded by the National Assn. of Educational Broadcasters to: Dr. Keith Engar, U of Utah (KUED), for a study of TV's teaching effectiveness. Dean Warren L. Hickman, Ithaca College, for a report on its TV courses in economics & business. Raymond T. Bedwell Jr., Ohio State U, for cataloguing materials related to radio broadcasting up to 1934.

Attention, NAB Conventioneers

If you want your TELEVISION DIGEST to follow you to your hotel in Chicago during the NAB Convention (March 15-18), we'll be glad to air-mail the March 14 issue to you at no extra cost. Please notify our circulation office at Box 700, Radnor, Pa., by Thursday, March 12, giving your Chicago hotel address. We'll also send the March 21 issue to any address you designate if you're not going to be back to your office by then.

Advertising

TV AND LEISURE TIME: More people watched TV on a typical day in 1958 than in 1957, and those who watched spent more time in front of their TV sets. So reports Sindlinger & Co. in a special year-end study contained in an NBC research bulletin circulated to top TV management this week.

Based on interviews conducted daily among some 1,000 persons 12 and older in a national probability sampling, Sindlinger's findings for the 2 years showed that nearly 7 out of every 10 people watched TV each day in 1958:

Activity	% Participating on Typical Day	
	1958	1957
Watched TV	69	66
Listened to radio	58	56
Read newspapers	82	81
Read magazines	33	29

The fact that gains were made by all competing media, NBC feels, is due to the general increase in leisure time. TV, however, walked off with more than the lion's share when it came to how much time was spent with what. Again, 1958 figures out-ranked those of 1957, with the average person spending more time with TV each day than *with all the other media combined.*

Activity	Minutes Spent by Average Person on Typical Day	
	1958	1957
Watching TV	120	117
Listening to radio	72	70
Reading newspapers	28	28
Reading magazines	14	11

TV viewing hit its peak during the last quarter of 1958, according to Sindlinger, with 72% of the over-12 population of the U.S. watching TV on a typical day, and spending an average of 131 minutes a day viewing. The latter figure, NBC points out, was nearly 10 times as long as was spent reading magazines. States NBC, summing it up: TV & radio dominate leisure time of American public.

People: T. Newton Weatherby promoted to v.p., Sullivan, Stauffer, Colwell & Bayles. He's succeeded as treas. by Herbert King, ex-controller. Nelson O. Argueso, ex-Doherty, Clifford, Steers & Shenfield, named controller . . . Michael W. Gradle elected v.p., Needham, Louis & Brorby . . . Otto Prochazka, ex-Benton & Bowles, named v.p., Compton Adv. . . Gail M. Raphael, ex-Lennen & Newell, named v.p., Doherty, Clifford, Shenfield & Steers . . . Michael Frothingham, Ted Bates general counsel, named also secy. & v.p. . . Charles J. Allen, ex-McCann-Erickson, named v.p., John W. Shaw Adv., Chicago . . . Thomas J. McDermott, Benton & Bowles TV-radio v.p., is chairman of NYC 1959 Red Cross TV-radio campaign bureau . . . Richard S. Jackson named v.p. and TV-radio director, J. M. Mathes . . . John L. Margo, ex-Erwin Wasey, Ruthrauff & Ryan, opens own agency in Cincinnati, following close of EWRR office there . . . Guy S. Warren Jr. resigns as exec. v.p., D. P. Brother & Co., Detroit . . . Joseph H. Vaamonde promoted to mgr., Young & Rubicam's Mexico City office . . . Ralph W. Bugli promoted to v.p., Doremus & Co. . . . Linwood G. Lessig promoted to v.p., Al Paul Lefton, Philadelphia . . . Raymond Browne promoted to v.p., Victor A. Bennett Co., N.Y.

Joe Wolhandler, formerly v.p. in charge of N.Y. office of Rogers & Cowan, public relations, has organized Joe Wolhandler Assoc. (406 E. 50 St.) to handle public relations & promotion in the entertainment field.

Last to Go: TV is the medium every member of the family would give up last, reports the *Indiana Publisher* in presenting the findings of a survey of middle-class families—conducted under the auspices of the Indiana U Dept. of Journalism & the Bureau of Media Service. Newspapers came out second, says *Editor & Publisher* in presenting the gist of the story from the official organ of the Hoosier State Press Assn. When not required to pin their choice on only one medium, 61% of the families said they used all 4: TV, radio, newspapers & magazines. (Newspapers & TV only, 15%. Newspapers & radio only, 7%. Newspapers only, 9%. Radio & TV only, 2%. Radio only, 1%.) Following is the breakdown on how the various members of the family responded to the question: "What medium would you keep if you could keep only one?"

Selection	Father	Mother	College Age	Hi-school Age	Younger Children
TV	40%	49%	38%	56%	91%
Newspapers	38%	32%	28%	8%	5%
Radio	12%	11%	23%	30%	2%
Magazines .	10%	8%	11%	6%	2%

Threats To Ad Agencies? The Advertising Federation of America warned its members this week that: (1) Sens. McClellan (D-Ark.) & Mundt (R-S.D.) are co-sponsoring legislation to make agencies & their copywriters criminally responsible for fraudulent advertising. (2) The Federal Trade Commission is starting a test case to make agencies & clients jointly responsible for false advertising claims.

We checked on Capitol Hill and with the FTC. No such bills have been introduced and the FTC doesn't initiate court tests.

What has happened is that: (1) Sens. McClellan & Mundt are sponsors of a bill (S-550) to prohibit interstate operation of advance-fee real estate rackets in which operators obtain money through advertised promises that they'll help home owners sell properties. (2) The Grant, Schwenk & Baker Inc. agency, Chicago, is cited along with the Skill-Weave Co., Chicago, in an FTC complaint that they made exaggerated claims in print-media promotion for a correspondence course in reweaving.

If the FTC sustains the complaint—on which hearings were conducted by an FTC examiner this week—the respondents could carry it to the Court of Appeals for a judicial determination of the agency's liabilities. Under existing law, agencies have been cited by the FTC in other cases, but its decisions haven't been challenged.

Note: At the same time, moves toward tighter govt. regulation of advertising claims—involving media & agencies as well as advertisers—*can* develop in Congress or at the FTC. It's likely, for instance, that more will be heard about the sweeping recommendations made last year by the House Govt. Operations Committee for advertising reforms (Vol. 14:33).

The history & uses of TV as an ad medium, and its emotional impact on viewers, are the subjects of 2 filmed TvB presentations which have been given to Columbia & N.Y.U. for use in advertising & marketing courses. Titles: *The Vision of Television & E-motion.*

Obituary

Nat Wolff, 59, Young & Rubicam TV-radio v.p., who returned to that agency in Feb. after 3 years as NBC program development director, died March 3 in N.Y. Surviving are widow, step-daughter.

John Dearborn Lucas, 66, v.p. of Charles W. Hoyt Co., died March 3 in N.Y. Surviving are widow, son, daughter.

JWT's TV Tryouts: Systematic pre-testing of TV commercials is being done by J. Walter Thompson for clients anxious to check effectiveness of their TV sell before it's on the air. It's being handled on a fee basis, and so far is being used to check film spots. However, JWT tells us that kines of live & taped commercials may be field-tested later on during the current season.

The testing program is under the supervision of JWT's Dr. Donald R. Longman, a v.p. and one of the agency's research executives, although the actual field work is being done by outside researchers under contract. Among the principal users are Lever Bros. and Scott Paper Co. with client emphasis primarily on try-outs of TV commercials for new and even secret products.

Unlike the Horace Schwerin commercial tests, which are conducted in a N.Y. theater, the JWT tests are held in homes with the aid of a portable film projector that resembles a TV set. Test areas include N.Y., Detroit, Chicago, Atlanta, San Francisco & Los Angeles. Some 200 persons are used in each test panel, with the selection carefully controlled on a socio-economic basis. Results are compared so that commercials creating the strongest impact & desire-to-buy can be picked for future TV air use.

JWT, a pioneer in media and consumer research, considers the program out of the test-tube stage and will operate it as a regular part of the agency's research activities in the future.

In Other Media: Americans are steadily paying more for their newspapers. From 507 dailies selling at more than a nickel in 1957, the total rose to 696 in 1958 (41% of the 1717 dailies reporting to ANPA) . . . "When we cut out horror & sex," a comic-book publisher told *Wall St. Journal*, "we sealed our doom." The self-imposed clean-up code, he felt, was the major reason annual sales are down from 1 billion annually to the present 600,000,000. The more than 500 titles of early in this decade have decreased to 117. "Kids don't want sweetness & light," said another publisher, "they want the monsters & murders & sex stuff they're getting on TV & in the movies." . . . Book business, on the other hand, is reversing the standard picture of non-book-reading Americans. Hard-covers are up nearly 50% in last 10 years to an annual sale of nearly 600,000,000 . . . *A Parent's Guide to Children's Reading*, National Book Committee study, says "TV heroes have been sending children to the libraries on the double." In 9 top cities, librarians unanimously agreed that TV stimulates book reading by children . . . TV networks aren't the only media which get anti-trust valentines from the govt. FTC has accused top magazine publishers, American News Co. & subsidiary Union News Co., of anti-trust violations. Reason: Union's extra charges to publishers for newsstand positions . . . Both Portland (Ore.) dailies have dropped their puzzle contests after discovering that "a nation-wide ring of puzzle solution tipsters is victimizing metropolitan newspapers by supplying puzzle solutions to 'fixed' winners." The FBI was brought into the case . . . The "commercials" in print media comprise 59% of the whole show. At least that's the conclusion to be drawn from the *Gallagher Report's* 6th Annual Publishers Forecast which, among others, carries average figures for 58 consumer magazines. The average editorial content is 41%.

New reps: KVIQ-TV, Eureka, Cal. to McGavren-Quinn (from Hollingbery) . . . KOTI, Klamath Falls, Ore. to Hollingbery (from Blair Television Assoc.) . . . WJAC-TV, Johnstown, Pa., to Harrington, Righter & Parsons (from Katz).

Film & Tape

More About

TV TAPE AT NAB SHOW: When RCA opens its TV tape recorder sales drive at the NAB convention with the demonstration of its production-model recorder (see p. 4), it will stress the "completeness" of the unit, which is built into 5 vertical equipment cabinets (6th can be added for color). Among the features:

An electronic system permits precise adjustment of quadrature relationships between the 4 playback heads and can compensate for errors in head alignment of the machine on which the tape was originally recorded. RCA says its recorders can play back tapes recorded on any other standard TV tape recorder.

A master erase head permits re-recording of any portion of a program—erasing as it records.

A cue-channel provides a non-broadcast channel of audio—for instructions, signals, etc. It has its own erase head. A built-in picture monitor and oscilloscope may be switched to all necessary signal sources.

Ampex's new optional equipment—offered separately to present VTR users and as accessories on future sales:

A kit providing master erase facilities and a cue track; a precision tape-timer, which measures playing time in hours, minutes & seconds; a monitor switching panel for changing between incoming program and recorder output and for selecting audio & video inputs; an audio monitor; an overhead equipment rack to hold monitoring equipment.

* * *

New telecasting equipment to be introduced by RCA at the convention:

(1) A TV automation system, (originally designed for WBRE-TV, Wilkes-Barre) which makes station-break switching entirely automatic. A switch sequence is arranged in advance by pushing buttons on a control panel. A memory unit (consisting of binary relays & stepping switches) stores information, automatically starts & stops film & slide projectors, operates video & audio switching, changes film room multiplexing mirrors.

(2) A suitcase-size, self-contained master monitor for field or studio use. Weighing 49 lb., it operates from any 110-volt outlet.

(3) A new special-effects system, controlled by push-buttons, which makes possible the use of 80 or more patterns for transition from one picture to another.

(4) A new vidicon camera (TK-205) designed for educational, medical & industrial use, featuring moderate initial cost & simplicity of operation.

(5) A weather radar system for stations (Vol. 14:15).

RCA will have its traditional color TV studio set up in the Conrad Hilton Hotel exhibit hall, using its improved high-definition TK-41 color camera.

Pre-NAB sales meeting has been scheduled by MCA-TV's film syndication div. in Chicago, starting March 13, at the Drake Hotel. On the agenda are discussions about new syndicated series currently being launched & fall shows upcoming. David V. Sutton, v.p. in charge, and v.p.'s Lou Friedland and Wynn Nathan will preside with some 18 MCA sales staffers attending. Delegates to the MCA sales meeting will stay on in Chicago for the NAB convention, despite NAB's snubbing of TV film executives.

TAPE QUIZ FOR ADMEN: The 5 questions most frequently asked about video tape by agencies new to the growing field of tape commercials—according to George K. Gould, pres. of NTA's Telestudios—are:

- (1) Can you edit video tape?
- (2) Are tapes really interchangeable between machines.
- (3) How do tape costs compare with film costs?
- (4) What kind of special effects can you get with tape?
- (5) Must we take a new approach in writing videotaped commercials?

Gould, who expects that Telestudios will reach a level of over \$3,000,000 annually in videotaped commercials within 28 months, gives N.Y. admen these answers:

(1) "Yes. We can edit electronically in the control room during production at no appreciable cost. And, we can splice accurately after it's completed—but that's expensive."

(2) "Yes & no. All tapes shot in black & white on Ampex equipment can be played back on other Ampex machines. Ampex tapes are not compatible with RCA tape equipment or with certain foreign TV systems at the moment." [RCA says its new production model (see pp. 4 & 12) is fully compatible.]

(3) "They vary. Depending on the complexity of the commercial, they can run anywhere from no saving at all to 40% less."

(4) "We can't do animation, stop motion, slow motion or reverses as yet. These require film inserts rolled into tape. But we can do wipes, dissolves, zooms & ripples."

(5) "You don't have to, but you should. Tape commercials are more flexible than live, and less flexible than film in terms of pictorial tricks. You should learn the limitations, and create specifically for the medium."

Incidentally, here are answers to 3 other queries sometimes posed by Telestudios visitors with long memories: (1) Yes, the reconditioned 35-mm film chain now being installed there to roll film inserts into tape commercials is the identical deluxe GPL installation used in the unsuccessful pay-TV test in Bartlesville, Okla. (2) Yes, a current client for videotape commercials for use in the *Ed Sullivan Show* is none other than the world's largest film manufacturer, Eastman-Kodak, and (3) Yes, you're right, the 42nd St. & Broadway space occupied by Telestudios once housed N.Y.'s largest dime-a-dance nitery during the depths of the depression—the Danceteria.

Telestudios' commercials business is booming, Gould tells us. Total studio space is being enlarged from 13,000 to 26,000 square feet, effective this week. Two large studios are in operation, with one providing a N. Y. production base for parent NTA's lineup of some half-dozen syndicated tape shows. There's a third studio for inserts.

Telestudios has 3 Ampex VTRs, with 3 more on order. There are no present plans to "colorize" the equipment. In the works are plans for a 3-truck mobile unit containing 2 VTRs and self-contained power supply to meet what Gould terms "a growing demand by agencies for location tape facilities."

Also planned is a separate "duplicating installation" to make up to 10 copies of tapes at once on a 24-hour basis at costs "well below those charged today by networks."

Gould estimates Telestudios' revenue is divided about evenly between commercials which formerly were produced live during network telecasts, and commercials formerly shot by film independents.

FILM'S BARGAIN BASEMENT: Syndicated distributors are stepping up the level of activities in low-priced telefilm reruns, an area which frequently represents the difference between profit & loss to producers who bank heavily on residuals of old series to finance future production.

Arrow Productions, the rerun subsidiary of Independent TV Corp. which handles former TPA properties, in just 3 months has racked up sales from its 11-series, 549-episode library of ½-hour productions to a total of 84 stations in 72 markets, according to administrative mgr. Alvin E. Unger. This represents a 19% sales hike over program sales of the series, ranging from oldies like *Ramar of the Jungle* to relative newbies like *Tugboat Annie*, in the preceding year when TPA was handling sales. Most of the station slottings have been in the daytime, says Unger, where they're used as spot carriers.

National Telefilms Assoc.'s rerun offshoot, Famous Films, is also involved in expansion moves, having added two new series to its library, *African Patrol* and *Official Detective*, to give it an extensive library of 11 half-hour series, 4 quarter-hour shows, 3 series of shorter lengths, plus cartoons and short subjects.

California National Productions claims "a new all time sales record for Feb." in its thrift-priced subsidiary, Victory Program Sales. Victory, which is less than a year old, has established 2 more regional sales territories, and has hired Frank O'Driscoll, formerly with Telestar Films, and Robert Schultz, formerly with Shamus Culhane Productions, to head new Midwestern and Eastern offices. Properties handled by Victory consist of old CNP and NBC series.

Still considered by most station film buyers as the largest of the thrift houses is Ziv's Economee TV, which has been in existence for nearly 5 years handling such Ziv oldies as *I Led Three Lives*, *Boston Blackie*, etc. Recently added to the Economee library are a pair of Ziv shows only a couple of seasons old: *West Point* and *Men of Annapolis*. Informed guessers in the film field estimate Economee's annual gross to be in the \$3,500,000 bracket, depending on the current size of the product library.



More on "Post-48": A new crisis is facing film distributors trying to put more post-1948 feature films into TV circulation (Vol. 15:9). Members of the Screen Writers Guild voted Feb. 26 to strike independent film makers who sell post-1948s in the video market without cutting in the writers for a share of the residuals. Current contracts between the SWG and producers expire May 15. If a post-1948 agreement isn't developed before then, as well as a cut-in for writers of films that may go to pay TV, says the SWG, there'll be strike action.

Thus, the writers have joined with the directors' and performers' unions in seeking a slice of the TV feature pie by way of a cut-in formula. What formulas have been developed so far are purely interim. United Artists, one of the few TV distributors selling recent Hollywood films, regularly pays a UA-determined slice of its TV grosses into escrow accounts against the day when union settlements will be made, thus getting a provisional union green light without really solving the problem. Republic Pictures, 2 seasons ago, simply defied the unions, sold off its post-1948s, and closed down all theatrical production—thus nullifying a strike by avoiding the issue. Hollywood's other majors are still sitting on the fence.

THE DECADE AHEAD--AN ERA OF GROWTH FOR TV: TV industry will sell 78,250,000 sets in next decade—millions more than the 64,000,000 that have been made & sold since introduction of TV in 1946—according to a 10-year projection by Sylvania research director Frank W. Mansfield. He's regarded by most as industry's statistical oracle, and his predictions—including sales, sets-in-use, replacements, new TV homes, multiple-set homes—are interesting, thought-provoking sequel to state-of-the-industry tabulation we brought you last week (Vol. 15:9).

In contrast to the steadily declining sales curve since 1955, Mansfield predicts 6,220,000 sets will be sold this year and that retail sales will increase year-by-year until 1964 when saturation & longer set-life will cause annual sales to level off at about 8,500,000 sets through 1968.

Factory value of decade's 78,250,000 sets would be about \$10.5 billion figured at today's \$135 average per set. They represent potential retail sales of about \$16.5 billion at today's \$210 average.

Mansfield divides 10-year market in 3 parts: Sales to new TV homes—15,810,000. Sales to replace obsolete and worn-out sets—47,510,000. Sales to multiple-set homes—13,930,000. In addition, he estimates there will be 1,000,000 sets sold to commercial establishments.

TV saturation, which stood at 86% of U.S. households at 1958's end (50,150,000 sets), will increase to 98.6% by end of 1968, he estimates, when there will be 78,390,000 sets in homes, & an additional 2,500,000 in business establishments, for a total of 80,890,000 sets-in-use.

Average life of a TV set will increase to 11 years during the next decade, Mansfield calculates in one of his most significant prognostications. Previously, set-life has been variously estimated from 5 to 8 years. However, Mansfield admits, replacement—or scrappage—figures are hard to come by because "TV does not yet have a sufficient history to permit calculation of [the] scrapping curve."

Through 1955, the scrappage rate indicated a set-life of about 7 years, Mansfield said. Since that time it has been lengthening. "Therefore, our projections assume that set-life will gradually lengthen to an average 11-year life by 1963," he concluded.

Approximately 5.4% of sets-in-use will be replaced in 1959, he estimates. This rate will increase gradually to a peak of 8.4% in 1964, dropping to 7.1% in 1968. Replacement sales are expected to increase from 2,720,000 this year to about 5,600,000 in 1965, when they will level off for balance of decade.

Sales to new TV homes will be about 2,150,000 sets this year, Mansfield predicts, dropping steadily to 1,270,000 in 1968. He points out that, after first blush of TV sales in 1950-52, "a secondary peak for new TV homes was reached in 1956 when the public bought over 4½ million sets for this purpose."

"There is little or no possibility that a figure this high can ever again be attained," he says. "There are not that many homes without a set. We can assume, therefore, with considerable confidence, that in the future, both the number of sets & percentage of sets sold must consist, to a very great extent, of those purchased for the purpose of creating a multiple-set home or for the replacement of a set that has become obsolete, worn out, or which requires repairs that make purchase of a replacement more economical."

Multiple-set-home market began in 1950, Mansfield points out, when about ½% of all TV homes bought a 2nd set. By the end of 1958, this figure reached 10% & is expected to reach 31% by 1968. He estimates 1,250,000 sets will be sold this year to multiple-set homes and number will increase year-by-year to about 1,540,000 in 1968.

New peak year in set sales will be 1962, Mansfield figures, when sales of 7,720,000 sets will pass the 7,467,000 record set in 1955. For rest of decade, sales are estimated in excess of 8,000,000 annually.

TV-RADIO PRODUCTION: TV set production was 96,248 in week ended Feb. 27 vs. 115,909 preceding week & 89,466 in same 1958 week, EIA reports. Year's 8th week brought production to 896,664 vs. 804,396 last year. Radio production was 282,163 (112,336 auto) vs. 273,854 (106,066 auto) preceding week & 176,851 (54,473 auto) last year. For 8 weeks, production totaled 2,249,262 (854,295 auto) vs. 1,739,177 (618,124 auto).

TV & RADIO SHIPMENTS: Shipments of both TVs & radios to dealers declined sharply in 1958 from the year earlier. EIA reports manufacturers shipped 5,061,851 TV sets vs. 6,285,819 in 1957. In Dec., TV shipments totaled 559,047 vs. 462,605 in Nov. and 770,788 in Dec. 1957. Radio shipments for the year were 8,738,197 vs. 9,575,812 in 1957. TV-radio shipments for 1958:

State	TV	Radio	State	TV	Radio
Alabama	69,118	112,807	N. H.	15,591	29,467
Alaska	2,918	6,156	New Jersey ...	187,404	344,980
Arizona	34,748	53,468	New Mexico	20,763	22,782
Arkansas	40,601	48,311	New York	561,874	1,211,613
California	503,978	659,165	N. C.	102,368	151,042
Colorado	44,372	71,832	North Dakota ..	15,177	27,960
Connecticut ...	82,021	110,493	Ohio	274,726	509,944
Delaware	13,800	19,717	Oklahoma	63,456	88,568
D. C.	56,302	97,754	Oregon	51,128	107,566
Florida	181,203	227,367	Penna.	362,088	662,378
Georgia	97,198	168,627	Rhode Island ..	30,548	50,411
Idaho	16,111	29,610	S. C.	40,964	64,311
Illinois	298,051	684,918	South Dakota ..	15,508	21,390
Indiana	125,510	162,349	Tennessee	81,502	133,052
Iowa	63,410	106,485	Texas	247,526	402,376
Kansas	58,882	96,854	Utah	24,190	40,981
Kentucky	76,953	117,377	Vermont	9,255	13,349
Louisiana	81,731	117,888	Virginia	87,452	149,475
Maine	25,551	49,466	Washington ..	80,641	142,091
Maryland	74,876	174,376	W. Va.	47,637	56,946
Mass.	169,515	311,919	Wisconsin	89,291	164,741
Michigan	180,124	318,268	Wyoming	12,505	11,970
Minnesota	81,499	149,934			
Mississippi ...	39,489	59,104	U.S. TOTAL	5,046,296	8,720,556
Missouri	127,056	252,855	Hawaii	15,555	17,641
Montana	22,026	27,257	GRAND		
Nebraska	44,362	56,562	TOTAL ...	5,061,851	8,738,197
Nevada	8,297	17,244			

Electrovision Corp. is the new name of Scott Radio Labs—well-remembered as the big Chicago manufacturer which made big radios. The company, no longer in radio manufacturing, has moved its headquarters to Los Angeles and announced a program of expansion into TV-movies-electronics through purchase of smaller companies. Newly elected pres. Edwin F. Zabel announced plans for “diversification into the electronics field as well as possible purchase of TV stations, producing of telefilms and the building of movie houses.” The company has purchased 11 theaters in the Fanchon & Mareo chain in Southern Calif., and will add to them the circuit of 36 houses owned by Electrovision secy.-treas. Robert L. Lippert Sr.

Fall entry into packaged hi-fi is scheduled by Rek-O-Kut as a result of acquisition of loudspeaker manufacturing facilities of Racon Electric Co., N.Y. Pres. George Silber points out company now makes full line of hi-fi components (except amplifiers) and the plans to manufacture these are “in the making.” New loudspeaker line will be marketed by Audax div. of Rek-O-Kut.

“Moderately-priced” ETV closed-circuit system, also designed for use by industry & commerce “in fields where price has been a deterring factor,” will be marketed by Sylvania, senior v.p. Marion E. Pettegrew of its home electronics div. reported this week. Price will be determined after pilot production of 15-lb. camera, transmitting on Ch. 2-6 to home-type receivers, starts in March.

Name change: Penn-Texas Corp. (parent of Hallcrafters) will change its name to Fairbanks, Whitney Corp., subject to stockholder approval at the May annual meeting.

Magnavox appoints the Marschalk & Pratt div. of McCann Erickson for all consumer product advertising. Pres. Frank Freimann estimates annual billings will be about \$1,500,000.

RCA Communications plans a new \$45,000,000 34-story office building at Broad & Beaver Sts., N.Y.

Radio Condenser Co., Camden, (TV-radio tuners) acquires Production Research Corp., Thornwood, N.J.

Trade Personals: Dr. George H. Brown promoted to RCA v.p.-engineering, succeeding O. B. Hanson, retired (Vol. 15:9). A 25-year RCA veteran, he's been chief engineer, industrial electronic products dept., since 1957. Jack S. Beldon, ex-GE marketing mgr. for TV, named to new post of v.p. & gen. mgr. for home instruments, reporting to exec. v.p. P. J. Casella. Raymond W. Saxon continues as v.p.-radio & Victrola products; James M. Toney, as v.p., RCA Victor TV div. . . . Wilbur A. Osterling promoted to gen. attorney, RCA Service Co. . . . Don G. Mitchell, newly elected pres. of General Telephone & Electronics Corp. in Sylvania-General Telephone merger, named also to the board of directors. Also elected to the board were former General Telephone pres. William Jed Wardall & American Management Assn. pres. Lawrence A. Appley . . . William J. Morlock, gen. mgr., GE technical products dept., is confined in Syracuse Memorial Hospital with a bone ailment . . . H. Leslie Hoffman, pres. of Hoffman Electronics, will address the N.Y. Society of Security Analysts March 10 . . . E. C. (Andy) Anderson, RCA v.p.-public relations, who was stricken ill several months ago, is recuperating at the Beachcomber, Naples, Fla. . . . Rear Adm. Frederick J. Bell (USN ret.) named Sylvania senior v.p. . . . Henry Kasperowicz promoted to color research director, Du Mont Labs, succeeding Kenneth A. Hoagland, resigned. Daniel Echo promoted to industrial tube sales mgr., succeeding Roy A. Olerud, now sales administrator, ITT . . . Gen. Edwin W. Rawlings (USAF ret.), formerly commander Air Materiel Command, Wright Field, named financial v.p., General Mills . . . H. Rowan Gaither Jr., formerly pres. of Ford Foundation, elected a director of Hewlett-Packard . . . George Loomis promoted to mgr., Raytheon receiving tube div. William T. Welsh named sales mgr., equipment & systems div. . . . Joel M. Rowley, ex-General Time Corp., named adv. mgr., V-M Corp., Benton Harbor, Mich., succeeding Gene Miller, resigned . . . Thomas E. Blackwell promoted to sales representative, Sylvania electronic tube div., with headquarters in Charlotte, N. C. . . . Richard A. Lipsey promoted to asst. distribution mgr., Motorola . . . Richard J. Seltzer promoted to exec. v.p., Gabriel's Talco Engineering div. . . . D. L. Dailey, ex-Battelle Memorial Institute, named market research mgr., Texas Instruments . . . John J. Corcoran, ex-Tung-Sol, appointed western regional sales mgr., International Resistance Co., Los Angeles . . . Neil Uptegrove, ex-Du Mont Labs, named adv. & sales promotion mgr., Tung-Sol.

Electronics Personals: Dr. Allen M. Peterson named mgr., Stanford Research Institute's new communications & propagation lab. Dr. F. J. Kamphoefner named mgr., control systems lab., succeeding Dr. R. Manning Hermes, now with SRI's research project at Camp Ord, Cal. . . . W. Gifford Myers named sales v.p., Lockheed Aircraft . . . Henry M. Taylor appointed military marketing mgr., Stromberg-Carlson electronics div. . . . John J. Carpenter, mgr. of Bulova Watch electronics & camera divs., named also v.p. Bulova research & development labs . . . James L. O'Connor elected v.p., Chesapeake Industries subsidiary Pathe Labs.

Distributor Notes: Motorola appoints Western Supply Co., Salt Lake City, for all consumer products . . . Olympic appoints Vining Sales Co., Greenville, Mich., for TV-radio-phonos . . . Sylvania appoints Floyd & Co., Cincinnati, for all consumer products, replacing factory branch there . . . Steelman Phonograph & Radio appoints Cook Nichols Co., Pasadena, Cal. . . . Regency Radio appoints Dave Wagman Inc., N.Y., replacing Sanford Electronics.

Color TV set owners are twice as likely to be watching a color broadcast as their neighbors are to be watching it in black-&-white. That's the finding of a survey of 1392 Cincinnati homes conducted by Burke Marketing Research for the Crosley Bcstg. Co., and reported in the Feb. 23 *Television Age*. Conversely, the same color-set families are about 40% less likely to watch b&w programs as they would be if they didn't own a color set. The average sets in use in color-set homes was 67.4%, compared with 56.7% for b&w. The survey also found that 85% of color-set owners gave either excellent or good ratings to color programs, the quality of color & their set performance. Seven out of 8 said if they had to do it over again, they'd buy a color set. The *Steve Allen Show* rated 50.6 in color-set homes vs. 21.5 in b&w; *The Price is Right*, 56.6 color, 29 b&w; Milton Berle, 57.4 color, 30.4 b&w; Dinah Shore, 71.5 color, 34.6 b&w.

Wide-screen TV system, using a 7-by-3 aspect ratio (Vol. 14:41), is now in the production stage, reports Grimson Color Inc., 381 Fourth Ave., N.Y., which will demonstrate the equipment at the IRE annual convention in N.Y. in March. The first commercial installation of the "Scanoscope" system, leased at \$300 monthly, has been made by Grimson's N.Y. distributor Lloyd Singer & Co. at the Atlantic Superama Discount Store, Shrewsbury, N.J.—to discourage & detect shoplifting. Grimson describes its system as follows: "Scanoscope squeezes the image optically to a 7x6 ratio for processing through conventional TV circuitry. At the monitor, the picture is electronically unsqueezed to provide a 7x3 aspect ratio picture with 75% more information than with the standard 4x3 aspect ratio TV systems."

RCA sued Philco & its subsidiary Lansdale Tube Co. for \$1,158,064 alleged unpaid royalties last week, in a sequel to Philco's pending \$150,000,000 triple-damage anti-trust suit against RCA & others, charging unlawful control of the TV-radio-electronics industry through a patent pool. Philco's suit against RCA, GE, AT&T, Western Electric and Bell Labs was filed Jan. 14, 1957, and is pending in the Philadelphia Federal District Court.

In its counterclaim, RCA seeks \$744,475 from Philco & \$413,589 from Lansdale, alleging that neither company paid royalties on certain RCA patents they used prior to Jan. 1, 1955. In an earlier counterclaim, filed June 12, 1957, RCA asked for unstated damages for alleged infringement of at least 57 RCA patents between 1940 & 1954.

Service experience on printed circuits is the subject of a questionnaire by the National Alliance of TV & Electronic Service Assns. to its members. Among the questions: (1) Estimate the number of service problems which were the result of failure of the printed circuit. (2) Do you feel that the amount of service needed for individual TV sets & appliances has increased or decreased because of the introduction of printed circuits? (3) Is tracing a circuit more difficult or time-consuming on a printed circuit receiver than on a hand-wired set? (4) In your experience have you found some things you like about printed circuits?

An anti-trust action against Admiral by Reines Distributor, Albany, was filed in N.Y. Federal District Court last week, alleging discriminatory pricing in favor of Vim TV & Appliance Stores, Davega, and unnamed discount houses. The suit seeks treble damages totaling \$1,300,000. Reines claims to have lost \$2,000,000 in sales since Jan. 1, 1957 because of Admiral's price policy. A complaint charging Admiral with price discrimination is now pending before the FTC.

Financial

Television-Electronics Fund reports net assets of \$244,105,822 & 17,349,382 shares outstanding in the first fiscal quarter ended Jan. 31 vs. \$146,105,143 & 14,284,589 shares for the same period a year earlier. These are the 1st-quarter changes in its portfolio:

New stocks added: 20,000 shares of Acoustica Assoc., market value \$500,000. 9,000 Borg-Warner, \$357,750. 44,500 Central Hudson Gas & Elec. \$878,875. 40,000 Gabriel, \$605,000. 16,000 International Nickel of Canada, \$1,468,000. 34,300 S. Cal. Edison, \$2,083,725. 22,600 Warner Bros. Pictures, \$627,150.

Holdings were increased in Admiral, Allis-Chalmers, Boeing, Champion Spark Plug, Du Mont Labs, GM, Hewlett-Packard, Neptune Meter, Paramount Pictures, Statham Instruments, United Utilities.

Part of holdings were sold in Corning Glass, Electronic Assoc., Technicolor.

Holdings were eliminated in Machlett Labs.

Unchanged from previous list (Vol. 14:50) during quarter were holdings in ACF Industries, Addressograph-Multigraph, Aerojet-General, Air Reduction, Allegheny Ludlum, Amer. Bosch Arma, AB-PT, American Chain & Cable, American Electronics, American Machinery & Foundry, AT&T, Ampex, Amphenol, Babcock & Wilcox, Barry Controls "B", Beckman Instruments, Bell & Gossett, Bendix Aviation, Bullard, Bulova Watch, Burroughs, Carborundum, Carrier, Cinn. Milling Mach., Clark Controller, Clevite, CBS "A", Columbia Pictures, Conrac, Cons. Electrodynamics, Cons. Electronics, Cornell-Dublier, Curtiss-Wright, Cutler-Hammer, Dictaphone, Douglas Aircraft, Dresser, du Pont, Eastern Industries, Eastman Kodak, Eaton, Eitel-McCullough, Emerson Elec., Ex-Cell-O, Fansteel, Food Machinery & Chemical, Foxboro, Friden, Garrett, General Bronze, General Dynamics, GE, General Mills, General Precision, General Railway Signal, General Telephone, General Tire & Rubber, Giannini, Globe-Union, Goodyear, Harris-Intertype, Hazeltine, Hoffman, Indiana Steel Prod., Industrial Electronics, IBM, IIT, Leeds & Northrup, Liquidometer, Lockheed, Magnavox, P. R. Mallory, Martin, Maxson, Mergenthaler, Minneapolis-Honeywell, Minnesota Mining & Mfg., Motorola, National Acme, National Cash Register, North American Aviation, Northrop, Oak Mfg., Otis Elevator, Penn Controls, Perkin-Elmer, Philco, Pullman, RCA, Reliance Elec. & Engr., Robertshaw-Fulton, Royal McBee, Servomechanisms, Smith-Corona, Sperry Rand, Square D, Stewart Warner, Storer, Sylvania, Taylor Instrument, TelAutograph, Telecomputing, Television Assoc., Texas Instruments, Thompson Ramo Wooldridge, Tung-Sol, 20th Century-Fox, Union Carbide, United Aircraft, United-Carr Fastener, Varian Assoc., Vitro, Walt Disney, Westinghouse Air Brake, Westinghouse, Zenith.

* * * *

Electronics Investment Corp., mutual fund headed by Charles E. Salik, reports total net assets of \$22,671,390 (\$6.66 a share), as of Jan. 30, up in 3 months from \$18,286,853 (\$5.58). Salik adds that net assets rose to more than \$24,600,000 as of Feb. 25 (\$6.89), and that sales of new shares are now exceeding \$1,000,000 per month. As of Jan. 30, the fund held \$19,150,842 in common stocks, \$571,275 preferred, \$2,080,300 bonds, \$249,786 govt. securities. Portfolio changes in Oct. 31-Jan. 30 quarter:

Purchases since previous quarterly list (Vol. 14:50): 5100 shares of AB-PT (making total of 20,100). 500 AT&T (total 2000). 1300 Bendix (total 6300). 3900 Borg-Warner (total 7700). 5000 CBS (total 15,300). 450 Haloid Xerox (total 450). 10,000 Hewlett-Packard (total 13,500). 1100 Minneapolis-Honeywell (total 1100). 5000 Packard-Bell (total 12,100). 2000 RCA (total 12,000). 6000 Sperry-Rand (total 16,000). 2029 Stewart-Warner (total 9000). 1000 United Aircraft (total 4000). \$150,000 U.S. Treasury bills due March 26, 1959 (total value \$149,036). \$150,000 Lab for Electronics 5½% convertible debentures due 1973 (total \$204,350).

Sales: 1000 Cook Electric (holds 5000). 460 Fischer & Porter (holds 1580). 100 General Transistor (holds 7900). 3900 Giannini. 300 High Voltage Engineering (holds 3400). 1300 Leeds & Northrup. 15,700 Siegler Corp. (holds 1800). \$500,000 U.S. Treasury bills.

Bendix Aviation Corp. has agreed to buy Jones Electronics Co., Bristol, Conn. manufacturer of coaxial transmission test equipment, for an undisclosed amount of stock.

Common Stock Dividends

Corporation	Amt.	Payable	Stk. of record
Clevite Corp.	\$0.25	Mar. 27	Mar. 16
Corning Glass25	Mar. 31	Mar. 16
Decca Records25	Mar. 30	Mar. 12
Desilu Productions15	Mar. 27	Mar. 13
General Controls15	Mar. 31	Mar. 16
General Electric50	Apr. 22	Mar. 13
RCA25	Apr. 27	Mar. 16
Telechrome	2% stk.	Jun. 25	Jun. 3

Emerson Radio reports a sharp increase in consolidated net profit for the first fiscal quarter ended Jan. 31:

	1959	1958
Net profit	\$627,468	\$297,699
Earned per share	31¢	15¢
Shares outstanding	2,034,600	2,034,600

Pacific Mercury reports a 60% increase in net earnings on 11% higher sales in 3 months ended Dec. 31, 1958. For the 6-month period, earnings were off, though sales were higher than the corresponding 1957 period. For 6 months ended Dec. 31:

	1958	1957
Sales	\$10,847,496	\$10,690,419
Net earnings	232,110	286,260
For 3 months ended Dec. 31:		
Sales	5,846,161	5,281,877
Net earnings	177,810	110,599

Tung-Sol's 1958 sales & profits declined, due to lower TV-radio & auto production, as previously reported by v.p.-treas. H. Merle Darling (Vol. 15:7). The company's annual report gives this summary for the year ended Dec. 31:

	1958	1957
Net sales	\$59,809,166	\$64,106,913
Net earnings	2,643,842	3,129,916
Earned per common share ...	2.67	3.31
Shares outstanding	896,067	893,502

Granco Products Inc., radio manufacturer which specializes in FM sets, reports a 20% increase in sales in the last-1/2-58 as compared with the same 1957 period, although profits were virtually unchanged. Pres. Henry Fogel said 2nd-quarter sales set an all-time high for the company. months ended Dec. 31:

	1958	1957
Net sales	\$1,481,459	\$1,233,429
Net profit	39,565	39,868
Earned per share	12 1/2¢	12 1/2¢

Clevite Corp. reported decreased sales & earnings for 1958, but the company stated that a new depreciation method "subtracted 31¢ a share from earnings." Clevite's electronics business (transistors, diodes, crystals, instruments, recording components) was reported strong & growing in 1958, accounting for more than 40% of the profits. For the year ended Dec. 31:

	1958	1957
Net sales	63,354,991	\$71,368,224
Net income	3,109,246	3,988,539
Earned per share	1.60	2.08

Oak Mfg. Co. reports decreased sales & earnings for 1958, although 4th-1/4-58 earnings (40¢ a share) exceeded those of the same 1957 period (38¢). The company reported that Jan. 1959 sales were 20% ahead of Jan. 1958. For the year ended Dec. 31:

	1958	1957
Net sales	\$15,537,850	\$20,875,613
Net income	624,426	1,084,131
Earned per share	95¢	1.65

For 3 months ended Dec. 31:

Net income	264,690	252,166
Earned per share	40¢	38¢

RCA's 1958 net profit, although reported correctly in the text of the story in last week's issue (Vol. 15:9), appeared incorrectly in the table which followed the story, because of a printers' error. RCA's financial report for the year ended Dec. 31:

	1958	1957
Products & services sold ...	\$1,176,094,398	\$1,176,277,371
Net before federal tax	60,441,749	77,048,794
Federal income taxes	29,500,000	38,500,000
Net profit	30,941,749	38,548,794
Earned per share	2.01	2.55
Shares outstanding	13,842,107	13,842,662

For 3 months ended Dec. 31:

Products & services sold ...	341,341,000	322,610,000
Net profit	11,144,000	10,229,000
Earned per share	75¢	68¢

ORRadio Industries Inc., magnetic tape manufacturer 25% owned by Ampex, was in the black for the fiscal year ended Feb. 28, according to pres. Herbert Orr. He said 4th-1/4 earnings offset the \$25,000 loss reported for 1st-9-months, and sales were \$2,900,000-\$3,000,000, compared with the preceding year's \$2,300,000. For fiscal 1959-60, he predicted sales of \$6,500,000-\$7,000,000, net earnings around \$400,000.

Ampex Corp. plans to offer stockholders the right to subscribe to one additional share of stock for each 10 held. The offering price has not yet been determined. The rights are expected to be issued around April 1. There currently are 1,853,662 shares outstanding.

RKO Teleradio Pictures is now operating in the black and is expected to contribute about \$5,000,000 to General Tire & Rubber earnings in fiscal 1959 (ending Feb. 29, 1960), according to v.p. Michael O'Neil. RKO, which owns 4 TV & 5 radio stations and operates the Don Lee & Yankee networks, operated at a net loss of \$237,377 in fiscal 1958, due entirely to the discontinuance of its movie business.

Reports & comments available: AB-PT, a discussion in the *Investment Letter* of Hayden, Stone & Co., 25 Broad St., N.Y. . . . Loew's, a memorandum by Hertzfeld & Stone, 30 Broad St., N.Y. . . . Motorola, a review in *Investor's Reader* by Merrill, Lynch, Pierce, Fenner & Smith, 70 Pine St., N.Y. . . . National Co., a review by H. Hentz & Co., 72 Wall St., N.Y. . . . Tung-Sol, an evaluation by Harris, Upham & Co., 120 Broadway, N.Y.

Amphenol-Borg Electronics has filed with the SEC for registration of 10,000 outstanding common shares, to be offered publicly by an underwriting group headed by Hornblower & Weeks. The price will be geared to the market price at the time of offering.

WDAF-TV & WDAF, Kansas City, acquired at the end of May 1958 by National Theatres, produced 10% more broadcast revenues June-Sept. 1958 than in the comparable 1957 period, says NT in its report for year ended Sept. 30.

Collins Radio stockholders will be asked to approve a proposal to reclassify the company's voting Class A & non-voting Class B common stock into a single class of common in which all shares have equal voting privileges. The special meeting will be held March 31 at Cedar Rapids, Ia.

Aerovox Corp. reports net income of \$216,700 (25¢ a share) for 1958 vs. \$276,272 (32¢) in 1957.

Sign of the times: Ziff-Davis' *Radio & TV News* changes its name to *Electronics World*, effective May.

Educational Television

ADVERTISING & ETV: The president of the world's biggest ad agency stated this week that "it would be desirable for the advertising interests to explore the possibility of their taking the lead" in the development of educational TV. In a canvass of the heads of 10 top ad agencies, we found 9 unwilling or unable to go on record. Only J. Walter Thompson pres. Norman H. Strouse—when asked to comment on Cunningham & Walsh pres. John P. Cunningham's plea for a joint advertising-broadcasting-educator committee to explore ways & means of extending ETV coverage to the entire nation (Vol. 15:7)—would say that such a committee should at least be considered.

As the first step, Mr. Strouse said, the group may well undertake to define educational TV. He didn't

share Cunningham's certainty that such a joint effort would be able to cope with the vastness of the problem.

Said Cunningham in his address last month to the Advertising Federation of America conference in Washington: "I hope to make a continuing nuisance of myself among advertising people until [the problem of nationwide ETV] is solved." Apparently he faces a long, uphill push—at least among top ad agencies. Among typical replies we received: "We don't care to enter into this discussion" . . . "I prefer not to comment" . . . "It will be impossible to prepare a statement."

Strouse's carefully-worded statement, however, provides interesting food for thought. His complete comment:

"I agree that it would be desirable for the advertising interests to explore the possibility of their taking the lead in developing 'educational' TV. The formation of a joint committee for this purpose, as suggested by Mr. Cunningham, is certainly well worth considering.

"At the same time I must say that this is by no means an easy problem to resolve, and may well prove to be beyond the capacity of any such group of interests.

"The very term 'educational' in relation to TV has been used with varied meanings, all the way from formal instruction in the classroom sense, to broad 'cultural' programming. The first step would be to define exactly what is to be talked about.

"If the word is used narrowly in the classroom sense, then a lot of unknowns are involved. The Ford Foundation has spent and is spending, I understand, very large sums on experiments in the use of TV for both adult and other education. I would want to know a good deal more than I do now about the results of these experiments, in terms of the capacity of both educators and the medium to deliver disciplined education.

"And, beyond this basic vital question, there are, of course, all the obvious problems of financing, organization, and facilities, for such a massive undertaking as making available to 'every inhabitant of the United States . . . the opportunity to earn a college degree via television.'"

ETV Grants Sifted: More than 200 applications for educational TV-radio-film research grants from a 4-year \$18,000,000 fund under the National Defense Education Act (Vol. 15:4) were reviewed this week by a special 14-member advisory committee in the U.S. Office of Education. Acting on its recommendations, education comr. Lawrence G. Derthick is expected to announce next week the initial list of winners of the grants, which may be made to schools, institutions or individuals for research projects. Meanwhile, Senate floor action on a \$51,000,000 bill (S-12) by Commerce Committee Chairman Magnuson (D-Wash.) for federal grants to states & territories to buy ETV equipment (Vol. 15:9) was postponed again. The measure was so close to being called up for a vote March 5 that Sen. Schoepfel (R-Kan.), ranking minority member of the committee and a co-sponsor, released copies of a speech he intended to make on the floor. In it he defended the bill from criticism by the Health, Education & Welfare Dept. that ETV can be advanced without federal aid for equipment purchases. Eisenhower Administration spokesmen in the HEW's Office of Education miss the point, Schoepfel said. He argued that ETV progress will be delayed unless it gets govt. help and that, meanwhile, many children will get "thin" education. Next target date set by Magnuson for a vote: March 9.

Foreign

Sweeping investigation of Cuban TV & radio is being inaugurated by new Minister of Communications Enrique Oldufsky, young engineering graduate of U of Miami (Vol. 15:3). He's in favor of increasing the quantity of educational programs, limiting the time devoted to commercials and eliminating programs & commercials of questionable taste. He announced that Cuba needs more radio frequencies—"but we must first conform strictly to the international radio agreement which Cuba has signed," implying strict regulation to keep radio stations within their allotted frequencies. Oldufsky said he's reorganizing the Communications Ministry and already has removed 600 people who have been receiving salaries but performing no work. One of the first moves was to take over the Cuban Telephone Co. (65% owned by ITT) pending an investigation into rates & earnings. A 1957 rate increase was canceled by the Govt. ITT's Radio Corp. of Cuba, which (with AT&T) operates the Cuba-Florida TV-telephone microwave link, was understood to be unaffected by the takeover.

Japan is enthusiastic about color TV—"more enthusiastic than any other country, including the U.S."—according to Telechrome pres. J. R. Popkin-Clurman, who is leaving for that country in 2 weeks. His company has sold about \$750,000 worth of color broadcast & test equipment to the semi-official Japan Bestg. Corp. (NHK), Mitsubishi Electric Co., Nippon Electric Co. & Matsushita Co. (Philips affiliate). He says 10 Japanese TV stations are now color-equipped and that NHK is transmitting in color about 2 hours a week. Japanese manufacturers are making color tubes & receivers under license from RCA, and Clurman believes there's a possibility the Japanese may soon export inexpensive color sets to the U.S. Telechrome may import a new Japanese industrial color-TV system which uses a simplified camera, built along the lines of those once developed in England by Marconi & EMI. Domestically, Telechrome will show for the first time at the upcoming NAB & IRE conventions a new insert & special-effects generator designed especially for color work.

Norway will have TV service by July 1, 1960, with three main stations and a network of satellites. Odd Granlund, asst. administrative director of govt.-owned Norsk Rikskringkasting (Norwegian Broadcasting System), has been appointed managing director of TV for a two-year period. Norway has had an experimental TV station since 1954. Norwegian & Swedish govts. have awarded a contract to British Marconi for a microwave system which will link the 2 countries and bring Norway into the Eurovision system by May 1960.

Commercial TV has come to Austria. Government-owned Osterreichischer Rundfunk began accepting spot announcements. Policies are somewhat similar to those of Germany and Italy, in that most commercials will be aired from 7:30 to 8 p.m. Spots will also be used between programs, but not after 9 p.m. No announcements may be televised more than 5 times. Austria now has 14 main stations and satellites, 4 of which went on air in late 1958.

Britain has three new TV stations, bringing its total on the air to 30. New ITA commercial station at Burnhope, northeast England, has begun programming after 45 days of test transmission on British Ch. 8. It radiates 100 kw in principal direction. Two new BBC stations are on the air with temporary transmitters—at Caithness (northeast Scotland) and at Thurmster in the Orkney Islands. Permanent installations are scheduled for completion next fall,

The authoritative newsletter for executives of TV and associated radio and electronics arts & industries

SUMMARY-INDEX OF WEEK'S NEWS

Stations

NAB CONVENTION: EMPHASIS ON WASHINGTON—with such problems as allocations, editorializing, & FCC program surveillance (p. 1).

TV'S SIZE, SPRING 1959 more phenomenal than ever, with latest Neilsen figures showing 1.6 million more TV homes than last year (pp. 3 & 10).

STATION BROKERS & THE CURRENT MARKET are examined in our survey of brokerage firms. They're generally optimistic, foresee no sharp changes (pp. 3 & 9).

SPOTS BEFORE EYES OF REPS bring forth cheery prognosis in our survey of top Reps. Week also brings agency criticism about some spot-handling (pp. 4, 12 & 15).

Manufacturing & Distribution

COLOR TV ON ITS 5th BIRTHDAY. There are 435,000 sets in use, says Mansfield, predicting a gradual 10-year upward curve. RCA still optimistic (p. 17).

RCA'S TINY "NUVISTOR" TUBES, highly reliable & requiring little power, will be competitively priced & designed for TV receiver use. Production next year (p. 18).

ELECTRONICS PRODUCTION IN 1965 will increase from \$7.94 to \$11.5 billion. Military semiconductors & industrial to be biggest areas, H. Leslie Hoffman predicts (p. 19).

FCC

ALLOCATIONS SOLUTION: A LAW TO CONTROL SETS is among the ideas considered by FCC. It would prohibit interstate shipment of sets receiving only Ch. 2-13 (p. 2).

FCC ASKS COMMENTS ON FM STEREO broadcasting. Questions probe the controversy between functional music broadcasters & stereo purists (p. 3).

EQUAL TIME VS. NEWS DILEMMA stirs House support for Cunningham bill to exempt newscasts from political requirements of FCC's Lar Daly ruling (p. 5).

BOSTON CH.5 WINDUP. The hearing on FCC "influence" charges produces no sensations despite earlier name-dropping by all hands in Herald-Traveler case (p. 6).

Networks

CLIMAX IN SALE OF MUTUAL is due at NAB convention this week. New ownership group to close deal & take over obligations, estimated at more than \$2,000,000 (p. 6).

NETWORKS' TOP ADVERTISERS by name & classification issued by TvB. Food leads the 27 categories that spent more than half-billion for time alone in 1958 (p. 7).

Other Departments

CONGRESS (p. 4). **PROGRAMMING** (p. 8). **ETV** (p. 13). **Auxiliary Services** (p. 13). **Advertising** (p. 15). **Film & Tape** (p. 16). **Financial** (p. 19).

NAB CONVENTION---EMPHASIS ON WASHINGTON: Maybe it's too much to expect, but the near-record assembly of delegates to NAB's March 15-18 annual convention at Chicago's Conrad Hilton Hotel is hoping to learn "what's going on in Washington." Not that other major aspects of broadcasting are neglected on the excellent agenda—but it's evident that convention planners felt it necessary to feature subjects in hands of FCC, Congress, Justice Dept., etc.

Always eagerly anticipated and usually falling quite flat, is the FCC panel, featuring all 7 Commissioners. Maybe it's in the nature of things, but all problems are generally "under consideration," so that Commissioners can't say very much about them. An effort is being made this time, however, to open the discussion a bit. In prior conventions, questions were directed at specific Commissioners—and their colleagues seldom added varying views. This time, questions will be thrown at whole panel—and that should fracture a little ice. It's expected that major questions will cover TV allocations, editorializing, "program balance" in renewal forms, as well as bubbling issues of equal time and option time.

Frustrating problem of TV allocations gets a prominent position—as well it should, since it's the key to station scarcity or plenty, which in turn governs economics, programming, govt. regulation, set manufacturing, & what have you. (For one idea affecting set makers and under consideration by FCC, see p. 2.)

"Military" side of the spectrum argument will be presented publicly for the first time, probably by John S. Patterson, deputy director of Office of Civil & Defense Mobilization (substituting for director Leo A. Hoegh, who received call last week to testify on the Hill), and by Lt. Gen. Arthur G. Trudeau, Army chief of research & development. Rep. Bray (R-Ind.) will present his "spectrum study" concept (see p. 4). Industry's own allocations endeavors will be top subject at engineering panel discussion of TV Allocation Study Organization (TASO), which is due shortly to submit its report to FCC.

We haven't seen the speeches, but we wouldn't be surprised to hear keynoter Robert W. Sarnoff, NBC chairman, elaborate on his attacks on those who would undermine the TV medium, to listen to NAB pres. Harold E. Fellows exhort the industry to demonstrate responsibility & dignity, to find FCC Chairman Doerfer urging Congress not to isolate Commission completely from industry and make it operate in a vacuum.

NAB officials were pleased with way things were shaping up at week's end—with attendance expected to run about 2100 vs. 1932 last year in Los Angeles and record 2448 in Chicago in 1957, and with record sale of exhibit space. Membership is at all-time high, with 334 TV, 1503 AM & 410 FM stations, and there are 309 subscribers to NAB's TV code.

There's a well-selected radio agenda—covering FM, programming, standards of practice, reps, music licensing, research, editorializing, "radio in 1970," automation—and a cleverly titled presentation by RAB: "The meeting you won't enjoy but don't dare miss if you want to stay in the radio business." All this, of course, added to the major question: "Whither network radio?"

Highlights of equipment exhibits unquestionably will be TV station automation and video tape.

Engineering sessions include such vital topics as video tape, stereo, remote control, automation, directionals, etc. Very likely, most heavily attended will be the well-manned panel discussions on TASO and video tape standards & operational problems.

ALLOCATIONS SOLUTION—LAW TO CONTROL SETS? FCC certainly isn't lacking for ideas & theories as it debates TV allocations problem, preparatory to giving Senate Commerce Committee a progress report—possible in 3-4 weeks. Consider this one, for example:

Ask Congress to pass law prohibiting shipment in Interstate Commerce of any TV set incapable of receiving all channels allocated. This isn't new. It was tossed in by member of the Senate Committee during allocations hearings several years ago, but no one would touch it.

Thought behind proposal is that set makers would be forced to produce all-channel sets (including uhf channels or new vhf channels, if latter are acquired) so that public would be able to buy nothing else. Then, over period of years, all sets-in-use would be all-channel, creating potential audience for new-channel stations. Proponents of theory argue that even if new vhf channels are acquired—which seems to be considered the ideal solution—new-channel stations would face same problem uhf does: no waiting audience.

Manufacturers were & are vigorously opposed to any such technique, regarding it as unwarranted interference with traditional economics and possibly also unconstitutional. They visualize it producing a commercial nightmare, in addition to forcing public to pay extra for sets with circuits they may never use. They can foresee, for example, a N. Y. manufacturer unencumbered by any interstate commerce law selling Ch. 2-13 sets in N. Y., happily competing with a Chicago set maker who can sell only the more expensive all-channel sets in New York.

Manufacturers believe they have a far better way to get same results in their proposal that Govt. eliminate the 10% excise tax on all-channel sets while keeping it on Ch. 2-13 receivers. This would permit them to build all-channel receivers selling for no more than Ch. 2-13 units.

We haven't detected any mass enthusiasm for the "pass a law" idea among FCC members. It does have one cute angle, however: it would pass the buck to Congress.

FCC hasn't gone very far in discussions with the military, et al., who control vhf spectrum that might be given to TV in exchange for uhf, but it's working on it. Commission believes that total of 50 vhf channels would allow establishment of 5 channels (1 of them educational) in each of first 100 markets. Commission is also thinking, if it ever gets new vhf channels, of asking Congress to give it authority to order stations to switch channels, where necessary for efficient allocation, without going through years-long "show cause" hearings.

TV'S SIZE, SPRING '59: Total of U.S. TV homes has grown 1.6 million since last spring, according to latest projection by A. C. Nielsen. TV homes now number 44,000,000 out of total of 51,350,000 U.S. homes.

Nationwide penetration of TV is thus 86% this spring, up 2% from last year. Regional breakdown shows Northeast most heavily saturated (91%); the South least at 78%. Highest state percentage: 92%—shared by Conn., Mass., R. I., N. J., and Ohio. Lowest: 58% Wyoming. All but 9 have reached ¾ of saturation. (For complete tabulation of regional & state breakdown & more details, see p. 10.)

STATION BROKERS & THE CURRENT MARKET: Since an NAB convention is a prime dickering occasion, with many station sales initiated or consummated, we thought it might be a good time to shed a little light on TV-radio's "quiet man"—the broker.

Recently, we queried all those listed on p. 332 of our Factbook, and by press time had received replies from most. We were particularly interested in their evaluation of current trends in prices, willingness to buy & sell, fees, etc. In addition, we obtained some personal background of the principals.

There's a lot of individualism in field. Some brokers concentrate on 7- and 8-figure sales. Others conduct a brisk turnover of small properties. And some play whole field.

The business is substantial—involving sales of 35-40 TV stations annually—about 7% of those operating—and about 450-500 radio sales (15% of those on air). Although there are frequent pronouncements to effect that the days of major TV sales are over and that present owners have settled down for the long pull, there's a periodic resurgence of sales when owners conclude that it's ridiculous to resist the fabulous offers—which frequently later turn out to be conservative. (For details of the firms & their evaluations of the current market, see p. 9.)

One particularly interesting trend is the development of public stock offerings by multiple owners. The latest is the Wolfson-Meyer organization (See p. 11). Another substantial group giving serious thought to the idea is Taft family's Radio Cincinnati Inc. (WKRC-TV & WKRC, Cincinnati; WTVN-TV & WTVN, Columbus; WKYT, Lexington, Ky.; WBRC-TV & WBRC, Birmingham; 30% of WBIR-TV & WBIR, Knoxville).

FCC ASKS COMMENTS ON FM STEREO: Official cognizance of stereo broadcasting came from FCC for first time this week when it expanded the multiplex inquiry it started last year—by inviting more comment directed specifically to stereo FM multiplexing.

It asked 6 questions guaranteed to provoke hot controversy—for they drive straight into heart of conflict between FM functional-music broadcasters & stereo purists. The former want FCC to approve "wideband" FM stereo system with full frequency range on both main carrier & subcarrier. The latter want 2 subcarriers—one for 2nd channel of stereo, the other for functional music—in addition to main carrier (Vol. 15:4). This would deprive stereo subcarrier of some frequency response.

Most startling question of all—on the surface—is FCC's query about "subscription radio" for FM stereo service. Actually, it's pretty much a will-o'-the-wisp issue, again seemingly designed to provoke controversy. As we pointed out nearly year ago (Vol. 14:18), some functional music broadcasters & equipment makers—with Gardiner Greene of Browning Labs as their spokesman—want to make stereo FM a "subsidiary communications service" like functional music, to be sold on subscription basis to home listeners. Greene made pitch for this approach last week at meeting of NSRC Panel 1 (Vol. 15:10).

FCC's stereo questions are also designed to get Commission off the hook with public—now writing to it in large numbers demanding "When are you going to do something about stereo?" It is also something of a directive to NSRC indicating some areas FCC would like it to explore—although the non-technical ones are beyond NSRC's ken. It will concentrate on engineering problems exclusively.

Of the 70 comments filed in earlier phase of multiplex inquiry, only 14 concerned stereo. Although Commission asks comments by June 10, it's good bet deadline will be extended at request of NSRC and others. FCC's notice is Public Notice 59-211, mimeo 70088, Docket 12517, available from Commission, or we'll get one for you if you'll write or call our Washington office. FCC's 6 questions:

(1) Should stereophonic multiplex broadcasting by FM stations be permitted on a regular basis, and, if so, should such broadcasting take the form of a broadcast service to the general public, or should it be available only on a subscription basis under subsidiary communications authorizations (SCA), or both?

(2) What quality & performance standards, if any, should be applied to a multiplex sub-channel used for stereophonic broadcasting?

(3) Should a specific subcarrier frequency or frequencies be allocated for stereophonic broadcasting?

(4) Should the quality & performance standards applicable to the main channel be further relaxed, beyond the point already permitted for SCA operations, to accommodate stereophonic broadcasting, and, if so, to what extent?

(5) What transmission standards regarding cross-talk between the main channel and stereophonic sub-channel should be adopted?

(6) Should FM broadcast stations engaging in stereophonic broadcasting be required to use a compatible system which lets listeners tuned only to main channel hear aurally balanced program?

SPOTS BEFORE EYES OF REPS; PROGNOSIS GOOD: It will be another peak year for spot sales—that's general opinion we found in canvass of top Reps this week. Increase predictions for 1959 ranged from 8% to 25%. Reps seem satisfied that this first quarter is already in bag for new record high, and look forward to healthy 2nd quarter & better than usual summer. (Complete rep comments on p. 12.)

Both sunshine & rain have fallen upon Spotland in this mixed pre-spring weather. The sunshine came with the passing of the ½-billion-dollar mark for first time as 1958's spot expenditure for time totaled up to \$511,704,000 (Vol. 15:9). And this week came a tempestuous outburst from Young & Rubicam (see p. 15) against what it claimed to be 22% violation of its commercial placements, including high prevalence of triple-spotting, chronicled by Broadcast Advertisers Reports March 6.

Sales meteorologists were also free to note other interesting elements in the windy skies: Petry plumping for increased spot prices; the continued pressure for prime spots, with availabilities limited, as seen by George Bolling; the dark cloud of labor disputes observed by Lloyd Griffin; and the interesting correlation noted by L. G. Venard between spot activity & the published interim earnings of firms listed on New York Stock Exchange.

Whatever the weather signs, TV spot salesmen could be thankful—especially when they compared their lot to what was detailed in SRA's latest release on national spot radio: down 8% for 4th-quarter; down 1.9% for whole of 1958.

Congress

Potter Resolution Revived: None too hopefully, Rep. Bray (R-Ind.)—co-author of last year's Potter resolution for a spectrum study by a federal commission (Vol. 15:10)—reintroduced the measure this week. He said he wanted his bill (H.J. Res. 292) to be considered by the House Commerce Committee along with legislation proposed by the Eisenhower Administration for a Presidentially-appointed commission on telecommunication management. But Bray added that Committee Chairman Harris (D-Ark.) is embarked on "a worthwhile endeavor" in projecting a subcommittee investigation of spectrum uses without benefit of a special commission. He said the Harris study will be "of more immediate value" than the Administration's plan, at least. Unlike an all-White House commission, Bray's commission would be made up of 2 members named by the President & one each by the Senate, House & FCC. At week's end, Bray had found no Senate sponsors for his proposal, to replace defeated Sen. Potter (R-Mich.). Their 1958 plan was defeated under criticism by industry spokesmen who feared military domination of the commission.

Separation of TV & radio operations is now in effect at all 3 network flagships in New York. NBC, long a holdout, abandoned its "integration" policy March 11. Hereafter, except for public service shows and business affairs, the TV & radio outlets will function as separate units, with Max E. Buck, sales and marketing dir. of both stations, becoming manager of WRCA-TV.

Legislative epitaphs for attempts last year by ASCAP members to drive BMI out of business by barring broadcasters from music publishing or recording (Vol. 14:30) were written this week. Senate Commerce communications subcommittee Chairman Pastore (D-R.I.), who had already buried an anti-BMI bill (S-2834) by Sen. Smathers (D-Fla.), released comments by the FCC & Justice Dept. on the 1958 hearings. Asked by Pastore if anything should be done about ASCAP charges that BMI is a music monopoly, both FCC Chairman Doerfer & asst. attorney general Victor R. Hansen replied that they had nothing to suggest.

Broadcast editorials are beginning to win attention in the appendix of the *Congressional Record*, traditional depository for speeches, newspaper articles, etc. which members of Congress think are noteworthy. Latest example: an editorial on Baltimore's freight differential, telecast over Westinghouse's WJZ-TV by gen. mgr. John McClay. It was inserted in the *Record* by Rep. Friedel (D-Md.) as an example of how WJZ-TV has "contributed to the public understanding & betterment."

"Ten Commandments" for FCC & other federal agencies, contained in a do-good "ethics" bill passed by Congress last year (Vol. 14:29) during the House legislative oversight subcommittee investigations, will be printed in a fancy edition. Despite protests on the floor by Rep. Gross (R-Ia.) that Congress ought to "do something about so-called ethics" instead of formulating unenforceable principles of good conduct, the House voted to spend \$2976 to run off 15,000 2-color copies of the code.

The FCC

Equal Time vs. News: Members of Congress began hearing from home this week on the political-equal-time vs. political-news issue raised by the FCC in its controversial ruling in the case of perennial candidate Lar Daly & Chicago TV stations (Vol. 15:8-10).

Indignation over the Commission's dictum—that Sec. 315 of the Communications Act requires stations to provide equal time for politicians whose opponents turn up in newscasts—had not yet sparked any mass protest on Capitol Hill.

But at least a score of congressmen reported receiving letters & telegrams from TV & radio stations in their home districts urging that something be done to solve broadcasters' programming dilemma.

And Rep. Cunningham (R-Neb.), sponsor of a bill (HR-5389) to amend the Communications Act so that news programs are excluded from its equal-time requirements, told us he's already getting promises of active support from other House members. A companion bill (HR-5675) was introduced by Rep. Younger (R-Cal.). However, Cunningham got no response from Commerce Committee Chairman Harris (D-Ark.) to a plea for early hearings on the measure. Nor was there any reported move in the Senate for modification of the FCC ruling.

"It has been suggested that the Commission's recent ruling is an effort on the part of the Commissioners to force Congress to clarify this section," said Cunningham. "I have no proof of such a motive, but I do believe Congress should act to clarify the situation."

Cunningham's bill would add this to Sec. 315 (a):

"Appearance by legally qualified candidates on any news program, including news reports and news commentaries, where the format & production of the program are determined by the broadcasting station, or by the network in the case of a network program, and the candidate in no way initiated the recording or the broadcast, shall not be deemed to be use of a broadcasting station within the meaning of this subsection."

Meanwhile NBC joined other networks & the NAB in urging the FCC to take another look at the implications of the ruling. In a 21-page petition to the Commission, NBC's Washington attorney Howard Monderer cited "grave effects" on coverage of coming political campaigns.

"The ruling poses a painful dilemma," NBC said. "Either a station reports the news conscientiously when it happens to involve a political candidate, thereby paying the penalty of giving free time to all opposing candidates, or it abandons coverage of important news stories that involve candidates even in an incidental way."

As an example of what the FCC's ruling could mean, Monderer pointed to one month's news coverage by NBC-TV's *Today* during the 1956 presidential campaign. In Oct. President Eisenhower appeared on 18 occasions in newsfilm briefs whose total time was "26 minutes 29 seconds in all." If all other qualified candidates for president (there were 15) had been given equal time, "7 additional hours of time would have been compulsorily earmarked."

Cunningham's bill wouldn't touch the broadcasters' problem of bowing to equal-time demands by candidates of minor parties—"because Congress refused several years ago to try to define this question, and it is a knotty one." But he said Sec. 315 also is "poor" legislation "because it does not differentiate between a major party and a very minor party whose candidates have no chance of victory."

In Chicago, the "equal time" question was tackled Sat. March 14 by Dr. Frank Stanton, pres. CBS Inc., in a speech before the pre-NAB general conference of CBS-TV affiliates. Terming it an "urgent problem" which has "serious implications not only for this medium but for the whole question of the effective working of democracy," Stanton reiterated his statement that CBS would fight the FCC decision in the Chicago case, and examined at some length the possibilities it created.

During the 1956 presidential campaign, Stanton reported, CBS gave "about 20%" of its newscast time to coverage of candidates of the two major parties. Said Stanton: "There were 24 Presidential and Vice Presidential candidates of 12 parties. To furnish them all with equivalent time would have taken some 38 hours, or approximately 20% more than all the time spent by all our TV network newscasts on all the news." The whole situation would become an "absurdity" as soon as "the crackpots learn the application of this decision," he added.



FCC's Booster Boost: Sen. Clark (D-Pa.) has joined Sen. Fulbright (D-Ark.) in coming to the defense of the FCC's ban on vhf boosters (Vol. 15:10), which is being reconsidered by the Commission under pressure from Westerners in Congress. Clark told the Senate there was nothing "precipitate & ill-considered" about the FCC's original order last Dec. 30, as alleged by pro-booster forces in Senate & House. Instead, he said, the ban was the result of "thorough investigations" which showed that illegal boosters interfered with air safety communications and regular TV reception. Clark added: "I hope that the Commission will be permitted to administer the Communications Act in the public interest in this case, and all others, free of interference, and without cognizance of political considerations."

Sale for \$6,508,808 of WPRO-TV (Ch. 12), Providence and its AM & FM adjuncts by Cherry & Webb Bcstg. Co. to Capital Cities Television Corp. (Vol. 14:51) was approved by the FCC this week. Transfer of the licenses to Capital Cities (WTEN, Albany; Adams, Mass.; WCDC, radio WROW, Albany; WTVD, Durham, N.C.) was conditioned on a stipulation that Storer Bcstg. Co. stockholder John B. Poole won't become a Capital Cities stockholder without 60 days' notice to Commission. Poole made an agreement Feb. 3 with Capital Cities to buy debentures which carry right for conversion into its common stock. He has a 1% interest in Storer, which already has its full complement of TV & radio stations.

Free communication service by telephone & radio around the world for delegates to the 9th assembly of the International Radio Consultative Committee April 1-30 in Los Angeles is authorized by a resolution (S.J. Res. 47) passed by the Senate this week. The permissive measure, waiving FCC rules against such accommodations by common carriers in the U.S., was proposed by the Senate Commerce Committee to promote "good public relations, comity between nations, and reciprocity." It's a customary gesture by hosts for meetings of the IRCC, an affiliate of the International Telecommunications Union. Costs of the service for delegates would be absorbed by the carriers, not the Govt.

Montana bill to classify & regulate community antenna systems as utilities, passed by its legislature, was vetoed by Gov. Hugo Aronson. He noted that FCC regulates TV, that bill was discriminatory, and that CATV doesn't have the essential attributes of a utility.

BOSTON CH. 5 WINDUP: Marked by much name-dropping but few fireworks, hearings in the Boston Ch. 5 "influence" case ended this week as unsensationally as they started (Vol. 15:8-10). Special FCC examiner Horace Stern "hopefully" called for adjournment after a one-day session tying up loose ends.

Aiming at a March 16 deadline for closing the record, the Boston proceedings failed to generate the sort of heated charges & counter-charges that boiled up in the much-more-celebrated Miami Ch. 10 case. Lawyers' briefs will be filed by April 20, oral arguments will be heard by Stern "on or about" May 1.

Then it will be up to the retired Pa. Supreme Court jurist to recommend to the Commission what should be done—if anything—about the FCC's 1957 award of Ch. 5 to WHDH-TV (*Boston Herald-Traveler*).

Main windup witness was asst. attorney general Victor R. Hansen, anti-trust chief who will be concluding his govt. service soon to return to his native Cal. He was called to clear up a "conflict of testimony" involving ex-FCC chairman George C. McConnaughey & a Justice Dept. investigation of anti-trust complaints against the *Herald-Traveler*.

McConnaughey had testified that Hansen assured him "the matter was closed" and that it "could not even be dignified by the name of a complaint." Hansen said he had "no recollection of saying that." But Hansen produced a March 28, 1957 office memo in which he had noted that he did tell McConnaughey that he "would not recommend suit now" against the *Herald-Traveler*.

The award of Ch. 5 was fought by the *Boston Globe* on grounds that *Herald-Traveler* publisher Robert B. Choate had: (1) Tried to force the *Globe* into a merger. (2) Attempted to prevent the *Globe* from borrowing money for a new printing plant. (3) Threatened to drive the *Globe* out of business with the help of WHDH-TV.

Hansen also acknowledged that he had met with Choate in the office of then-Attorney General Herbert Brownell Jr. in April, 1957 to discuss the anti-trust investigation by the FBI. Hansen said he told Choate that the investigation hadn't been concluded then. Subsequently it was decided that "there wasn't sufficient evidence to justify filing a complaint." The case was dropped in Jan. 1958.

Others on the stand at the closing session were ex-FCC gen. counsel Warren E. Baker, now in private Washington practice, and Boston lawyer Maurice Simon who bought 1400 shares of *Herald-Traveler* stock for \$100,000 shortly before WHDH-TV won its grant.

Baker denied that any Boston Ch. 5 applicant discussed the case with him, confirmed that he had been listed by the Republican National Committee as the FCC's patronage man, and described FCC-Justice Dept. liaison procedures.

Simon was questioned about his relations with George Rabb, brother of ex-cabinet secy. Max Rabb. He said he shared an office with George in Boston, but neither George nor Max knew about his *Herald-Traveler* investments, and he hadn't talked with them about the TV application.

Other political "contacts" mentioned in the case weren't called to the stand—and there was no objection when Judge Stern suggested that their appearance wasn't needed. They included ex-Commerce Secy. Sinclair Weeks, whose "testimony would not be vital in any way to any real issue in the case," ex-White House aide Sherman Adams, reps. Martin (R-Mass.) & McCormack (D-Mass.). They had been listed by v.p. Forrester A. Clark of Ch. 5 loser Mass. Bay Telecasters as politicians he had solicited for help. But as Stern put it: "he didn't, so to speak, get any-

Networks

MBS SALE CLIMAX AT NAB: At this week's NAB convention, Mutual affiliates will have a chance to meet the new group which is running their network. Members of management team headed by Malcolm E. Smith Jr., who last week picked up an option to buy the network (Vol. 15:10), still mean business—and they hope to put finishing touches on deal by March 17 in Chicago.

They won't be turning over any money to the present Scranton Corp. ownership of Mutual. They'll merely be assuming the network's obligations—which total more than \$800,000, plus about \$1,200,000 in air time owed to Scranton Corp.

Heading the new management team are Smith & his business associate Richard Davimos. Smith, 41, is an extremely successful businessman, very well regarded in both business & community affairs. His Harrison Home Products Corp. is an importer of West German novelty items, and has been a big user of radio time in selling its \$3.95 Addiator pocket adding machine on a per-inquiry basis. He also heads N.J. corporations which make phono records under a number of labels—biggest being Waldorf and Grand Award. His company is known as the largest supplier of records to rack jobbing operators (non-record store) and chain stores.

A native of Nissequogue, Long Island, where he lives with his wife and 4 children, Smith is a member of the Village Council there and is a direct descendant of "Bull" Smith, an early Indian trader after whom nearby Smithtown is named.

Adolf N. (Ade) Hult, veteran of the broadcasting field, will have a top post in the operation of the network.

There were conflicting reports this week about what appeared to be a wholesale defection from Mutual by the 42-station Intermountain Network (Utah, Ida., Mont., Wyo., Colo., Nev. & Neb.). Only one thing is sure: The regional network, headed by key station KALL, Salt Lake City, signed an affiliation agreement with ABC. Mutual claims that the net still was also an MBS affiliate—that, in fact, KALL was serving as switch point for taping of MBS shows for the West Coast. But that wasn't the way ABC heard it.

* * *

Meanwhile, back at the courtroom, an agreement was reached between the Hal Roach-headed F. L. Jacobs Co. and the SEC in the chambers of U.S. District Judge Sidney Sugarman. The SEC dropped its legal actions against the Jacobs firm (but not its charges against Alexander Guterma personally). In return, the company agreed to add 3 new directors with broad powers to its 6-man board. They are former SEC counsel William H. Timbers, N.Y. attorney Milton Gould & former N.Y.C. comptroller Lazarus Joseph. Thus the threat of receivership against Jacobs was removed.

In a sidelight activity, Hal Roach Jr. told the court he was bilked by Guterma, and filed a civil suit asking the return of 34,475 shares representing the controlling stock of Scranton Corp., parent of Mutual and of Hal Roach Studios. Roach said this was the balance of 35,000 shares he had received from Guterma (total book value \$1,295,000) in the sale of Hal Roach Studios to Scranton Corp.

Jacobs Co. attorney Henry L. King said Roach loaned the stock to Guterma who had requested it to finance the payroll of Roach Studios. Then, he charged, Guterma pledged the stock to moneylenders in such a way as to permit sale of the stock.

NETS' TOP ADVERTISERS: Food leads off TvB's study of 1958 network billing by product category, issued this week. Toiletries are 2nd, with smoking materials in 3rd place. We give you (at right) TvB's chart, rearranged in order of rank, as well as a ranked list (below) of the past year's 100 top spenders for network time. We have already printed the total billings picture—the brightest in history—in Vol. 15:7.

Network TV's 9.8% time-revenue gain for 1958 over 1957 broke down consistently between day (9.9%) and night (9.7%) sectors.

The report also includes December 1958's 15 biggest brand advertisers on networks, the top 8 of whom spent from over half a million to in excess of a million for the 31-day period. They were, by rank: Anacin, Bufferin, Viceroy, Chevrolet, Tide, Ford, Winston, and Dristan.

100 Largest TV Network Advertisers of 1958

Gross time costs only, as estimated for Television Bureau of Advertising (TvB) by Leading National Advertisers (LNA) & Broadcast Advertising Reports (BAR)

Rank	Advertisers	Amount	Rank	Advertisers	Amount
1.	Procter & Gamble ..	\$50,638,647	51.	DuPont	2,671,026
2.	Colgate Palmolive ..	22,857,497	52.	Carnation Co.	2,661,252
3.	Lever Brothers Co. ..	21,958,373	53.	Sylvania Elec.	2,597,008
4.	General Foods	20,733,118	54.	Life Savers	2,476,177
5.	General Motors	20,593,366	55.	Johnson & Johnson	2,461,026
6.	Am. Home Prod.	20,507,683	56.	Mennen Co.	2,380,733
7.	Gillette Co.	16,132,360	57.	Reynolds Metals Co.	2,358,852
8.	Bristol Myers Co.	16,072,802	58.	Carter Products	2,340,095
9.	Reynolds, R. J. Tob.	16,002,213	59.	Singer Mfg. Co.	2,225,091
10.	Chrysler Corp	14,341,471	60.	Pet Milk Co.	2,211,093
11.	Ford Motor Co.	12,561,121	61.	Bishop, Hazel, Inc.	2,112,594
12.	Am. Tobacco Co.	11,252,180	62.	Borden Co.,	1,860,634
13.	Liggett & Myers	10,849,983	63.	Sweets Co. of Am.	1,838,374
14.	General Mills, Inc. ..	10,790,118	64.	Goodyear Tire	1,779,195
15.	Kellogg Co.	10,290,885	65.	Schick, Inc.	1,737,741
16.	Pharmaceuticals	10,173,557	66.	Gerber Products	1,713,996
17.	Sterling Drug, Inc.	9,919,859	67.	Socony Mobil Oil ..	1,709,593
18.	Lorillard, P., Co.	9,791,226	68.	Drackett Co.	1,699,539
19.	Brown & Williamson	8,250,471	69.	Factor, Max & Co. ..	1,695,612
20.	Nat'l. Dairy Prods.	6,709,514	70.	Bulova Watch Co. ..	1,667,057
21.	Radio Corp. of Am.	6,458,126	71.	Mars Inc.	1,666,141
22.	Revlon, Inc.	6,309,037	72.	Greyhound Corp.	1,633,818
23.	Standard Brands ..	6,144,983	73.	Libbey-Owens Ford	1,623,869
24.	Eastman Kodak Co.	5,937,361	74.	Firestone Tire	1,597,171
25.	General Electric Co.	5,295,996	75.	Sear's Roebuck	1,552,128
26.	Johnson, S.C. & Son	5,242,277	76.	Am. Gas Ass'n.	1,549,530
27.	Pillsbury Mills, Inc.	5,205,578	77.	Alum. Co. of Am. ..	1,531,362
28.	Philip Morris, Inc...	4,967,012	78.	Wildroot Co., Inc. ..	1,509,171
29.	Corn Products Co. ..	4,927,240	79.	Chemstrand Corp. ..	1,506,984
30.	Miles Laboratories ..	4,785,393	80.	Alberto Culver Co.	1,434,882
31.	Quaker Oats Co.	4,693,728	81.	Libby, McNeill	1,427,411
32.	Westinghouse Elec.	4,639,231	82.	Assoc. Prod. Inc. ..	1,377,336
33.	Campbell Soup Co...	4,233,743	83.	U.S. Rubber Co.	1,372,000
34.	Prudential Ins. Co.	3,826,756	84.	Seven-Up Co.	1,368,282
35.	National Biscuit	3,596,818	85.	Block Drug Co.	1,357,243
36.	Nestle Co., Inc.	3,537,424	86.	Atlantis Sales	1,322,987
37.	Armour & Co.	3,532,737	87.	Union Carbide	1,305,373
38.	Scott Paper Co.	3,418,096	88.	American Can Co. ..	1,253,570
39.	Kaiser Industries ..	3,387,268	89.	Gold Seal Co.	1,195,315
40.	Ralston Purina Co.	3,376,044	90.	Amer. Tel. & Tel.	1,190,176
41.	Chesebrough Ponds	3,098,078	91.	Speidel Co.	1,133,904
42.	U.S. Steel Corp.	3,086,950	92.	Sunshine Biscuits ..	1,130,508
43.	American Chicle	2,969,625	93.	Sunbeam Corp.	1,125,580
44.	Kimberly Clark	2,966,771	94.	Polaroid Corp.	1,031,872
45.	Swift & Co.	2,953,650	95.	Breck, John H.	1,025,460
46.	Helene Curtis Ind.	2,938,475	96.	PAA World Arwys	1,002,600
47.	Warner Lambert	2,892,606	97.	Amer. Dairy Ass'n ..	996,376
48.	Sperry Rand Corp ..	2,802,210	98.	Falstaff Brewing ...	969,879
49.	Armstrong Cork	2,764,452	99.	Royal McBee Corp. ..	965,724
50.	Schlitz, Joseph	2,724,378	100.	U.S. Time Corp.	963,377

TV mikes and cameras are as integral a part of news dissemination as the typewriter, camera and printing press, David Adams Sr., NBC exec. v.p., wrote this week, in letters to N. Y. Gov. Nelson Rockefeller, Rep Assembly leader Joseph Carlino & Senate Dem. majority leader Walter Mahoney. He was presenting NBC support of bills before the N. Y. State Legislature to permit TV & radio coverage of sessions. Outmoded view of TV-radio newsmen as second-class journalists in N. Y., incidentally, is typified by the fact that even top TV news names must be available for jury duty, although cub reporters of even a weekly newspaper are exempt.

1958 Time Expenditures of Network TV Advertisers by Product Classification

(LNA-BAR: Estimated gross time costs only)

Rank	Classification	Expenditure
1.	Food & Food Products	\$109,205,706
2.	Toiletries & Toilet Goods	98,921,152
3.	Smoking Materials	62,092,208
4.	Soaps, Cleansers & Polishes	61,475,688
5.	Medicines & Proprietary Remedies	58,043,625
6.	Automotive	52,500,296
7.	Household Equipment & Supplies	23,544,658
8.	Insurance	17,879,698
9.	Jewelry, Optical Goods & Cameras	12,971,333
10.	Confectionery & Soft Drinks	9,324,276
11.	Radios, Television Sets, Phonographs, Musical Instruments & Accessories .	8,515,340
12.	Miscellaneous	8,153,688
13.	Industrial Materials	6,944,696
14.	Office Equipment, Stationery	6,751,311
15.	Beer, Wine & Liquor	6,288,987
16.	Apparel, Footwear & Accessories	5,408,809
17.	Household Furnishings	3,465,904
18.	Gasoline, Lubricants & Other Fuels ...	3,132,351
19.	Consumer Services	2,777,321
20.	Travel, Hotels & Resorts	2,590,983
21.	Building Materials, Equipment & Fixtures	2,395,117
22.	Sporting Goods & Toys	1,762,906
23.	Horticulture	1,007,774
24.	Publishing & Media	848,841
25.	Political	274,290
26.	Entertainment & Amusement	249,989
27.	Agriculture & Farming	63,454
	Total	\$566,590,401

More Sponsored Hours: Sponsored time on the 3 TV networks is at the highest March figure in history & the 2nd highest on record (first: December 1958—157 hours, 6 min.). According to NBC corporate planning div.: For the week of March 2-8, there are 153 hours, 38 minutes of sponsored time on all 3 webs, an increase of 8 hours, 2 minutes (5.5%) over the previous month's level, and 11.6% over March, 1958.

CBS-TV leads with 36.8%. NBC-TV is next, with 33.8%. ABC-TV is a strong contender with 29.4%. NBC, however, notes that the CBS March 1958 lead of 15.2% has been narrowed to 8.9%.

In a lavish N. Y. presentation March 1 for over 1000 admen (and due for repeats March 15-16 in Chicago), ABC-TV's Leonard Goldenson, Oliver Treyz, Don Coyle & Bert Briller climbed atop aluminum ladders to promise a fully competitive status with NBC-TV and CBS-TV.

Not to be outdone, CBS pointedly ran a full-page ad in the *New York Times* the same day to claim the largest average nighttime audience of any network (14% bigger than NBC, 27% larger than ABC), the largest average daytime audience, 20 of the top 40 shows in TV, and the lowest average cpm for both nighttime & daytime shows.

Matthew J. Culligan, NBC radio exec. v.p. will be the featured speaker at the Chicago Broadcast Advertising Club luncheon March 19 in the Sheraton Hotel. All broadcasters attending the NAB convention have been invited to the luncheon, which will also honor the Broadcast Pioneers.

A truly captive audience can be claimed by NBC-TV's educationally slanted *Continental Classroom* series, now dealing with college-level courses in nuclear physics. Kines of the Friday-morning, 6:30 a.m. show are viewed regularly by a group of inmates at San Quentin.

Programming

CBS Lifts the Curtain: Reminding the tub-thumpers for more "culture" on TV that television is essentially a mass medium, and that "any producer who thinks otherwise had better have his electronic head examined—he hasn't got it screwed on straight," CBS's program v.p. Hubbell Robinson trotted out the network's new program plans for its affiliates in Chicago Sat. March 14.

On the roster: *The Blue Men*, to replace Gale Storm (about 2 N.Y. cops, father & son). *Twilight Zone*, ½-hour Rod Serling series about "man's experience which is startling, unpredictable & sometimes unexplainable." Three new situation comedies: *Dennis the Menace*, *Peck's Bad Girl* (Patty McCormick, Marsha Hunt, Wendell Corey) & Cy Howard's *The Wonderful World of Little Julius* (Eddie Hodges, Gregory Ratoff, Sam Levine).

Robinson also announced a regular 40-week series of specials, to be assigned to a permanent day & time.

Seven other new ½-hours included detective *Nero Wolfe*. *Countdown*, about space, will occupy Tuesday's 7:30-8:30 p.m. hour; and for the same hour on Wednesday, CBS is readying "a property . . . that will send *Wagon Train* back to St. Joe."

Special daytime prestige shows with public-service slant are planned for this spring by 2 networks. CBS-TV will aim at distaff viewers with a new hour-long series titled *Woman!*, to be launched in May on a pre-emption basis. James Fleming will produce, reporting to Irving Gitlin, dir. of public affairs. First show will deal with the topic "Do They Marry Too Young?" Budget will be about \$60,000. NBC-TV will send a two-day special report on the Berlin crisis to morning audiences of the *Today* series April 3 & 4. Each show will run for 2 hours, and both are keyed to the 10th anniversary of NATO. Robert Bendick will be in charge. ABC-TV is currently revamping its "Operation Daybreak" shows, but has no immediate plans for one-shot specials.

ASCAP grossed \$28,441,000 in 1958, a new record and 4% above 1957 receipts, controller George Hoffman reported in Hollywood last week. Income sources were license fees, \$28,234,000; interest on U.S. Treasury notes, \$119,000; dues, \$87,000. Expenses totaled \$5,180,000. Hoffman said ASCAP will distribute \$23,261,000 to members, with additional sums yet to come in royalties from England, Canada & Sweden.

NBC-TV will telecast college football games again in 1959—5th consecutive year and 8th time in 9 years. The network will pay \$2,200,000 for the NCAA series; CBS had bid \$2,000,000. Last year, NBC paid \$1,800,000, was the only network to submit a bid. Sponsors were Bayuk Cigars, Gulf Oil, Libbey-Owens-Ford & Sunbeam Corp.

Unions in broadcasting fields should "play a more active role in combatting the attacks of the mischievous, misguided & misinformed" on TV & radio, mgr. Charles H. Tower of NAB's broadcast personnel & economics dept. said this week. "Management & labor have a common interest in the size of the pie," he told a St. Louis meeting of AFTRA officials.

To coordinate Roman Catholic Church action throughout the world in TV, movies & radio, a new permanent section of the Holy See was created this week by Pope John XXIII. Bishop Martin O'Connor of Scranton, Pa., will direct the new section.

Stations

NEW & UPCOMING STATIONS: Unique share-time Ch. 10 combination begins March 15 in Michigan when NBC-TV affiliate WILX-TV and educational WMSB start programming. A GE 50-kw transmitter & 925-ft. Ideco tower are on Rossman Rd., Onondaga, Mich., where the channel is allocated, about 20 mi. from Lansing & Jackson, 30 mi. from Battle Creek. WILX-TV studios are in Hotel Hayes, Jackson; WMSB at 600 Kalamazoo St., E. Lansing. Non-commercial operation will be from 9:30 a.m.-2 p.m. Mon.-Sat.; 6-7:30 p.m., Mon.-Fri.; Noon-4 p.m., Sun. We're counting the combination as 2 stations, changing our on-air total to 551 (84 uhf), of which 40 are educational outlets.

WILX-TV owners are Edward E. Wilson, auto & truck dealer, with 60%, and Lansing Bestg. Co., licensee of radio WILS, Lansing, 40%. Lansing Bestg. also owns 55% of radio WPON, Pontiac, Mich. John C. Pomeroy, pres. & 27% owner of Lansing Bestg., is pres.-gen. mgr. of WILX-TV; Martin Giaino, ex-station & sales mgr. of radio WJEF, Grand Rapids, gen. sales mgr.; David Froh, ex-station & program mgr. of WILS, program director; Joseph Mingioli, production supervisor; Lester B. Fishhaut, promotion mgr.; Donald L. Wright, chief engineer. Base hour is \$800. Rep is Venard, Rintoul & McConnell.

WMSB owner is Michigan State U, which took educational uhf WKAR-TV, E. Lansing (Ch. 60), off the air in June 1958. Michigan State also operates E. Lansing radio WKAR & WKAR-FM. Nearly all of following are WKAR-TV veterans: Dr. Armand L. Hunter, gen. & program mgr.; Patrick J. Callihan, production & facilities mgr.; Lee C. Frischknecht, production supervisor; James R. Culver, film director; Linn P. Towsley, chief engineer. School owns transmitter equipment. At least part of operating costs will be met by fees charged WILX-TV for time on air.

Note: KBLR-TV, Goodland, Kan. (Ch. 10) after being on test programming since Sept. 11, 1958 (Vol. 14:37), plans full operation March 15 with CBS-TV, reports Leslie E. Whittemore, Denver CPA, who has been given power of attorney by ailing owner James E. Blair, and is now pres. & gen. mgr. Eddie R. Jones is station & program mgr.; Jack Walkmeyer, sales mgr.; Paul Bateman, chief engineer. Base hour is \$195. Rep is Gill-Perna.

Storer Bestg. Co. this week bought radio KPOP, Los Angeles (1020 kc, 5 kw daytime) for \$900,000 from the Standard Bestg. Co., headed by John F. Burke Sr. & his son. Since Storer now owns 7 radio stations, it must dispose of one of the following before FCC will approve the purchase: WGBS, Miami; WJBK, Detroit; WSPD, Toledo; WAGA, Atlanta; WJW, Cleveland; WIBG, Philadelphia; WWVA, Wheeling. The transaction was handled by Los Angeles brokers Summers, Searle & Brewer & Assoc. KPOP began in 1925, has been operated by the Burkes since 1936, has an application for 50 kw on file.

Deal for sale of radio WCKR, Miami, was cancelled this week by mutual consent of parties after time ran out on the agreement. FCC would not approve the sale to consolidated Sun Ray Drug Co. by *Miami Herald-Miami News-Niles Trammel* group for \$800,000 (Vol. 14:21, 40, 45) because it is still investigating allegations made before Harris subcommittee that WCKR principals attempted "influence" in the Ch. 7 case. Sun Ray last week purchased WALT, Tampa (1110 kc, 10 kw D) for \$300,000 from owners Emil Arnold, Robert Wasdon and Jack Siegel.

More about

BROKERS APPRAISE STATION MARKET: No drastic change in the prices of TV & radio stations is seen by the brokers whom we questioned recently (see p. 3). Those who commented on the state of the market generally foresee prices keyed to the nation's economy and to a rising profitability of broadcasting.

Herewith is a roundup of broker's comments, plus a brief description of the firms & principals—in alphabetical order, with addresses of main offices, and with spokesman in parentheses:

Blackburn & Co. Washington Bldg., Washington (James W. Blackburn): "Our business is better today than it has ever been, and there are definite signs of even greater activity to come. Radio station prices have risen rapidly & consistently during the past 3 years, and we see no reason to expect this condition to change. The reasons for this include the consistent rise in earnings of the broadcast industry generally and the increasing awareness of investment capital of the earnings possibilities."

The firm was established on March 1, 1957, as the successor to Blackburn-Hamilton Co. which began in 1946. It reports average of one sale a week. Fees run 5%.

Blackburn was born in Illinois, educated at the U of Iowa. He spent 10 years with the Hearst newspapers, in advertising, sales & general management. He then shifted to Allen B. DuMont Labs and became manager of equipment sales. In the Navy, he attained the rank of commander and was in charge of radar production. His associates are: Jack V. Harvey & Joseph M. Sitrick (Washington); H. W. Cassill & Wm. B. Ryan (Chicago); Clifford B. Marshall & Stanley Whitaker (Atlanta); Colin M. Selph (Beverly Hills).

Haskell Bloomberg, 208 Fairmount St., Lowell, Mass.: "This country is in the throes of inflation to an extent that, I believe, must resolve itself in a bursting of bounds. There is a dearth of stations at sensible prices & a plethora of buyers, many of whom are envious of those who have bought & sold stations at handsome profits. Most of these buyers are young enough so that the crash of 1929 is but history. They know only that prices go up. They have never experienced a drop. The older broadcasters are willing enough to sell, but require all cash, because they fear the day of reckoning and want no truck with 'paper.'"

Bloomberg is an attorney (Boston U) who operated a haberdashery when he was 17, then ran a wholesale cotton goods business, manufactured tire fabric, ran a furniture store—before entering radio station management in Lexington & Lowell. He was in radio about 20 years before establishing his brokerage business in 1955 with his daughter Muriel Bloomberg as chief asst. His fee is 5% for sales up to \$1,000,000, scaled down from there on.

Paul H. Chapman Co., 1182 W. Peachtree St., Atlanta (Paul H. Chapman): "During these recent years we have found that the overall trend in station prices has been upward on a moderate scale. There have been exceptions, of course, geographical areas for instance which have been depressed from a business standpoint are likewise depressed in our market. The agricultural areas that have gone in for land bank type of income, for instance, have lost population, in turn retail sales, and in turn some value on the broadcast property located therein."

Chapman began his firm on Jan. 1, 1954, after 16 years in station management. He reports more than 100 transactions to date. His associates: J. Wm. Chapman, Jr. (brother), G. Paul Crowder & J. McCarthy Miller (Atlanta);

Henry S. Hovland (New York); W. F. Stover (Chicago); Edgar H. Twamley (Santa Barbara). The fees are 10% up to \$50,000, scaled down to 5% for sales above \$100,000.

R. C. Crisler & Co., Fifth Third Bank Bldg., Cincinnati (R. C. Crisler): "In my opinion, the prices vary quite consistently with relative prosperity of business as a whole & of the stations themselves. The pronounced success of radio over the past 3 years has brought about greatly increased values. By the same token, prices for TV stations leveled off from the latter part of 1957 to the latter part of 1958, mainly because of plain economics where neither net nor gross was increasing except in a few rare instances. We don't see why stations should not continue to enhance in value with general business prosperity, and on the other hand, they certainly would decline with depressed general business conditions. One check on radio is the constantly increasing number of stations and something similar to this could develop in TV if certain technical problems are overcome."

Crisler became a broker after dissolving his Transit Radio Inc. in 1952. A 1929 graduate of Yale, he worked successively for the Guaranty Trust Co., Western & Southern Indemnity Co., Field, Richards & Co. (investments). He served as an Air Force captain during World War II. His associates are: Paul E. Wagner (Cincinnati); Paul R. Fry (Omaha). He also has an "affiliate" relationship with Lincoln Dellar firm at 1470 E. Valley Rd., Santa Barbara.

Among major sales handled by the firm were those of WBRC-TV & WBRC, Birmingham; WHBQ-TV & WHBQ, Knoxville; radio WHK, Cleveland. The fee is 5% "except for multi-million-dollar deals where, obviously, fees are subject to negotiation."

Daniels & Assoc., 1115 Mile High Center, Denver (Bill Daniels). A specialist in community antenna system sales, Daniels states: "The trend of sales in the CATV business is optimistic because of the continued interest in both CATV business & the possibility of eventual closed-circuit pay TV. Prices of systems vary, depending upon such factors as the money potential in the community, unused depreciation, taxes, etc."

Daniels is 38, a graduate of N.M. Military Institute, served as a carrier fighter pilot in World War II & the Korean conflict. He operates several CATV systems of his own, began the brokerage firm in May, 1958. His associate is C. M. Williams, an attorney. He reports 6 CATV system sales to date and has 12 listings on tap.

Howard S. Frazier Inc., 1735 Wisconsin Ave. NW, Washington (Howard S. Frazier): "The big problem today in this sellers' market is to find desirable properties that can be bought; few are ever 'for sale.' There never seems to be any scarcity of substantial & qualified buyers for desirable properties. Thus the successful broker spends much of his time developing the confidence of prospective sellers to the point where they will frankly discuss with him their personal financial problems. Once this relationship has been established, the broker can very often prove to the satisfaction of the seller that from the standpoint of his personal finances & future estate situation he can hardly afford not to sell, even though there can be no doubt that in future years the property will command a higher price than at the present time."

Frazier was an engineer originally, starting in amateur radio in 1919 (3WI). He was an engineer for several stations in Philadelphia, served as a Washington consulting engineer 1935-1940, NAB director of engineering 1942-1946. In 1946, he established a management consulting service, which he continues—though a major portion of the firm's time is now devoted to brokerage. His associate is Horace

W. Cross, formerly a principal of uhf WFMZ-TV, Allentown, Pa. Fees: 5% on first \$1,000,000, 3% thereafter.

Wilt Gunzendorfer & Assoc., 8630 W. Olympic Blvd., Los Angeles: Gunzendorfer, who specializes in the 11 western states, reports that California & Florida "seem to be enjoying top prices." He entered radio in 1931, managing several of the Don Lee System's California stations until 1952, when he became consultant to Tom O'Neil, chairman of RKO Teleradio. Firm began in 1953. Fee: about 5%.

Philip L. Kelser & Assoc., 277 Park Ave., N. Y. (Philip L. Kelser): "In view of reduced number of TV properties available in large markets, such sales would appear likely to be fewer in the future. Limited availability plus anticipated increase in earnings & current high times earnings basis for all investments will probably keep prices up."

Kelser is 59, born in Mt. Vernon, O., educated at Oberlin College & Harvard Business School. From 1924 to 1942, he worked for the Bank of N. Y. & Bank of the Manhattan Co. He served in Lend-Lease 1943-1946, owned a Pepsi-Cola bottling plant in Muncie, Ind. 1947-1951, served in the Dept. of State 1950-1951, established his financial counseling firm in 1952. Among major sales: WTCN-TV & WTCN and WMIN-TV, Minneapolis-St. Paul; CKLW-TV & CKLW, Windsor, Ont.; KBET-TV, Sacramento. Fee: 5%.

Kidder, Peabody & Co., 33 S. Clark St., Chicago (Fred A. Taylor): "Our interest in the broadcast field, as brokers of AM & TV properties, is strictly supplementary to our basic interest, which is financing . . . We believe we annually arrange more privately negotiated financing than any other investment banker in the country."

Howard E. Stark, 50 E. 58th S., N. Y. (Howard E. Stark): "The stations are going to people of great financial strength & stability, most of them already in the broadcast business. There's very little new money coming in. There's a trend to more & more offerings for public participation. Buyers are much more selective nowadays. They no longer buy just to get in. Prices will remain about the present level, though higher in a few select markets. They won't go crazy anymore. The higher you go, the more buyers you eliminate. This is big business."

Stark operates as a lone wolf in the station brokerage field. His associate Vincent J. Manno confines his work to newspaper sales. Among Stark's deals: (1) Time Inc.'s \$15,750,000 purchase of WFBM-TV & WFBM, Indianapolis; WOOD-TV & WOOD, Grand Rapids; WTCN-TV & WTCN, Minneapolis. (2) Storer's \$9,000,000 purchase of WXEL, Cleveland (now WJW-TV) & KPTV, Portland, Ore. (3) J. H. Whitney's \$10,000,000 purchase of WISH-TV & WISH, Indianapolis; WINT & WANE, Ft. Wayne. (4) Triangle Publications, Inc., purchase for \$11,900,000 of WNHC-TV & WNHC, New Haven; WFBG-TV & WFBG, Altoona, and KFRE-TV & KFRE, Fresno. Stark's fee is 5% on the first \$1,000,000, then scaled down 1% per \$1,000,000 to 1% for the 5th \$1,000,000—averaging 3% for a \$5,000,000 sale.

Stark is a Clevelander, born in 1914, educated at Western Reserve U & the American Institute of Banking. After military service he joined the Wall St. investment firm of Lehman Bros. in 1943, left to establish his own firm in 1946.

Jack L. Stoll & Assoc., 422 Hollywood Security Bldg., Los Angeles (Jack L. Stoll): "Present indications are prices will remain as they are for some time unless the economy takes a tumble." Stoll was born in Montreal in 1903, grew up in Montana, graduated from U of Montana, worked in the newspaper business for 20 years. He started his firm in 1947 as a newspaper broker, expanding into TV-radio in 1950. His associate is Bruce A. Stoll. Fee: 5%.

More about

LATEST AUDIENCE SIZE: TV executives have a new research tool this month. Copies of A. C. Nielsen's latest "practical estimates" of the total U.S. TV audience by states & counties will be distributed (without charge) Mar. 16 at the NAB convention.

The study (summarized on p. 3) puts TV 2 notches closer on the percentage scale to reaching 9 out of every 10 U.S. homes. To its figure of 44,000,000 TV homes may be added secondary sets in homes, and sets in public places. NBC Research estimates 4,800,000 secondary sets plus 1,500,000 sets in public places as of Jan. 1, 1959. A number of sets-in-use estimates from several different sources will be found in the Set Census section of our forthcoming Spring-Summer TELEVISION FACTBOOK, due late this month.

Nielsen's TV home estimates are derived by application of what the research firm calls "growth rates" against the latest *Sales Management* figures for total U.S. homes. Three similar Nielsen studies have preceded this one: 1958's No. 3: 42,400,000 (84%); 1956's No. 2: 35,495,330 (72.8%); 1951's No. 1: 17,706,930 (39.6%). Spring, 1959:

Regions & States	Total Homes	TV Homes	%
NORTHEAST	12,978,300	11,851,960	91
NEW ENGLAND	2,933,500	2,682,020	91
Connecticut	699,900	642,330	92
Maine	259,300	230,540	89
Massachusetts	1,455,600	1,339,770	92
New Hampshire	166,800	150,420	90
Rhode Island	246,900	228,150	92
Vermont	105,000	90,810	86
MIDDLE ATLANTIC	10,044,800	9,169,940	91
New Jersey	1,723,600	1,587,620	92
New York	5,079,900	4,643,920	91
Pennsylvania	3,241,300	2,938,400	91
NORTH CENTRAL	15,367,200	13,690,930	89
EAST NORTH CENTRAL	10,725,300	9,764,150	91
Illinois	3,040,500	2,760,050	91
Indiana	1,401,700	1,263,900	90
Michigan	2,296,400	2,095,690	91
Ohio	2,851,800	2,635,890	92
Wisconsin	1,134,900	1,008,620	89
WEST NORTH CENTRAL	4,641,900	3,926,780	85
Iowa	843,200	753,940	89
Kansas	678,100	549,630	81
Minnesota	967,900	830,820	86
Missouri	1,342,300	1,175,110	88
Nebraska	437,700	362,120	83
North Dakota	172,500	122,410	71
South Dakota	200,200	132,750	66
SOUTH	14,684,300	11,425,320	78
SOUTH ATLANTIC	6,792,100	5,441,210	80
Delaware	128,700	117,290	91
Dist. of Columbia	241,600	219,640	91
Florida	1,344,700	1,074,160	80
Georgia	1,011,600	780,990	77
Maryland	845,900	748,920	89
North Carolina	1,107,200	850,300	77
South Carolina	583,700	438,780	75
Virginia	1,016,400	816,240	80
West Virginia	512,300	394,890	77
EAST SOUTH CENTRAL	3,149,400	2,274,480	72
Alabama	831,700	616,560	74
Kentucky	824,000	603,010	73
Mississippi	557,600	339,340	61
Tennessee	936,100	715,570	76
WEST SOUTH CENTRAL	4,742,800	3,709,630	78
Arkansas	485,800	337,020	69
Louisiana	855,500	661,600	77
Oklahoma	678,400	545,010	80
Texas	2,723,100	2,166,000	80
WEST	8,320,200	7,031,790	85
MOUNTAIN	1,904,200	1,456,380	76
Arizona	331,900	270,070	81
Colorado	511,900	412,690	81
Idaho	184,300	137,360	75
Montana	212,100	131,280	62
Nevada	88,400	66,400	75
New Mexico	234,100	168,790	72
Utah	241,500	211,830	88
Wyoming	100,000	57,960	58
PACIFIC	6,416,000	5,575,410	87
California	4,929,000	4,368,640	89
Oregon	579,800	449,580	78
Washington	907,200	757,190	83
Totals	51,350,000	44,000,000	86

Two CPs were granted by FCC this week: Ch. 12, Logan, Utah, to Cache Valley Bestg. Co., and Ch. 12, Pembina, N.D., to Community Radio Corp. One translator was authorized—Ch. 71, Milton-Freewater, Ore., to Citizen's TV Inc.

Wometco Stock Proposal: A public offering of 325,000 shares out of 900,000 to be issued is proposed by Wolfson-Meyer's new Wometco Enterprises Inc. in an application filed with the FCC to transfer control of the company from Sidney Meyer & Family to Mitchell Wolfson & Family—latter shifting from 50% to 53.89% ownership. In addition to theater chain, properties include: WTVJ (Ch. 4), Miami; 96.22% of WLOS-TV (Ch. 13), Asheville, N.C.; 20% of WFGA-TV (Ch. 12), Jacksonville. Of 3,000,000 shares of \$1 par stock authorized, 360,000 class A & 540,000 class B will be issued. Meyer family will receive and sell 290,000 class A, acquire & retain 90,000 class B. Wolfson family will get 70,000 class A, sell 35,000 of it, acquire & retain 450,000 class B. An additional 140,000 class A will be placed in the treasury.

Class A & B stock will carry the same voting rights but class B dividends will be 13/35ths of those paid to class A holders. Prior to recapitalization, the present Wometco TV & Theatre Co. which has 750,000 shares outstanding, will redeem for \$1,500,000 a total of 100,960 shares out of the 118,626 owned by Patricia Meyer Goldstein. When all transactions are completed, Wolfson group will hold 53.89% of new company, Meyer group 10%, public 36.11%.

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The CP for KALF (Ch. 13), Alliance, Neb. was set aside by the Court of Appeals this week and remanded to the FCC for a hearing on several issues dealing with financial & character qualifications of grantee Western Nebraska TV Inc. These are, principally, allegations "that Western Nebraska had sold shares of its capital stock in interstate commerce without registering with SEC, and that it had made false & misleading statements to the public during its campaign to sell capital stock and so had violated state laws." The court's decision followed an appeal filed by Frontier Bcstg.'s KSTF (Ch. 10), Scottsbluff, Neb. KSTF had been in competition with Western Nebraska for Alliance's Ch. 10 but withdrew its application after it was granted improved facilities "so as to more nearly cover the Alliance area"—40 miles away. But it also wanted to continue participating in the Ch. 10 case, asserting it was a "party in interest" because of "economic injury." FCC dismissed KSTF's Alliance application & refused to permit it to intervene in the Ch. 10 case. The court ruled: "The Commission had been seasonably informed that economic injury constituted a second and continuing basis for Frontier's interest, which, standing alone, clearly entitled it to be a party to the proceeding. It follows that the Commission erred in holding the dismissal of Frontier's application for a construction permit terminated its status as a party to the proceeding. The dismissal terminated only one of the two bases for Frontier's interest, either of which sufficed to support its status as a party."

Issuance of an FTC complaint against XETV (Ch. 6), Tijuana, Mexico, alleging that trade press advertisements for the station misrepresent its San Diego area coverage, was requested this week by Welch, Mott & Morgan, Washington counsel for KFMB-TV (Ch. 8), San Diego. In a letter to FTC project agent Charles J. Connolly, attorney Vincent B. Welch said that the FTC has jurisdiction because XETV transmits commercials across the Mexican border and maintains "general offices" in San Diego.

Facility changes: KMOX-TV (Ch. 4), St. Louis, March 12 began operation from new transmitter site at Reavis Barracks Rd. & Ave. H, Lemay, Mo., using new 1210-ft. tower which it will share with upcoming KPLR-TV (Ch. 11), due early in April.

Outer-Space TV: There is an imminent need for a U.S. TV satellite in the "national and international battle for the minds & allegiances of men," Donald H. McGannon, pres., Westinghouse Bcstg. Co., told a group of educators & students in Peru, Ind., March 14. He emphasized that "imperative, immediate and unparalleled action" must be taken by the U.S. to "meet, compete with and surpass" Soviet TV plans of the same nature to give them "an electronic foot in the door of countries inhabited by some 2.2 billion persons."

Also recommended by McGannon: "Listening training in our schools, since the typical student is graduated into a society where the chances are high he will have to listen about 3 times as much as he reads."

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Space communications techniques undreamed of as yet may be a by-product of project Mercury, manned space-flight program. That's what the Senate was told this week as it approved a \$48,354,000 supplementary appropriation for the national aeronautics & space administration. "Billions of dollars per year within the next few years" probably will be needed for space-vehicle research & development, space subcommittee chairman Stennis (D-Miss.) said. But he stressed that the huge expenditures will promise non-military as well as military returns to the U.S., especially in "such areas as meteorology, communications & navigation." Speedy house action on the extra \$48,354,000 for NASA for the balance of the 1959 fiscal year was assured when the house space committee approved it unanimously.

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Vast improvement in TV microwave relays which use over-the-horizon techniques is predicted by ITT on the basis of its recently developed version of the parametric amplifier (Vol. 15:9). In initial tests of the device, the tiny diode amplifier added more than 150,000 miles to the range equipment at Redstone Arsenal tracking the space probing Pioneer IV. In TV & telephone over-the-horizon relay equipment, ITT engineers say the "paramp" will reduce unwanted noise by 90%.

A TV studio-equipment leasing plan has been inaugurated by GE, permitting telecasters to rent equipment on a monthly basis over a 5-year period. The plan covers cameras, control equipment, switchers, film scanners, audio & video gear and other accessories. The minimum value of equipment available under the plan is \$5000. According to John Wall, mgr. of GE broadcast equipment sales, "The plan is designed to permit broadcasters use of the most modern TV studio equipment without a huge outlay of working capital."

British Percival stereo system (Vol. 15:10)—adaptable to TV, AM or FM—will be shown during NAB & IRE conventions by H. L. Hoffman & Co., 35 Old Country Rd., Westbury, N. Y., U.S. agent for EMI Ltd. The Chicago demonstrations will be held March 15-18 in the Congress Hotel. In N. Y., the system will be shown March 23-26 in the Henry Hudson Hotel.

Complete TV station automation equipment will be displayed by Visual Electronics Corp. at the NAB convention. Visual will sponsor four 3-hour TV station automation seminars in suite 1200, Chicago's Conrad Hilton Hotel, 9:30 a.m. & 2 p.m., March 19 & 20.

The 300th Ampex Videotape recorder was delivered this week, and went to upcoming KPLR-TV, St. Louis, due on air early next month. It's KPLR-TV's 2nd Ampex recorder. KOA-TV, Denver, has also received an Ampex VTR.

What the Reps Think

About Current Trends and Prospects for Rest of 1959

(See story on page 4)

The Bolling Company (George W. Bolling, pres.): "The first quarter will close with new record highs in all months. The pressure for prime spots continues heavy with limited availabilities. Of particular interest is the increased demand for daytime—a most healthy development. Total national spot year will be up approximately 8.4%."

CBS TV Spot Sales (Craig Lawrence, v.p.): "Spot TV business is certainly off to a fast start, with the first ¼ running well ahead of last year and ahead of the forecasts we made as recently as December. The 2nd ¼ looks equally healthy, and unless we get hit by an unexpected blow, it looks like a great year. Summer should be better than usual because with the demand for minutes running ahead of the supply, many advertisers will continue through the summer to secure key availabilities and others will start for the same reason, rather than waiting for fall and taking pot luck. We seem to be in a 'minute cycle,' resulting in the availability of some very good buys in station breaks and IDs. There is indication now of swing toward them."

H-R Television, Inc. (Frank M. Headley, pres.): "The greatest year by far in the history of spot TV promises to be 1959. Certain of our stations are running well over double their 1958 figures! If the boom continues at its current rate—and I have no reason to doubt that it will—1959 will be 25 per cent higher than 1958 in TV national spot billing. I have seen a number of predictions that the increase will be in the neighborhood of 15 per cent, but I feel that this figure is considerably conservative. In my opinion, a 25 per cent increase is realistic and not particularly optimistic. It is obvious that advertisers now regard spot TV as the basic media buy, supplanting newspapers, which held this position since the inception of advertising."

Katz Agency Inc. (Eugene Katz, pres.): "We are very confident that spot-TV volume will continue to grow. As more advertisers experiment with it & experience its great flexibility, they are committing a larger share of their budgets to this form of the TV medium. Spot is very active right now and much of the activity is from new accounts. Though there are many short-term schedules, we observe a wholesome increase in the number of extensions and renewals. We hope our confidence in the growth of spot volume is not misplaced. We've just added 6 new salesmen and, at the turn of the year, a new business development unit to help serve the new accounts we believe are being attracted to this medium. As we see it now, 1959 will be a strong year for national spot TV, with a total expenditure exceeding 1958."

Peters, Griffin, Woodward, Inc. (Lloyd Griffin, v.p.): "The year 1959 continues to demonstrate that spot TV has established itself as a primary advertising medium. We are getting increased activities from both regional and national advertisers—some exclusively spot, others to supplement existing network programs in especially-selected individual markets. Sponsorship of station-produced programs by national & regional advertisers is on the upswing. This is true of station-produced service & entertainment programs, as well as syndicated film shows. The big swing last year—and continuing into this year—has been to the saturation schedule in daytime, early evening, and late evening with the result that this summer & early fall we expect to

find good prime time 20-second availabilities in all markets. When this becomes fully apparent, media strategists will adjust their plans to take advantage of these peak audience opportunities, and prime time breaks & IDs will again be in great demand. The only word of warning that has come from a round-up of ideas across the country is an apprehension about labor disputes, especially in heavy industry."

Venard, Rintoul & McConnell, Inc. (Lloyd George Venard, pres.): "TV-spot business has already shown a healthy increase in 1959 over 1958, and we look for that to continue with the exception of markets listed as critical by the Department of Commerce, and perhaps generally for one or 2 months this summer. Fall spot TV should be extremely active. There is a relationship between TV-spot activity and the published interim earnings of the firms listed on the N.Y. Stock Exchange. These interim earnings precede increased TV-spot activity, and indications from this source lead us to believe that activity is going to be good during the next quarter & exceptionally good, beginning with the fall cycle."

Weed TV Corp. (J. J. Weed, pres.): "Present indications are that the TV spot business will be good for the remainder of this year. We are anticipating an increase of approximately 10% all along the line. In some markets this will be greater and some not as great, but we feel it will average out at about a 10% increase for the year."

Technical committee of Association of Maximum Service Telecasters, meeting in Washington last week under the chairmanship of Joseph Epperson, WEWS, Cleveland: (1) Heard that its directional antenna test program is on schedule, with measurements of WKY-TV, Oklahoma City, due to start in June or July, and of WBZ-TV, Boston, by the end of March. (2) Received a report on the effects of foliage on uhf propagation in the Salisbury, Md. area. (3) Discussed AMST's projected participation in FCC's 25-890-mc allocations proceeding. (4) Went over plans for the AMST meeting in Chicago Mar. 15-18.

Meanwhile, the AMST recommended to the State Dept.'s telecommunications div. that any proposals to the International Telecommunications Union for deletion of uhf channels from U.S. TV allocations be accompanied by provisions allowing the FCC to add vhf TV channels. The AT&T has urged a change in allocations so that uhf frequencies in the 470-890 mc band can be used for mobile & fixed service as well as for broadcasting. AMST aims to counterbalance the AT&T proposal.

Grant of WAVY-TV (Ch. 10), Norfolk-Portsmouth, stands, after the U.S. Supreme Court denied the appeal of competitor Beachview Bcstg. Corp. this week. Court of appeals had held (Vol. 14:38): "We find nothing arbitrary, capricious, irrational or unreasonable . . . this situation is clearly one in which the Congress has confided the function of decision in the commission. The limited authority of the court in reviewing the matter does not touch any of the choices made by the commission and alleged by appellant to have been erroneous. It may be that the Congress has confided too great power in the agency. But the power is in the Congress to dispense, and it is not within the judicial function to superimpose a court's judgment on the regulatory measures such as those here involved."

Pulse, Inc. has been named defendant in \$15,000 damage suit by Kit, Inc., operator of radio KIT, Yakima. The suit alleges that a Pulse audience survey last fall was inaccurate, and asks \$5000 for loss of business & \$10,000 for damage to the station's reputation.

Educational Television

ETV Awards Picked: Field of more than 200 applications for educational audio-visual research grants under the National Defense Education Act (Vol. 15:10) was narrowed this week to 15 projects slated for approval by Comr. Lawrence G. Derthick of the U.S. office of education. Official announcement of recipients of the first awards in the \$18,000,000 research program, which runs for 4 years, was held up by govt. red tape. But sources in Derthick's office told us that 10 of them will be universities & city school boards which submitted proposals for educational TV experiments. Others involve radio, film & recordings. In acting on research recommendations by a 14-member advisory committee, Derthick has had trouble parceling out available Govt. funds. Congress authorized \$3,000,000 for the first year of the audio-visual program, but appropriated only \$500,000 for the fiscal period ending June 30 and has not yet voted \$1,000,000 in supplemental money asked by the office of education. Meanwhile Senate majority leader Johnson (D-Tex.) scheduled a floor vote before the Easter recess on another big ETV project—a \$51,000,000 equipment-purchase bill (S-12) sponsored by Sen. Magnuson (D-Wash.). Senate passage seemed assured, but House hearings on similar ETV measures weren't set.

Students can "talk back" to televised teachers in a pilot closed-circuit TV project serving 7 schools in Cortland County, N.Y. The state-financed experimental system was described in 3 papers presented at AIEE's general winter meeting in N.Y. Chief among the distinctive features is a specially engineered system whereby loudspeakers mounted above TV receivers in the classroom can be reversed and used as microphones so that pupils may ask questions in a normal voice without leaving their seats. The Cortland cable system serves 4500 pupils in 5 city elementary schools and 1000 students in 2 nearby villages through a 26-mile coaxial cable. There are 2 studios with 4 vidicon cameras, film and slide equipment. Each classroom has two 21- or 24-in. receivers. The system was engineered jointly by Dage, Master Video Systems, N.Y. Telephone Co. & N.Y. State Education Dept.

Formation of Kansas Educational TV Authority to operate an 8-station network was recommended by a state legislature committee after a 2-year study. State Rep. Charles Arthur, a member of the committee, asked the legislature for an initial \$25,000 appropriation this session. He said the network would cost about \$1,000,000 a year to operate but "we feel it would result in overall savings in the state educational system." The stations would be at Chanute, Colby, Garden City, Pratt, Hays, Lawrence, Manhattan & Wichita, with principal studios in the last 4 cities. Kansas State College at Manhattan has had a CP for KSAC-TV (Ch. 8) since July 1952, but construction has been stalled because of failure of the legislature to appropriate funds. U of Kansas has an application on file for a Ch. 11 station in Lawrence.

Children's ETV series, "content-oriented as opposed to the generally accepted pattern of focusing on talent & gimmicks," is being developed in a special \$250,000 research project under programming v.p. Robert B. Hudson of the Educational TV & Radio Center, Ann Arbor.

"Electronic control center" for classrooms, developed by American Seating Co., Grand Rapids, Mich., is an L-shaped unit containing a 21-in. TV receiver, tape recorder, telephone, controls for draperies, lights & windows.

All-out public service educational project, under the general title, "Lamp of Knowledge," has been launched by Westinghouse Broadcasting Co's WBZ-TV, Boston. The year-long "total station effort" will probe and examine 5 specific subjects and one general topic: mental health, America's need for scientists, "In Praise of Learning," "You & Your Govt.," safety, and "Project X"—the latter dealing with community problems. Inviting all station employes to participate, program mgr. Herbert B. Cahan asked ideas ranging "from a 10-second announcement to possibly a year-long half-hour series or a big all-day spectacular."

TV teaching is superior to classroom instruction, voted 31% of 175 students in a N.Y. group of Russian-language students, taking a course conducted by Metropolitan Educational TV Assn. in conjunction with St. John's U. About equal to classroom teaching was the verdict of 48%. The remaining 21% held TV teaching inferior. Most of the students were 30 or older, 71% were housewives.

Educational KQED (Ch. 9), San Francisco, recent recipient of \$4000 gift from Westinghouse Bestg. Co's KPIX (Ch. 5), last week was presented with an additional 47 pieces of TV equipment by KPIX, including a film camera, sync generator, amplifiers & test equipment.

"Teacher of the year," named by the General Federation of Women's Clubs at its June convention in Los Angeles, will also be cited by NAB as part of its "Learn—And Live" public service project. The winner of the Clubs' award will receive a key symbolizing the NAB project.

Deadline for applications for 1959 grants-in-aid to educational radio producers by the National Educational & TV Radio Center, Ann Arbor, is May 1. Apply to National Assn. of Educational Broadcasters, Urbana, Ill.

Auxiliary Services

Experimental booster for Johnstown, Pa. area being sought by Triangle Publications, Inc. WFBG-TV (Ch. 10), Altoona (Vol. 15:7), was objected to by WJAC-TV (Ch. 6), Johnstown, in a petition filed with the FCC this week. WJAC-TV states that the application "is an apparent attempt to do indirectly that which cannot be done directly, to wit: the establishing of vhf TV booster operation on a regular basis in the Johnstown area, contrary to the Commission's rules and regulations." It asserts that WFBG-TV could obtain the desired data in the lab or by telecasts of test patterns.

Establishment of "TV districts" in Idaho with the power to levy taxes to support govt.-owned "TV broadcast facilities" is provided by a bill passed by both houses of the legislature and which now goes to the governor for signature. Presumably originated to provide for uhf translators and/or vhf boosters, the measure could be interpreted to permit govt. to own regular TV stations, too.

Owners of KPTV (Ch. 12), Portland, Ore. filed an application this week for Ch. 3 in Salem, Ore., proposing to use it as a satellite. The channel was originally granted to KSLM, Salem, but station never went on the air, and the FCC last week refused to give KSLM additional time to build. This brings total applications to 90 (17 uhf).

New community antenna system is being established in Russell, Pa. by Russell TV Corp., with an installation fee of \$75, monthly charge \$2; 5 channels are offered.

National Community TV Assn. shifts its annual convention June 23-25 from Washington to Philadelphia's Sheraton Hotel because of conflicts in hotel arrangements.

Television Digest

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Personals: Donald W. Thornburgh, former pres. and gen. mgr., WCAU-TV and WCAU, named v.p., Philadelphia Bulletin Co., which formerly owned the stations . . . Charles E. Corcoran named mgr. of video tape, film, and kinescope operations for NBC-TV, upped from post of facilities mgr. of RCA Bldg. . . John B. Burns has resigned as v.p. and director of national sales for ABC Films . . . Edward J. Hennessy, ex-gen. mgr. of WEAT-TV, W. Palm Beach, named gen. sales mgr. of WAVY-TV, Portsmouth-Norfolk . . . Franklin C. Snyder, gen. mgr. of WTAE, Pittsburgh, elected a v.p. . . Judd A. Choler, ex-WFMY-TV, Greensboro, N.C., appointed sales promotion director, WCAU-TV, Philadelphia . . . David Fuchs promoted to mgr., CBS-TV sales presentations. Leonard Broom, CBS-TV advertising, named program promotion mgr. . . John E. Pearson, ex-Sterling Films, appointed sales mgr., ITC's new Canadian operation . . . William E. Huston, ex-MPO, named international sales dir., Filmways . . . Robert Cinader resigns as v.p. in charge of programming, Hal Roach Studios . . . Edward J. Molinelli named comptroller, Robert Higgins, treas., BMI . . . Jack Mohler, ex-Blair-TV, named eastern sales mgr. of Westinghouse's new Television Advertising Representatives (666 Fifth Ave., N.Y.), taking over as sales rep for WBC stations July 1 . . . Milford Fenster, ex-RKO Teleradio stations film procurement director, joins MCA TV "in an executive capacity" . . . Dr. George A. Willey, ex-KPIX, San Francisco, now asst. professor of speech & drama at Stanford U., named director of Stanford TV-Radio Institute . . . W. F. Stover, ex-sales promotion mgr. of General Motors, named midwest rep of broker Paul H. Chapman Co., headquartering in Chicago . . . Bill Jones, ex-General Outdoor Adv., named Atlanta mgr. of rep Clarke Brown Co., succeeding John A. Hicks, named mgr. of New Orleans office . . . John Fergie, chief engineer, promoted to station mgr., WRLP, Greenfield, Mass. (not WWLP as previously reported), and named asst. to the v.p. of parent Springfield TV Bestg. Corp. Ralph Jay named acting chief engineer, WRLP . . . Louis Sciortino, ex-*Wichita Eagle*, named local sales mgr. of KTVH, Wichita . . . Joseph R. Rastatter, ex-TvB, named exec. assoc., Irving P. Krick Assoc., N.Y. firm specializing in long-range weather forecast . . . James S. Howie retires as secy.-treas., Assn. of Motion Picture Producers, continues in advisory capacity . . . Robert A. Monroe appointed gen. sales mgr., World Broadcasting System. John S. Murphy, ex-pres. WROD, Daytona Beach, named sales mgr., Hal Tunis spot sales mgr. . . Alvin R. Busse, ex-NBC press dept., named to new post of public information dir., Licensed Beverage Industries . . . Norman E. Gluck, ex-Universal

Pictures, joins Columbia's Screen Gems as director of corporate operations . . . Carl Onken, ex-WTTV, Bloomington, Ind., named chief engineer, WJIM-TV & WJIM, Lansing, Mich. . . Russell Arnett named v.p. in charge of production, Bert L. Coleman Associates, film producers. His first project: addition of complete tape facilities.

New officers of Loew's Theatres Inc., former subsidiary which March 12 was separated from Loew's Inc.: Leopold Friedman, former pres., named chairman. Eugene Picker, from exec. v.p. to pres. & chief executive officer. John F. Murphy, from v.p. to exec. v.p. Ernest Emerling, director of adv. & publicity, and Arthur M. Tolchin, managing director of radio WMGM, N.Y., to v.p.'s.

Carleton D. Smith, NBC v.p. in charge of WRC & WRC-TV, Washington, famed as a Presidential radio announcer (for Hoover & Roosevelt), will be married in late April to Mrs. Ruth Newburn Sedam, N.Y. adwoman, at home of his brother, Courtney Smith, president of Swarthmore College. She was sorority sister of Smith's deceased wife, and he was fraternity brother of her late husband.

Keith S. McHugh, who at 64 retires April 30 from his \$150,000-a-year job as pres. of N.Y. Telephone Company, has been named Commissioner of Commerce in Governor Rockefeller's cabinet in Albany, an \$18,500 post. He will be succeeded at the phone company by Clifton W. Thalen, now exec. v.p. of AT&T.

H. K. Newburn, ex-pres., U of Oregon, who was succeeded by John F. White last year as pres. of Ford-Foundation-supported National Educational TV and Radio Center, Ann Arbor, has been named pres. of U of Montana.

American Women in Radio and TV Inc. will hold its convention at the Waldorf-Astoria, N. Y., April 30-May 3.

Obituary

David C. Williams 53, attorney in FCC's Conelrad program, died in Washington March 12 shortly after suffering a heart attack. Prior to joining Conelrad, he had been legal asst. to Comr. Robert Lee. He had served as secy. to Rep. A. Piatt Andrew (R-Mass.) 1926-1937 and to Sen. John H. Overton (D-La.) 1937-1939, before joining U.S. Court of Appeals in Washington as an administrative officer. He came to the FCC with Lee in 1953. Surviving are his widow, 3 daughters and a son.

Karl A. Smith, 55, who retired a year ago as a member of the Washington TV-radio law firm of Hogan & Hartson, was found shot to death in his Washington apartment March 8, a .38-caliber pistol by his side. The death was ruled a suicide. He had been in ill health. Since his retirement, he had maintained residences in Washington & Los Angeles. His widow survives.

Harry Sedgwick, 64, 1935-41 pres. of Canadian Assn. of Broadcasters and its chairman 1942-48, died March 7 in Toronto. One of Canada's commercial radio pioneers, he was pres. of radio CFRB, Toronto, until last Jan.

John F. Gilbert, 64, president and owner of School of Radio Technique (SRT TV Studios) died at his N.Y. home Mar. 13 after long illness. Surviving are widow, son and 3 sisters.

Lisa Larsen, 35, prize-winning photographer for *Life* and wife of ABC news film editor Nils Rasmussen, died in N.Y., March 8.

Edwin Claude Mills, 77, a founder of ASCAP, died March 13 at his home in Los Angeles.

Advertising

More about

BLOCK THOSE TRIPLE SPOTS: Madison Avenue threatens to crack down on stations that violate agency spot contracts with questionable commercial practices. Young & Rubicam (4th largest agency, spending nearly \$90,000,000 in broadcast media)—took the unusual step of holding a press conference March 11 to “condemn” such station shenanigans (see p. 4).

What had blown the lid off the situation had been a pair of monitor checkups, one by Broadcast Advertisers Reports, N.Y. (which checks on how commercials are handled locally) & the other by Y&R itself. Gist: BAR reported station commercial violations occurred in one out of 5 placements. Y&R’s own checkup showed 22% of its TV spottings were infringements. The chief gripes cited by Y&R paralleled those mentioned last week in the BAR study: shaving network programs to make more spot availabilities; proximity of competing-product commercials and triple-spotting (a popular misnomer, considering the incidence of “4, 5 or more consecutive announcements”). Y & R’s principal complaints, as outlined at press conference:

1. **Shaving network programs.** This is the practice whereby stations stretch their standard 30-second station breaks by cutting out beginnings or ends of network shows to create local spot availabilities. (A 20-second spot, according to Y&R, will provide “almost as much income as a half-hour network program.”)

2. **Lack of commercial protection.** The practice of placing 2 competing products in the same show or with less than the regulation 15-minute separation.

The BAR study, released last week, showed some eye-opening statistical evidence of such violations. In checking 25 medium-sized markets for just one week during nighttime hours, BAR spotted a total of 5036 violations, with triple-spotting & overtime local breaks accounting for more than ½ the total. One station, states the BAR study mailed this week to some 500 leading advertising agencies throughout the U.S., “managed to place 6 spots in one break.”

Media chief Wm. E. (Pete) Matthews says Y & R has already begun “positive action” that includes protests to stations, networks & reps, demands for rebates, demands for “make-good” commercials, cancellations of orders, and restrictive specifications on orders.

Other major agencies currently placing millions annually in spot TV may be right behind Y&R in such extensive police actions. John Ennis, v.p. & media dir. of Bryan Houston Inc., for example, told us he has discovered “some abuses” and that the agency “will promptly negotiate for make-goods if we discover that a violation has occurred in any spot-TV contract we have placed.”

The BAR-Y&R criticism of station practices in spot TV brought a rebuttal Fri. March 13 from TBA pres. Norman Cash, who said the BAR report was limited, because it covered markets containing only 68 of nation’s 510 commercial stations. Also, Cash reminded, the common practice in feature film shows of back-to-back placement of minute spots, separated by a 10-second ID, was lumped with triple spotting, although “experience has shown that viewers prefer longer commercial periods with the resulting fewer interruptions.” He also took issue with BAR’s definitions of competitive products (“Is orange juice competitive with coffee?”) In matter of product conflicts, Cash pointed

out “the ratio of advertising to editorial material is less in TV than in any other medium.” Snapped Cash in conclusion: “The BAR report was certainly no service to either its station subscribers, the industry from which it is supported or the advertisers and agencies it is designed to serve.”

Another counter-attack on the BAR study came late on Friday (Mar. 13) by Westinghouse Bestg. Co., whose sales v.p. A. W. (Bink) Dannenbaum fired off a letter to agency media men. Dannenbaum sided with TvB, stating that the “60-10-60 grouping” of commercials in feature films was “the best way to present the advertiser’s message in the most favorable atmosphere,” and added that the lumping of such spots by BAR with triple spotting was “very unfortunate.” Triple spotting, otherwise, is something Westinghouse “will continue to militantly avoid,” he said, however.

Rate increases: WNBQ, Chicago, March 1 raised base hour from \$4000 to \$4500. 20 sec. remains \$900 . . . KABC-TV, Los Angeles, March 15, hour \$2300 to \$2600. 20 sec. \$500 to \$600 . . . WITI-TV, Milwaukee, becoming CBS-TV affiliate April 1, adds class AA hour (6:30-10 p.m., daily) at \$1400, min. at \$290. Class A hour goes from \$600 to \$1200, min. \$250 to \$300 . . . KTVU, Oakland-San Francisco, March 15, hour \$1000 to \$1200, min. \$300 to \$360 . . . KTVI, St. Louis, April 1, hour \$1000 to \$1150, min. \$250 to \$287 . . . KTVK, Phoenix, Feb. 15 added class AA hour (7-10 p.m., daily) at \$500, min. at \$100. Class A hour remains \$400 . . . WPTA, Ft. Wayne, March 1 raised hour \$400 to \$450. Min. remains \$80 . . . KNTV, San Jose, April 1, hour \$250 to \$325 . . . KHAS-TV, Hastings, Neb., March 1, hour \$250 to \$300 . . . CHEK-TV, Victoria, B.C., Jan. 1, hour \$210 to \$230.

What does a closed-circuit TV meeting cost? Giant-view TV Network (440 4th Ave., N.Y., & 901 Livernois Ave., Detroit) gives the typical costs of the business-meeting type of CCTV show in its new *Handbook of Closed-Circuit TV*. The average program, exclusive of script & talent, runs \$1500 for origination (including 2 or 3 cameras, one lighting man, one sound man, professional directors, studio rental or remote unit). Line charges: between cities, \$1.26½ per hour per mile (AT&T); within each city, \$500 average per show; for a single-city show, \$300 average; 2-way audio, if desired, 16½¢ per hour per mile. Reception, \$350 average per location, including TV projector & movie-type screen. Giant-view adds 15% to the costs for handling & coordination.

A 62-city closed-circuit sales & business meeting was conducted by Chrysler Corp. March 9—its 5th closed-circuit telecast—for 8,000 dealers, through Theatre Network TV.

Number of households in the U.S. has zoomed in the last 60 years from 16,000,000 to 50,500,000, but the average family size has decreased from 4.63 persons in 1900 to 3.35 in 1958, the Census Bureau reported this week in *Estimates of the Number of Households in the U.S.: 1900 to 1958*. Copies are available from the Commerce Dept., Washington 25, D.C.

Evaluation of TV-commercial effectiveness is the new service promised this week by the Psychological Corp.’s (N.Y.) Dr. Robert L. French. The idea will be to determine viewers’ “psychological participation” in specific commercials.

Reference center for TV commercials has been established by U.S. Broadcast Checking Corp. (monitoring service), N.Y. It has 4300 commercials in photo-print form, with 100 being added daily.

People: Emile Frisard elected v.p., Compton Advertising . . . Barrett Welch, v.p., Sullivan, Stauffer, Colwell & Bayles, elected to executive committee. Edward W. Dooley named v.p. & management supervisor. Lloyd Harris, ex-Young & Rubicam, appointed v.p. & media mgr. William C. Mackay Jr. & Donald G. Gill also named v.p.'s . . . Robert W. Dailey named exec. v.p., Cunningham & Walsh West Coast operations & gen. mgr., San Francisco office . . . J. Mac Wynn has resigned as v.p., McCann-Erickson, Louisville, to start his own agency . . . Norman Kingert, Joseph Geyer, George Violante appointed v.p.'s, Schwab, Beatty & Porter . . . Harold J. Grainger of Compton Advertising Inc.'s San Francisco office elected v.p. . . . William W. Mulvey, exec. v.p., Cunningham & Walsh, named ad agencies committee chairman, 1959 finance campaign of N.Y. Councils-Boy Scouts of America . . . Lou Harriman, ex-Ralph D. Gardner Advertising, named v.p. of account services for Michael-Remo & Co. . . . Donald R. Holland named v.p., Graceman Advertising . . . Charles L. Rumrill, pres. of Rumrill Co. Inc., Rochester, N.Y. agency, appointed a member of U.S. Trade Mission to April 26-May 5 industries fair at Hannover, Germany . . . Frank C. Beckert, ex-v.p., Howard A. Harkavy Inc., resigned to form agency of Beckert & Bradley, N.Y. . . . Vernon Morelock, ex-v.p. of Winius-Brandon Adv., St. Louis, named v.p., Lowe Runkle Co., Oklahoma City . . . Stuart Williams, James Collette & Donald Clark named v.p.'s of Sudler & Hennessey Inc., N.Y. . . . Thomas J. King, Kenneth G. Manuel & Sheldon Moyer promoted from v.p. to senior v.p. of D. P. Brother & Co., Detroit. Frank E. Egan advanced to senior v.p. in N.Y. office . . . Lewis H. Happ, Frederic C. Maine, David J. Wasko named v.p.'s, Geyer, Morey, Madden & Ballard . . . Raymond Muscarell, C. J. Van Duyn, Dr. Arthur Weinberg elected v.p.'s G. M. Basford Co. . . . Rena L. Nelson elected a v.p., Wherry, Baker & Tilden, Chicago . . . Thomas B. Gilhooley named secy. & dir., David L. Howlett appointed p.r. v.p., Western Advertising Agency.

Commercials without legends or "supers" are more effective than those with printing on them, Schwerin Research Corp. found in effectiveness studies. If you must have legends, for maximum impact a voice should read them at the same time they are on the screen. SRC found that commercials without legends had an "effectiveness index" of 115. With legends read simultaneously the index was 97. Legends not read simultaneously 87. A total of 350 commercials was studied.

Max Factor & Co., Hollywood, agreed with the FTC this week that its "natural" spray won't make straight hair naturally curly, despite claims to that effect in TV commercials & magazine ads. The company signed an FTC consent order forbidding it to advertise that the preparation will change hair structure. Max Factor didn't admit that it had violated any law, however.

Tax on advertising, made famous in Baltimore (6%; subsequently declared unconstitutional), is popping up again in several states, reports Advertising Federation of America. Bills have been introduced in legislatures of Maine (3%), Texas (5%), W. Va. (2%). Ad tax proposals have been made in Mich., Kan., S.D. & Wash.

Exemption of co-op ads from 10% excise taxes imposed by the Internal Revenue Service (Vol. 15:7-8, 10) won more support in the house this week. Rep. Anderson (D-Mont.) introduced a bill (HR-5594) excluding "discounts & rebates for cooperative local advertising" from application of the 1954 Internal Revenue code.

Film & Tape

Film & Tape Roundup: Syndicated tape shows are now getting into the competitive market for story properties. Robert Herridge, producer of CBS Films' new taped series, *Theater for a Story*, has bought TV rights to a Eugene O'Neill play, "In the Zone," and has scheduled it early in the series . . . ITC is rapidly expanding its sales organization in syndication, having appointed 10 new district & regional sales executives . . . NTA, in a bid for more rerun film business, has launched what it calls "Program Security Plan," whereby stations can sign for 2 or more packages, and rerun the feature films without substantial cash payments. Stations will be given a specified length of time to sell or telecast the shows . . . Goodson-Todman is making another move on the film front, having signed Nick Adams to star in *The Rebel*, a new Western film series to start March 23 on the Paramount lot . . . CBS Films claims \$300,000 in syndication sales in the past 3 weeks on its new film series, *U.S. Border Patrol*. Amoco has already signed for a 59-city multi-market campaign . . . Official Films is about to get another chance with its British-produced series, *The Invisible Man*. Currently shelved after a sustaining run during which it failed to find a regular sponsor, the show will take over the *Rawhide* time period of Friday, 8:00 p.m. effective May 1 . . . MGM-TV and NBC have signed a production deal for an hour-long filmed suspense series, *Jeopardy* . . . Screen Gems is now releasing another 40 two-reelers from its backlog of *Three Stooges* comedies, as well as another 100 slapstick oldies in the Columbia Pictures backlog. SG will now have a total of 280 pie-in-the-face films playing the moppet circuit . . . Ziv TV claims a 77% renewal rate (143 markets out of 186) for the 2nd year of its syndicated *Sea Hunt* series.

Add tape problems: More standardization of station charges for handling and airing TV tape is needed, officials of rep Peters, Griffin, Woodward tell us, since tape provisions in existing rate cards "run all over the lot." PGW is currently trying to "consolidate" tape charges within its own TV station list (10 of the 33 PGW outlets are tape-equipped). Meanwhile, they're consulting with Ampex on such items as dollar costs of tape head wear (about \$3 per hr.) as a guide to establishing "fair" charges. "Some stations are charging \$100 per hour, and \$25 for 15 mins. or less, to play tapes," reports PGW's Bob Muth, asst. TV sales mgr., adding, "I don't think a station should think of trying for short-range amortization of tape installations at this stage of the game."

Paramount Pictures, the first movie major to go into TV (it started Los Angeles' KTLA in Jan. 1947), became the last one to enter the TV film field. It has announced it will co-produce a series called *Third Platoon*. Paramount will provide financing & studio facilities with Jaguar-Caron Productions (headed by actor Alan Ladd) handling production. Among TV pioneer Paramount's other activities: ownership of pay-TV proponent International Telemeter, 28% ownership of Du Mont Labs, Lawrence color tube.

Acting to preserve "Videotape" tradename, Ampex Corp. has notified editors that the single word (as opposed to the generic term "video tape") refers to its TV tape recorders and recordings made on them, and should be capitalized. (RCA calls its product a TV tape recorder.) Background of the action: Once before, an Ampex-coined word slipped into the public domain through lack of vigilance: "stereophonic."

COLOR TV ON ITS 5TH BIRTHDAY: Five years ago this month, the first color-TV receiver rolled off RCA's Bloomington, Ind., production line. Color is still a puny youngster, but Papa RCA hasn't run out of vitamin pills.

How many color sets are in use today? RCA won't say, but industry's "Mr. Statistics"—Sylvania research director Frank Mansfield—in his latest statistical analysis (Vol. 15:9-10), estimates about 435,000, less than 9/10 of 1% of the total (we lost a decimal point 2 weeks ago in reporting this percentage). He figures 160,000 were sold last year, up from 125,000 in 1957. His estimates of color sets sold & in use:

	1954	1955	1956	1957	1958
Dealer sales	10,000	55,000	85,000	125,000	160,000
Sets-in-use	10,000	65,000	150,000	275,000	435,000
(end of year)					

In 10-year projection of color sales, he takes note of today's lagging color interest, predicting no increase in sales this year. But beginning in 1959, he foresees a gradual upward curve, breaking 1,000,000-a-year in 1964, with sales of 2,700,000 annually by 1968. At end of 1968, he estimates there will be 11,870,000 color sets in use—slightly less than 15% of the total 80,890,000 TV sets in use. His predictions (add 000):

	1959	1960	1961	1962	1963	1964	1965	1966	1967	1968
Sales	160	240	360	600	900	1200	1500	1900	2300	2700
In use	595	830	1185	1775	2660	3835	5290	7120	9320	11,870

Mansfield's revised projections reflect general industry feeling that color will "arrive," but at a far slower pace than once was predicted. Many feel that popularity of hi fi & stereo have further impeded color by diverting families' home-entertainment dollars.



Who's making color sets now—beside RCA? In miniscule quantities, Westinghouse, Sylvania, Packard-Bell, Magnavox, Emerson. Sets from previous runs are still being marketed by Hoffman, Motorola, Admiral, GE. A Westinghouse spokesman summed up the feeling of many of these when he told us: "We're keeping our hand in. We're ready to move any time. When color breaks, we want to be there."

RCA's plugging hard as ever—and not without results. Despite industry-wide drop in set sales, color sales in 1958 were consistently ahead of 1957, and RCA says the 2 weeks before Christmas were best color sales weeks in history. If trend continues—and RCA believes it will—the company will be "in the black with color" this year.

Uptrend in color was noticed by at least one other set maker. Packard-Bell pres. Robert S. Bell reported "accelerated activity in color TV" in last 3 months of 1958. Among other optimistic signs is statement by NARDA chairman Mort Farr, Upper Darby, Pa., retailer—as quoted in *Home Furnishings Daily*—that color TV accounted for 16% of his sales last year and that he expects to double his sales volume this year. He even warned of color set shortage.

Brand new color promotion will be launched by RCA March 25 to celebrate 5th anniversary of first color set. NBC, meanwhile, continues to accelerate its color programming, with total of 67 hours of color this month (vs. 54½ hours last March). CBS, which virtually dropped color from its schedule this season, is showing signs of life in color field again with 4 color shows scheduled March 27-April 24.

TV-RADIO PRODUCTION: TV set production was 95,794 in week ended March 6 vs. 96,248 in preceding week & 87,508 in same 1958 week, EIA reports. Year's 9th week brought production to 992,458 vs. 887,776 last year. Radio production was 277,682 (99,847 auto) vs. 282,163 (112,336 auto) in preceding week & 282,163 (112,336 auto) last year. Total for 9 weeks: 2, 526,944 (954,142 auto) vs. 1,912,191 (665,106 auto).

RCA'S 'NUVISTOR' TUBES: More evidence that the vacuum tube is anything but washed up came this week in RCA's demonstration of its tiny new highly reliable and inexpensive non-glass tubes. While presumably designed with exacting military & industrial requirements in mind, the tubes will be "competitively priced" and made in types designed for TV sets.

RCA's "Nuvistor"—whose name perhaps brings a needed aura of glamor to the electron tube—is nevertheless still a vacuum tube, but constructed in a new way. It is cylindrical, thimble sized—far tinier than conventional miniature receiving tubes.

The Nuvistor is extremely rugged—resists vibration, temperature changes—and can easily be mass-produced. Construction is cylindrical and doesn't require the fragile mica support discs or spacers used in conventional tubes. Principal materials used are ceramic, steel molybdenum & tungsten—no glass.

In addition to the advantages of reliability, Nuvistors will require far lower plate voltage & consume less power than conventional tubes. RCA predicted their useful lifetimes may eventually be "tens or even hundreds of thousands of hours."

In its N.Y. demonstration March 11, RCA showed a TV tuner using the new tubes, about $\frac{1}{3}$ the size of conventional tuners. Manufacturers will receive sample Nuvistors from RCA "within the next several months." Limited commercial production is scheduled to begin next year. The first designs offered will be a small-signal triode and small-signal pentode, to be followed by a beam-power tube. The first 2 will be designed for TV tuners & IF amplifiers, the latter for audio output & horizontal deflection applications.

RCA says the cold-cathode principle (Vol. 15:4-5), when ready, will be easily adaptable to the Nuvistor design.

Recordio Corp. is the new company formed by former employes of Wilcox-Gay Corp. to take over that firm's former tape-recorder manufacturing facilities in Charlotte, Mich. Donald Heinisch, former exec. v.p. & gen. mgr. of Wilcox-Gay Corp., now chairman & pres. of Recordio, says most of the required funds have been raised by former employes and Charlotte officials & businessmen. Reopening of plant is tentatively scheduled next month.

Sylvania reports new records for factory sales of TVs & radios were set in Feb., the 2nd consecutive month in which new sales highs were achieved in both categories. Gen. marketing mgr. Robert L. Shaw said TV sales in Feb. were more than double the Feb. 1957 figure. Stereo phono shipments for the month were the highest since Sylvania entered the field in mid-1958, he added.

Electronics industry statistics are compiled again by the EIA in its 5th annual *Fact Book*. The 1959 data is expanded to include additional information about consumer, industrial & military products. Copies are available to non-members of EIA for 75¢ at 1721 DeSales St., NW, Washington 6, D.C.

NARDA members favor fair trade, by a vast majority, a special survey shows. Of those responding, 553 were for fair trade laws, 57 opposed them, 9 were noncommittal. Results of the survey will be presented March 17 at House Commerce Committee's hearings on fair trade legislation.

Penn-Texas Corp. (soon to change its name to Fairbanks, Whitney Corp.) was erroneously identified as the parent of Hallicrafters in our Vol. 15:10. The connection was severed last year.

Trade Personals: Vincent Barreca named Admiral exec. v.p., succeeding John B. Huarisa, resigned. Thomas J. Lloyd, Huarisa's former asst., named to new post of v.p.-govt. electronics. L. H. Moos promoted from v.p.-gen. mgr. to new position of pres., Midwest Mfg. Corp., an Admiral subsidiary. Stuart J. Brownlee promoted from v.p.-gen. mgr. to pres., Canadian Admiral Corp. Ltd., succeeding Barreca. Huarisa is on vacation, hasn't announced his future plans . . . I. L. Griffin, ex-GE range dept., named marketing mgr., GE TV receiver dept., succeeding Jack Beldon, now RCA v.p. & gen. mgr. for home instruments (Vol. 15:10) . . . W. Walter Watts, RCA group exec. v.p. (tubes, semiconductors, RCA International), elected to board of Electrographic Corp., N.Y. . . . Marvin Whitney, Hoffman consumer products v.p., named v.p. & administrator of new semiconductor plant to be erected in El Monte, Cal. . . . Maurice G. Paul Jr., ex-asst. treas., named to head new Philco distributor-dealer development dept. . . . Jacques Wolff, merchandise mgr., Canadian RCA Victor TV-radio-Victrola dept., named gen. mgr., new home instrument div. . . . Richard E. Krafve, ex-v.p., Ford Motor Co., elected to new post of group v.p.-commercial, Raytheon . . . James W. Ritter promoted to Northeast district distributor sales mgr., Sylvania electronic tubes div. . . . Robert L. Dietz resigns as v.p. and gen. mgr., Emerson Radio Assoc. (N.Y. distributor) . . . George Simkowski named advertising & promotion mgr., Webcor . . . Frank B. Powers, ex-Mallory, appointed exec. v.p., Aerovox . . . Thomas M. Fitzgerald Jr. promoted from sales mgr. to gen. mgr., Mallory electronics div., succeeding E. L. Nung, resigned . . . William J. Voss, former purchasing director, tube operations, promoted to new post of purchasing director, DuMont Labs . . . Dale A. Schonmeyer promoted to advertising & sales promotion mgr., Dage TV div., Thompson Ramo Wooldridge . . . Robert A. Donner, ex-Herold Radio & Electronics (Steelman and Roland div.), appointed gen. sales mgr. for electric chord organ line, American Audion Corp. . . . Richard J. Mahler, ex-Ronette Acoustical Corp. v.p., named to new post of gen. merchandising mgr., Sonotone electronic applications div. (phono cartridges) . . . Stewart Edgerton, ex-Ford Motor Co., named v.p. and controller, Shure Bros. . . . Peter H. Whelen, ex-Motorola adv. & sales promotion mgr., named merchandising & sales promotion director, F. H. Hayhurst advertising agency, Toronto . . . Andrew T. Fischer, ex-International Business Machines and RCA, named product planning director, Remington Rand Univac Engineering div., Sperry Rand Corp. . . . Andre G. Clavier, retired ITT Laboratories v.p., named scientific advisor to ITT pres. Henri Busignies . . . Dugald Black named Bendix industrial relations v.p., succeeding M. A. Heidt who will join the president's staff prior to retiring Oct. 1.

Robert E. Svoboda, Amphenol-Borg, was elected pres. of the Assn. of Electronic Parts & Equipment Manufacturers (EP&EM) succeeding Helen Staniland Quam, Quam Nichols Co. Other officers: Irving Rossman, Pentron, 1st v.p. of the 134-company trade group; Warren Stuart, Belden Mfg. Co., 2nd v.p.; Kenneth Hathaway, Ward Leonard, treas.; Kenneth C. Prince, exec. secy. New board members: Jay Greengard, Waldom Electronics; Mrs. Quam; Roy Laird, Ohmite.

Obituary

Arthur B. Goetze, 57, pres. of Western Electric Co., died March 9 of a heart attack. Surviving are his widow, son, daughter and 5 grandchildren.

Russell L. Heberling, 69, Philco v.p. & director until his retirement in 1957, died March 7 in Miami Beach. He had been with Philco 46 years.

Hoffman & the Future: Factory sales of the electronics industry will increase from the \$7.94 billion of 1958 to \$11.5 billion in 1965, Hoffman Electronics pres. H. Leslie Hoffman told N.Y. Society of Security Analysts March 10. He predicted that during the same period, Hoffman's total sales will grow from 1958's \$40,000,000 to \$100,000,000.

He gave this breakdown of anticipated 1965 factory electronics output as opposed to 1958 production: Military, including research & development, \$4.92 billion, or 42.8% of total production (vs. \$3.942 billion or 49.5% today). Industrial, \$1.975 billion or 17.2% (\$1.342 billion or 16% today). Home entertainment, \$1.87 billion or 16.2% (\$1.584 billion or 20% today). Replacement parts, \$1.435 billion or 12.5% (\$853,200,000 or 10.72% today). Semiconductors, \$1.3 billion or 11.3% (\$225,000,000 or 2.84%).

He indicated Hoffman will concentrate on the 3 fastest growing segments of the industry—military, semiconductors and industrial electronics. His company is now "in a position to enter" the latter field.

Hoffman's \$40,000,000 sales in 1958 were divided this way: Military, \$24,000,000 (60%). Home entertainment, \$10,000,000 (25%). Semiconductors, \$6,000,000 (15%). He said unaudited figures show the company's 1958 profits were approximately \$2.30 a share (vs. \$2.25 in 1958), which would mean net earnings of close to \$1,700,000 (vs. \$1,655,372 in 1957).

RCA unveiled 4 new portable and table-model sets this week with cabinets less than 12 inches deep. Stressed in the new sets is ease of service. Printed-circuit boards have complete wiring printed in white paint on the component side of the board with component symbols marked next to the actual component. Defective parts can easily be removed. RCA Victor TV v.p. James M. Toney said that "over 98% of all potential service requirements can be performed by the simple removal of the back cover." The picture tube can be moved forward in operating condition to expose the rear side of the printed-circuit panels "plus the few other components where the remaining 2% of the service requirements can be handled." RCA boasts the sets have no hidden tube sockets, no concealed controls, an easily removed chassis-picture-tube assembly, provision for conveniently discharging the picture tube, provision for easy removal of picture tube from front of set without removal of chassis.

Electronics Small Business Council is new trade group with offices at 1000 Vermont Ave. NW, Washington. Pres. Thomas L. Thomas of Polytronic Research Inc., Rockville, Md., is pres., and George Estock is chairman of the legislative liaison committee. Estock says the group currently has about a dozen members and was formed to get a better share of govt. contracts for electronics manufacturers.

Not so good for Goody: The huge N.Y. discount record retailer, Sam Goody, and 4 of his branch record-retailing operations—which do a total business of about \$8,000,000 a year—filed petitions March 10 under Chapter XI of the Bankruptcy Act.

Latest in stereo accessories: A "listening chair," made by Stereo Products Co., Severna Park, Md., contains 2 built-in speakers at average head-height, plus balance controls to adjust speakers, and stereo-monophonic switch.

Gabriel Co., Cleveland-based manufacturer of electronic and automotive equipment, is currently negotiating with an undisclosed firm to dispose of its subsidiary Ward Products, maker of TV & auto radio antennas.

Muntz TV begins deliveries next week of a new line of 21-in. TV-radio-hi-fi combinations beginning at \$220. Top-of-the-line units at \$300 contain stereo phonos.

Financial

Motorola's Hot 4th Quarter: Despite 4th quarter earnings which exceeded the total of the first 3 (\$2.14 vs. \$1.66 a share), Motorola's 1958 net income & sales dropped about 5% below 1957's level. But chairman Paul V. Galvin & pres. Robert W. Galvin predicted a rise of at least 10% in sales for 1959 and "a profit increase of greater proportions." Pres. Galvin said 1st quarter sales will be at least \$55,000,000, up 35% from 1958, and earnings will exceed \$1 a share (vs. 35¢ in 1958).

While consumer products sales contributed to the overall decline, the company's financial statement said their spurt in the 4th quarter "nearly overcame a previous decline, aided by the position Motorola attained in stereophonic hi-fi phonographs and a substantially improved proportion of industry sales of TV sets."

The statement revealed that the company is in the market to acquire new divisions by absorbing other electronics companies. The report for the year ended Dec. 31 (not including \$231,863 net income from Motorola Finance Co. in 1958 and \$209,528 in 1957):

	1958	1957
Sales	\$216,590,325	\$226,361,190
Net income	7,356,213	7,824,431
Earned per share	3.80	4.04
Shares outstanding	1,935,131	1,935,131

For 3 months ended Dec. 31:

Sales	79,261,667	60,338,156
Net income	4,138,487	2,474,009
Earned per share	2.14	1.28

Hazeltine Corp. reports a 10.4% increase in net income in 1958 & a peacetime record in gross billings. The annual report also announced negotiations with the city of Indianapolis to lease property & facilities (including airstrip) of the Technical Development Center now operated by the Federal Aviation Authority at the municipal airport. Hazeltine now has plants throughout Long Island and in Burbank, Cal., & Chicago. While its major manufacturing and research business currently is military, the 35-year-old firm noted in its annual report that its civilian accomplishments last year were highlighted by the leasing of its new electronic timers for more rapid processing of color movie film and "the development of new circuits for improved color-TV reception." For the year ended Dec. 31:

	1958	1957
Gross billings	\$62,424,060	\$61,562,484
Net income	2,246,226	2,030,612
Earned per share	3.06	2.83
Shares outstanding	733,106	716,586

Litton Industries reports higher net earnings & sales for 6 months ended Jan. 31 than for any full year since the company's incorporation in 1953. As of Jan. 31, the company had gross assets of \$72,800,000 and net working capital of \$34,100,000, and 11,200 employees. For 6 months ended Jan. 31:

	1959	1958
Sales	\$56,941,000	\$39,902,000
Net earnings	2,724,000	1,802,000
Earned per share	1.48	1.02
Shares (computation basis) .	1,778,071	1,778,071

General Transistor Corp. has filed SEC stock registration for 40,000 common shares to be offered publicly.

Common Stock Dividends

	<i>Corporation</i>	<i>Amt.</i>	<i>Payable</i>	<i>Stk. of record</i>
	Canadian Westinghouse .	\$0.25	Apr. 15	Mar. 13
	General Bronze37 ¹ / ₂	Mar. 30	Mar. 23
	Motorola37 ¹ / ₂	Apr. 10	Mar. 31
	Webcor15	Mar. 31	Mar. 21

Time Inc., which controls 5 TV & 5 radio stations in addition to its 6 magazines, reports \$9,000,000 drop in total revenues & sharp decline in profits for 1958. The preliminary statement gave no breakdown between publishing & broadcasting, but pres. Roy E. Larsen noted that 1958 was still the company's 2nd best year in total revenues. In the full-year table which follows, the 1957 net income figure does not include a special credit of \$5,740,405:

	1958	1957
Revenues	\$245,102,000	\$254,096,000
Net income	8,737,000	12,024,000
Earned per share	4.47	6.15

Metropolitan Broadcasting Corp.—the former Du Mont stations, under control of John W. Kluge since late last year (Vol. 14:49)—will report an increase in earnings for 1958, it's understood. For the first 2 months of 1959, its WNEW-TV, N.Y., & WTTG, Washington, are said to be firmly in the black. The financial report will indicate WNEW-TV operated at a profit throughout 1958, as, of course, did highly profitable radio WNEW. Cleveland radio WHK is still said to be operating at a loss.

Gross Telecasting Corp. (WJIM-TV & WJIM, Lansing, Mich.), one of the few broadcasting entities whose stock is publicly owned, reports record revenues & earnings for 1958. The company's total assets at year's end were \$4,399,563, also an all-time high, up from \$3,865,137 a year earlier. For 12 months ended Dec. 31:

	1958	1957
Revenues	\$2,876,569	\$2,790,924
Net earnings	766,373	674,239
Earned per share	1.91	1.68

Crosley Broadcasting Corp. (WLW-T & WLW, Cincinnati; WLW-C, Columbus; WLW-D, Dayton; WLW-I, Indianapolis, & WLW-A, Atlanta) "reached new peaks in sales & earnings" in 1958, remarks annual report of parent Avco Corp., manufacturer of electronic, aviation & farming equipment. There is no further breakdown of broadcast earnings.

Technicolor Inc., whose activities have expanded from motion-picture color to still-color-film processing and microwave & TV electronics, reports a substantial rise in profits for the year ended Dec. 27, 1958:

	1958	1957
Sales	\$26,778,621	\$24,674,620
Net income	558,172	95,946
Earned per share	28¢	5¢

Loew's Inc. had \$35,796,000 in TV contracts outstanding for old MGM feature films & shorts as of Nov. 20, 1958, net profit of \$1,752,000, including profit of \$2,622,000 on the sale of its West Coast processing lab facilities. In the same 1957 period, the company lost \$820,000.

Columbia Pictures reports, for 26 weeks ended Dec. 27, 1958, net profit of \$1,752,000, including profit of \$2,622,000 on the sale of its West Coast processing lab facilities. In the same 1957 period, the company lost \$820,000.

Desilu Productions Inc. has been approved for trading on the American Stock Exchange (Symbol: DLU). The exchange will list 1,150,000 shares of common March 16.

Amphenol-Borg Electronics reports a drop in net sales & income for 1958, as compared with the combined statements of the former Amphenol Electronics and George W. Borg companies. For 12 months ended Dec. 31:

	1958	1957
Net sales	\$46,306,741	\$53,745,767
Net income	2,320,946	3,336,931
Earned per share	2.00	2.87

Electronics Corp. of America reports 1958 net income of \$208,001 (25¢ a share) vs. \$182,653 (22¢) in 1957.

Ampex Corp. filed an SEC registration statement (File 2-14827) this week for 204,191 common stock shares, to be offered for subscription by stockholders at the rate of one new share for each 10 held, price & terms to be supplied by amendment. Underwriters will be headed by Blyth & Co. The statement also lists 206,250 additional common shares to be issued to holders of warrants for the company's 5% sinking fund debentures. Proceeds would be added to Ampex general funds for such purposes as organization of a subsidiary for financing sale & leasing of magnetic tape recording equipment. Ampex said it doesn't intend to finance sales in the home entertainment market.

Lazard Fund Inc., big new investment trust with assets exceeding \$135,000,000 & 8,500,000 shares outstanding, shows in 1958 annual report that AT&T is one of its 3 largest equity commitments (25,000 shares at Dec. 31, 1958 quoted value of \$5,626,000). Also that its only other major holdings in companies largely identified with electronics are 25,000 shares of GE (\$1,959,375), 25,000 RCA (\$1,196,875), 12,500 Philips of Eindhoven (\$812,500). Portfolio also includes 4920 IBM (\$2,632,200).

Aerovox Corp. reports a sharp recovery from the 1st-half 1958 business slump, with sales & profits in final quarter higher than same 1957 period. Before-tax earnings for all of 1958 were higher than 1957, but the net after taxes was down due to a tax credit in 1957. The statement for the year ended Dec. 31:

	1958	1957
Net sales	\$17,488,000	\$20,893,000
Net earnings	216,700	276,300
Earned per common share ..	25¢	32¢
Shares outstanding	870,851	870,851

ITT reports record revenues and a 19% increase in earnings for 1958. The worldwide communications-electronics company had \$511,000,000 in unfilled orders at year's end, compared with \$485,000,000 a year earlier, and pres. Edmond H. Leavey predicted 1959 earnings will be \$2-\$2.25 a share. For the year ended Dec. 31:

	1958	1957
Sales & revenues	\$703,010,679	\$653,469,480
Net income	26,600,168	22,412,814
Earned per share	1.85	1.56

Pre-Print Orders for New TV Factbook

TELEVISION FACTBOOK No. 28, Spring-Summer edition of the TV-radio & other electronic entertainment industries' first, most widely used & most frequently quoted data book, will be off the presses at the end of March. Completely indexed, this nearly 500-pp. semi-annual "almanac" provides ready access to a wealth of basic data on all U.S., Canadian and world TV stations and networks (including complete rate cards of the U.S. & Canadian networks and digests of all station rate cards); data on all CPs outstanding and applications pending; updated allocations tables. All other depts. have been updated, too, including directories of the FCC, TV sales reps, program producers & distributors, manufacturers of TV-radio sets, tubes & transistors, TV-radio attorneys, consulting engineers, specialized consultants, electronics labs, etc., etc. Included with each FACTBOOK is a revised copy of our 34x22-in. Map of TV Cities and Network Interconnections, in color, suitable for framing. One copy of the FACTBOOK goes to each of our full-service subscribers. Extra copies, if pre-print orders for 20 or more are placed by March 6, cost \$2 each; single copies, \$5.

The authoritative newsletter for executives of TV and associated radio and electronics arts & industries

SUMMARY-INDEX OF WEEK'S NEWS

NAB Convention

NAB'S SERIOUS, "SPEAK-UP-FOR-YOURSELF" theme dominates the Convention. A near-\$1-million annual information program to be explored by top-notch committee (pp. 1 & 5).

TAPE-MEASURING THE NAB CONVENTION, telecasters compare Ampex & new RCA recorders in hot sales competition. Video tape dominates exhibits (pp. 2 & 11).

THAT COMPTON PRESENTATION, climaxing anti-industry criticism, may well have triggered establishment of TV's defense committee. The magazines' dilemma (pp. 1 & 5).

HOW MUCH TRIPLE-SPOTTING? NAB 40,000-hour code-monitoring survey indicates commercial & programming abuses are rare among the 307 code subscribers (p. 6).

Stations

NO ALLOCATIONS DECISION IN SIGHT, as NAB hears reports from representatives of Executive Dept., Congress, FCC, and the industry (pp. 3 & 10).

RCA QUILTS NSRC ON ADVICE OF LAWYERS, fearing possible anti-trust implications. Percival stereo system demonstrated; NAB stereo activity (pp. 4 & 12).

Networks

CBS HOPES TO RE-EQUIP STUDIOS with "substantially better" British Marconi cameras. Affiliates get network views on color, tape, allocations, uhf affiliates, CATV (p. 8).

FCC

"EQUAL TIME" GETS ACTION as Lar Daly ruling stirs White House. Doerfer urges Sec. 315 repeal. Newspapers back broadcasters' protests. House hearings promised (pp. 3 & 7).

PROGRAMS & FCC SURVEILLANCE discussed by FCC Chairman Doerfer & Commission panel. All but Craven agree on duty to watch "over-all" performance (p. 8).

Advertising

TV ADVERTISING'S FUTURE is still a growth picture, despite near-saturation of homes, thanks to increased population, research, operating economy (p. 14).

Manufacturing & Distribution

TV-ELECTRONICS' RESILIENCE IN "RECESSION" is shown by our survey indicating a 1958 profits decline of only 3.2% vs. 16% for all industry (p. 16).

JAN. TV SET SALES DOWN, dropping to lowest first-month figure in 7 years. Radio sales 31% above '58 (p. 17).

IS FAIR TRADE FAIR? "Yes," says NARDA pres. in testimony on Harris price-setting bill. "No," says FTC & Justice Dept. Chances for passage slim (p. 18).

Other Departments

CONGRESS (p. 4). **PROGRAMMING** (p. 9). **FILM & TAPE** (p. 15). **FINANCIAL** (p. 19). **FOREIGN** (p. 20).

NAB'S SERIOUS 'SPEAK-UP-FOR-YOURSELF' THEME: Unanimously and very seriously, NAB's TV members have endorsed a major new information program to offset TV's detractors—notably the competing media. Culminating many months' buildup among industry leaders, telecasters at this week's convention at Chicago's Conrad Hilton Hotel set up an imposing committee to "develop specific plans for the design, financing and implementation of an industry-wide TV information campaign on a national basis."

Plans for a program to cost perhaps \$1,000,000 for first year alone are to be developed by committee headed by Corinthian Stations' young, dynamic C. Wrede Petersmeyer and comprising brilliant lineup: Robert D. Swezey, WDSU-TV New Orleans; Ward Quaal, WGN-TV Chicago; Jack Harris, KPRC-TV Houston; Roger Clipp, Triangle stations; Donald McGannon, Westinghouse stations; Kenneth Bilby, NBC; Michael J. Foster, ABC; Charles Steinberg, CBS. First meeting, in N.Y., is set for March 27, and initial report to NAB TV board is due by April 30.

"This will be a positive approach, not anti-anything," said Petersmeyer. It's not a crash program. It will be a major continuing effort, run on a sound business basis. First thought of committee members is to retain public relations and advertising consultants, screen their ideas. To finance the huge project, Petersmeyer said, committee will enlist the aid of "all those whose fortunes depend on TV—stations, net-

works, film syndicators, reps, even trade magazines—no matter how large or small." Project will be separate from NAB, but liaison will be maintained so that each group knows what the other is doing.

Petersmeyer stressed the "positive approach," asserting that "we're going to try to emphasize the contributions of TV and not try to tear down other media." This came after it was disclosed that several major magazines are launching a heavy "sneer at TV" campaign, prepared by Compton Adv. (see p. 5).

Buttressing the new task force will be CBS, which is embarking on a new full-scale TV public relations program of its own. Details of the network's enterprise weren't disclosed, but it's designed to shore up TV's programming weakness as well to exploit its virtues.

Never was there a more apropos keynote address than that delivered by NBC chairman Robert W. Sarnoff whose call-to-action speech (see p. 5) did much to precipitate the unanimous vote for the new program. So did talks by CBS pres. Frank Stanton before CBS affiliates, and by NAB pres. Harold E. Fellows.

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The foregoing epitomizes seriousness of the convention, which drew 2400 attendees, nearly reaching 1957's record 2448, despite expectation that only 2100 would appear. Also contributing to the decorum of convention—in addition to the "let's-speak-up-for-ourselves" mood—was fact that NAB planners had clamped down on the normally carnival-like promotional activities of film distributors. Hospitality suites of those film folk who did come were scattered through hotel—with no midway. But some delegates missed the hi-jinks.

Herewith a summary of major developments of the convention, with references to page on which more detail is given:

(1) Allocations. Everyone is agreed that a "study" or "studies" of military uses of spectrum is needed and will be achieved, with the military apparently sincerely willing at least to talk about a long-range program of swapping frequencies so as to give TV more vhf channels (pp. 3 & 10).

(2) Equal time. It looks as if something will be done, finally, to revamp the ridiculous law which requires stations to give even crackpot & pipsqueak candidates equal time on air if a major candidate happens to appear in a newscast (pp. 3 & 7).

(3) FCC "program surveillance." Comr. Craven still stands pretty much alone in his total "hands off" policy, but his colleagues make it clear they aren't hovering like hawks waiting to strike (p. 8).

(4) Editorializing. Just be "reasonable & fair," says FCC, which adds that it doesn't expect broadcasters to scurry around in attempt to find someone who disagrees. However, stations are urged to use care when dealing with subjects of personal financial interest to themselves—such as pay TV (p. 7).

(5) TV tape. It dominated the exhibit space, many of the TV panel sessions and much of the corridor talk. RCA's demonstration of its new production-model recorder had impact, and there was plenty of comparison shopping—as well as in-fighting between Ampex & RCA and their partisans (see below).

(6) Stereo & FM. FM broadcasters, riding high on their new upswing, concluded in panel sessions & private meetings that they must provide a "different" kind of programming to continue their upward climb. Most prominently discussed was stereo—and just 2 blocks from the Hilton Hotel, a new stereo radio system was given its U.S. premiere. (pp. 4 & 11).

TAPE-MEASURING THE NAB CONVENTION: In terms of sheer telecaster excitement, TV tape dominated the NAB convention for the 3rd year in a row. Its demonstrations virtually eclipsed all other exhibits—with 5 machines in almost constant operation for 4 days. Its influence was present at nearly all TV management & engineering panels. And again it dominated corridor talk of telecasters and their engineers.

Something new was added this year to tape's dramatic story—conflict. RCA showed it was in TV tape recorder business for good. Before convention was day old, Ampex & RCA were slugging it out, openly and bitterly, over the advantages of their own machines and the disadvantages of their competitor's.

Each brand of recorder had its own adherents—and customers—among telecasters. In final analysis, it seemed really to boil down to matter of opinion. Both showed excellent color and b&w pictures—best taped TV we'd ever seen. Telecasters proved compatibility by bringing own tapes (many of them full of splices) and playing on both recorders. We saw Ampex tapes played on the RCA machine and RCA tapes played on Ampex machines with equally excellent results.

Anybody who hadn't heard of "electronic quadrature adjustment" by time convention was over must have been spending all his time in film producers' hospitality suites. For that was RCA's big pitch—and biggest point of conflict between the 2 manufacturers. It's a delay-line circuit which automatically compensates for misalignment of the 4 whirling record-playback heads and is major electronic difference between RCA & Ampex recorders.

RCA claims automatic adjustment insures compatibility of all tapes played on its machines. Ampex takes diametrically opposite approach, and video products mgr. Ross H. Snyder, in technical paper at convention, blasted this concept, charging that it can destroy compatibility. He maintained that only way to preserve interchangeability is through use of precision factory-pre-adjusted heads, as Ampex does.

Ampex, now producing VTRs at better than 2-a-day pace and with 328 recorders installed or due for installation by April 1, announced it had sold 17 more (about \$1,000,000 worth) during convention, with more sales expected in next few weeks as result of Chicago demonstrations (see list, p.11). RCA said it looked as if about 50 of its new production-model units had been sold—nearly a third of them color-equipped—but it wouldn't have figures until sales force compares notes. It hopes to begin deliveries in August.

In convention sessions & extra-curricular panels, telecasters exchanged views & experiences on the possibilities of tape—and found them virtually limitless. An Ampex-sponsored seminar, for example, heard BBDO live TV-radio production chief Al Cantwell say: "In order to stay in the TV business, a video tape recorder is a must piece of equipment." And Los Angeles' KTTV v.p. Robert Breckner told telecasters how to get into tape syndication business, startled them with the statement that KTTV's syndicated *Divorce Court*, in distribution only 5 months, and on only 17 stations, "has produced a 6-figure profit, over & above our profit on the local, original program."

More details on TV tape equipment, uses & possibilities will be found on p. 11.

LET'S BUILD A MONUMENT TO LAR DALY: We nominate Lar Daly of Chicago for a niche in any broadcasting hall of fame. This one-man America First party may never be elected to anything else. But Daly has already won an enduring place in TV-radio annals by doing more than any other single individual to point up the absurdities of sec. 315 of the Federal Communications Act.

To Daly goes everlasting credit for starting the first real moves in Washington toward putting some common sense into equal-time political requirements of the law (see p. 7). Who knows how long this might have taken if Daly hadn't pressed FCC to rule that any candidate for public office, no matter how obscure, is entitled to match newscast appearances of opponents on TV?

NO ALLOCATIONS DECISION IN SIGHT: NAB did everything humanly possible to present its members with every side of the TV allocations problem—and members left Chicago with a keen awareness that solution is nowhere in sight. About only thing really new was statement by FCC Comr. Ford, who is Commission's allocations liaison with Defense Dept., that latter is now "perfectly willing to sit down & discuss an exchange of govt. & non-govt. frequencies on a long-range basis." He emphasized his belief that Defense Dept. has a genuinely open attitude on the matter. Otherwise, here were principal developments:

(1) Many spokesmen asserted that the military has no desire to encroach on TV spectrum. These included: Lt. Gen. Arthur G. Trudeau, Army chief of research & development; John S. Patterson, deputy director, Office of Civil & Defense Mobilization; FCC Comrs. Craven & Ford.

(2) All concerned agreed that a study of govt. & non-govt. uses of spectrum is a must—but there's some disagreement on who should do it.

(3) TASO submitted to FCC the results of its 2½ year study, which shows qualitatively how uhf suffers technically in comparison with vhf. (For essence of TASO report, see Vol. 15:2, Jan. 10.)

(4) FCC members repeated their diverse and generally well-known views.

(5) Assn. of Maximum Service Telecasters vowed a continued fight to protect station service areas against "erosion."

(For details of the foregoing, see p. 10).

RCA QUILTS NSRC ON ADVICE OF LAWYERS: National Stereo Radio Committee—the EIA-sponsored all-industry group formed to receive and test all compatible stereo broadcast system proposals—will have to get along without RCA.

RCA pulled out last weekend on advice of counsel. In letter to NSRC, research & engineering v.p. Douglas Ewing explained that his firm's legal experts felt it was unwise for the company to participate because NSRC hadn't been cleared by Justice Dept. In such intra-industry activities in past—TASO, for example—Justice Dept. has given informal assurances that it doesn't consider these get-togethers of competitors to be anti-trust violations. At time NSRC was set up, no such clearance had been sought.

Big RCA is more touchy than most on subject of anti-trust, since it's under attack in several anti-trust actions now. Its feeling is understood to be that it's just not worth taking the chance—no matter how remote.

Actually, CBS was first big company to abstain from NSRC because of anti-trust doubts. Although it has indicated it will submit a stereo system for NSRC's consideration, it never joined or attended a meeting—for same reason that RCA gave for pulling out.

EIA was trying to remedy situation at week's end—through FCC. EIA feels that any possible fears would be dispelled if Commission gave its blessing to NSRC—as it did to the old NTSC. Then the member companies actually are working to assist a govt. agency—and, as such, it would be pretty ridiculous to charge any kind of "conspiracy."

There were no indications that other companies would follow RCA-CBS lead and get out. Feeling of other NSRC members we talked to was that RCA's astute engineers and its testing facilities would be sorely missed—but end-result of committee deliberations probably wouldn't be affected. RCA is currently testing its own compatible AM stereo system on WRCA, N. Y. (Vol. 15:9-10). If its defection from NSRC sticks, RCA presumably will file its own separate stereo petition & test data with FCC.

Britain's Percival stereo system was demonstrated in U.S. for first time this week—the Chicago showings being attended by NSRC members and broadcasters in town for NAB convention, as well as RCA's top engineering brass. We heard demonstration, found stereo effect quite satisfactory. (For more about Percival system and stereo & FM activity at NAB, see p.12).

Congress

Big trouble with the FCC and other federal regulatory agencies is that the White House exercises "crippling control" over them, Rep. Evins (D-Tenn.) asserted this week. In a long floor speech he said the agencies should be removed "from the undue influence of the executive branch" so they can: (1) Name their own chairmen. (2) Be independent of the Budget Bureau in seeking appropriations, legislation, etc. (3) Ask the Supreme Court for review of decisions "without being subject to the veto power of the Solicitor General." Evins also plumped for an omnibus agency "reform" bill (HR-4800) introduced by Chairman Harris (D-Ark.) of the House Commerce legislative oversight subcommittee (Vol. 15:8). Meanwhile Rep. Kastemeier (D-Wis.) added another "ethics" bill (HR-5708) to the heap of such measures introduced during this session.

TV time-selling practices will be investigated by a House Small Business subcommittee headed by Rep. Brown (D-Mo.). Promising a "painstaking & factual" inquiry to see if small business is getting a fair chance to advertise on TV, he says hearings will follow a staff study. Questions to be explored: What programs & time periods are reserved for big network sponsors? What periods are available to smaller regional & local advertisers? "Small business wants & deserves a healthy environment for growth & development," Brown points out. "Any Federal law or administrative regulation which has the effect of hampering growth or giving unfair advantage to the largest business enterprises is of concern to our subcommittee."

Added pay-TV views of the FCC, supplementing the Commission's comments last month (Vol. 15:9) on his proposal (H.J. Res. 130) to ban all systems, were sought by House Commerce Committee Chairman Harris (D-Ark.) this week. He asked the FCC to give him more details on its objections to the measure by March 26, when Congress goes home for an Easter recess. The Commission had questioned the constitutionality of inclusion of wired as well as broadcast systems in the Harris resolution. He also wanted the FCC to spell out details of how it would conduct tests under the measure.

U.S. TV has little to learn from European system operations, House Judiciary Committee Chairman Celler (D-N.Y.), a leading Congressional critic of network practices, conceded this week. Reporting on a swing last Sept. through England, France & Italy, he said that, by comparison, the industry here "is far ahead [in] technical development, receiving set distribution, area & population coverage, program quality, and particularly in variety & multiplicity of programs." At the same time Celler said that state controls of TV in England "warrant a searching second glance." He found that they "tend to eliminate evils" of U.S. TV which his anti-monopoly subcommittee has cited (Vol. 13:23): network program-time tie-ins, program production & sponsorship by advertisers.

USIA's Budget of \$106,800,000 for fiscal 1960, as submitted to Congress in Jan. (Vol. 15:4), was reduced to \$100,650,000 by President Eisenhower this week. The White House explained that delays in construction of VOA radio facilities made the \$6,150,000 cut possible.

NAB Convention

More about

THE INDUSTRY STRIKES BACK: It was certainly the right combination of the man, the place & the time, as NBC chairman Robert W. Sarnoff delivered his call-to-arms keynote address at the NAB convention this week (see p. 1). The speech epitomized the mood of a sorely-chafed industry which has embarked on a determined counterattack, and it came from a man who has been outspoken in criticizing the medium's detractors.

We have, he said, "a curious paradox: On the one hand, there is wide public support for TV & radio which supply what most of the people want most of the time. On the other, there is persistent criticism of these media because they serve majority tastes and interests. Can we take comfort in the belief that such public acceptance insulates us from the need for any real concern?"

"I believe not . . . a climate is being created for more government regulation of broadcasting. Proposals for legislative measures are prefaced with sweeping references to inferior quality of programming. Congressional hearings are on tap to consider what can be done about programs which bear the stigma of popular appeal.

"The danger of government intervention in the programming process is very real. Yet, it is only one offshoot of a broader danger—the creation of an unflattering image of broadcasting which could undermine its public acceptance. This image is painted with many brushes in many places."

Sarnoff then suggested some techniques for emphasizing TV's contributions:

"First, we should consider the possibility of commissioning an independent survey of public attitudes toward television. . . .

"Second, we should consider the most effective methods of using our own facilities to create wider understanding of our medium & how it functions in everyone's interest. . . .

"Third, we should consider the most practical way to organize and guide the effort. Perhaps it should be within the framework of the NAB as the existing industry association, but with the activity itself specially financed, staffed, & operated as a distinct new effort. . . .

"Meeting the challenge decisively on a national basis will require greater financial support than the industry now provides in the information area. But this should give us no cause to flinch. In 10 years, television broadcasting has become a business of \$1.3 billion annually. In another 10 years, it should more than double that figure—provided it acts now to assert its stature & assure the proper climate for growth."

* * *

NAB pres. Harold E. Fellows, in his annual address, agreed that broadcasters must protect themselves: "I don't believe it is unfair to call [the irresponsible comment] by its right name: calumny. . . . Our appeal to reason & understanding should be directed to the reasonable—and these, thank providence, constitute by far most of the people of this free land."

Fellows went on, however, to assert that "we must proceed from the premise that we ourselves comprehend not only our strength and virtues but our weaknesses and uncertainties. . . . Speaking purely in a moralistic sense, we must acknowledge that there are broadcasters who shouldn't be in this business, for the simple reason that they do not believe in—let alone subscribe to—decent rules of

behavior." He then offered these 9 "rules of order for the good broadcaster":

"(1) A realistic understanding that the function of a broadcasting station is to serve the public . . .

"(2) A firm and unwavering resolve to fulfill obligations to the advertisers . . .

"(3) An acknowledgement of the equal rights of clients through an honest policy of equal treatment in charges . . .

"(4) An adherence . . . to decent standards underpinning everything that goes on the air . . .

"(5) A respect for, but not subservience to, the continuing inquiry of Government at all levels of jurisdiction.

"(6) A militant attitude toward criticism—heeding it . . . when it is honestly inspired & fairly given . . .

"(7) An enlightened attitude in employe relations which will encourage reward and advancement for those demonstrating talent, productivity, and loyalty.

"(8) A continuing effort to achieve better educational programs training young people for careers in broadcasting . . .

"(9) Resolution to set aside incidental matters of competitive impulse in joining together on issues of major & critical concern to the survival of a free system."

CBS pres. Frank Stanton had planned to dwell on the subject at some length during his pre-convention address to CBS affiliates, but he concentrated on the equal-time problem instead, said he'd elaborate on the "defend yourself" theme via closed-circuit in the near future. However, he did say: "We are convinced that to survive and grow in an atmosphere of public confidence & freedom, we have got to be far more resourceful & energetic than we have been in the past in communicating with the people about ourselves. . . . We are convinced that we are beyond the stage where talking does any further good, and we are going to act. . . . I cannot emphasize too much how strongly we feel that our health & freedom as an industry are going to depend upon fuller public understanding of the facts, the conditions & the problems of broadcasting today."



More about

THAT COMPTON PRESENTATION: The straws had been piling up on the TV camel's back for lo, these many months, but the one big straw that finally did the job—by prompting this week's NAB convention decision to fight back—may well have been the Compton advertising agency presentation. Although news of it broke the week before the Chicago convention, it had been circulating privately in magazine circles since January (Vol 15:4) and had been developing for 18 months.

The Compton presentation is that agency's plan for an all-out, 4-color, double-truck, general-magazine attack on TV where Compton thinks TV is most vulnerable: the viewer's "guilt-feelings" about spending too much time in front of his set. (Of Compton's \$75 million billing in 1958, almost 60% was spent in TV.)

Whether Compton is correct in assuming that these "guilt-feelings" have anything like a sizeable Nielsen is probably less interesting to TV people than some of the phraseology of the presentation. It includes, for one thing, the baldest & grimmest statement about the media war yet put down on paper. To wit:

"Today, the vast share of national advertising dollars going into TV has created so critical a struggle among magazines 'for what's left'—that the traditional competition among magazines amounts, now, to cannibalism."

The March 23 *Newsweek* is appearing with the first of the ads which will sell the Compton theme of: "For people who love TV—but not that TV-guilty feeling . . . doing beats viewing, and reading is the most rewarding doing of all!" Also set to carry the campaign is *Saturday Evening Post* (April 4) and *Look* (April 14). Each magazine is tailoring the copy to its own personality, but all are hewing to the guilt-feeling line.

The Compton presentation has the cooperation of the Magazine Publishers Assn., and has been shown to other major magazines, one of its basic tenets being that "a really substantial list of magazines" is necessary to achieve the required impact on the public & on advertisers. But Time Inc. has decided, we are told, not to use the campaign—which rules out that group, including *Life*, *Time* and *Fortune*. *Printers' Ink* speaks of "4 or 5 major general magazines set to run" the campaign during the coming weeks with the rest of the industry in a wait-&-see posture. After all, it points out, "smaller select audience magazines have little to gain with the campaign."

Compton Advertising Inc. frankly proposes a 12-time schedule for the ads "in all of the magazines that recognize the TV-threat to their revenues" and recommends use of the maximum unit: a spread in full color. Although the presentation dwells at first on what are considered to be the shortcomings of TV programs, with a series of negative quotes such as "stale, trashy, moronic & cheap", it ends on a more positive note with these campaign aims: "to create unprecedented publicity for the magazine medium, to jolt advertisers into new recognition of the magazine as a vitally alive & powerful advertising medium & to focus maximum public attention on the greater rewards of magazine reading compared to TV-viewing."

But what is this magazine reading that viewers are to be urged to leave their sets for? And now comes the strangest part of the story, for more & more, as we have pointed out previously in these pages (Vol. 15:5), magazine editors have been turning to show business, and especially TV, for the bait to catch their readers:

Look has had 7 issues this year, 4 of them featuring either a cover or cover blurb devoted to TV. The cover was Steve Allen. Blurbs included Allen, the magazine's annual TV awards and Lola Albright of the *Peter Gunn* show.

Saturday Evening Post still sticks to its drawn slice-of-life covers, but the cover blurbs of 5 of its 12 issues so far in 1959 have sold TV stories inside. Three of the blurbs boosted Kathryn Murray's articles about husband Arthur, (the first issue reached a new circulation high) and one announced Pete Martin's piece on Danny Thomas.

One *Newsweek* cover featured Maurice Chevalier.

The first 12 covers of *Life* so far this year have included 3 of strong TV personalities, including Jack Paar. Its 4 February covers were devoted solidly and successively to show-business personalities, including, from the TV world, Pat Boone and Shirley MacLaine.

Helen Traubel was a cover blurb on one of *Ladies' Home Journal's* 3 covers. Debbie Reynolds-Eddie Fisher and an article entitled "The Disgrace of Hollywood" won blurbs on one of *McCall's* 3. And *Time* thus far in 1959 has used a cover portrait of Harry Belafonte. This long list takes no account of inside-the-book articles (such as *SatEvePost's* March 21 piece entitled "Our Fight Against TV Taboos," referring to NBC's "The Green Pastures"). It is a list of only those subjects which the editors selected for cover pictures or cover blurbs—the two positions accorded to what editors consider to be their choicest, most attractive material.

The Compton campaign, *Printers' Ink* rightly points out, is "an unprecedented move that carries a media battle well-known among advertisers & agencies into the open . . . [but now] . . . the media fight is shaping up for a public hearing."

TV's people this week could find comfort in the fact that their industry, in its NAB-convention action (see p. 1) had finally taken official recognition of the attack and was girding to meet it. But no doubt there is even more comfort in the knowledge that their medium is at peak highs in audience interest (Hugh M. Beville Jr. at NAB in Chicago) & revenues (Vol. 15:6), while the top challengers—the weeklies—find themselves with slipping ad revenues & a public audience that has to be lured with what *The New Yorker* (which will not adopt the practice) referred to last week in its annual report as "the extremely costly practice of high-pressure cut-rate subscription offers."

* * *

Magazine advertising lineage was up 2.3% in March over March 1958, according to *Printer's Ink*. For the first 3 months of 1959, the gain was 2.2% over last year. Showing the biggest gain was the movie-radio-romance group, 25.9% over last March and 17.8% ahead of 1958 for the first 3 months. The weeklies (Feb. issues) were off 3.6%, dropping their cumulative gain for the year to 1.1%.

How Much Triple-Spotting? If multiple-spotting and the shaving of the beginnings & ends of network programs are as prevalent as Young & Rubicam charged last week (Vol. 15:11), they must be concentrated among stations other than the 307 which subscribe to NAB's TV code. This was indicated by outgoing code review board chairman Roger W. Clipp, WFIL-TV Philadelphia (new chairman, Donald McGannon, Westinghouse stations), in his report to NAB's TV assembly March 16.

His comments covered the code board's monitoring program which aggregated 40,123 hours viewing time & which included the monitoring of every code subscriber for at least one 3-day 35-hour period. In 3 years of monitoring, the code board found 1349 mutiple spots not condoned by the code (2 spots plus sponsored ID between shows)—or about half of 1% of all station breaks & program interruptions. He added that 20% of the multiple spots appeared on 6 stations.

His report did indicate that "approximately 3% of all network programs were separated by commercial intervals of more than the customary 30 seconds." He found this percentage of program-shaving "disturbing." But in other monitoring results:

Only 3% of all TV programs exceeded commercial time recommendations of the code. A total of 76 of the 307 stations were found to be telecasting 259 program-length commercials. Most of them have discontinued the practice. "We found 10 spots on 6 stations which might be construed as 'hard liquor.'" They were discontinued.

Summing up, Clipp said "TV comes up with a grade of 90% in abiding by its own self-imposed rules—a passing grade in any man's school."

NAB's 5-year contract with pres. Harold E. Fellows, which runs out in June, 1960, will be reviewed by an ad hoc committee June 15 in Washington, followed by probable action by the NAB board. The committee met in Chicago this week but reported no recommendations on terms of the contract, which now provides for a 4-year consultation arrangement with Fellows after he leaves his office. He has indicated his willingness to continue as pres.

The FCC

More about

"EQUAL TIME" GETS ACTION: The White House, Justice Dept., FCC Chairman Doerfer—and even some newspapers—lined up with broadcasters this week to fight the commission ruling that newscast appearances by candidates come under the equal-time political requirements of the Communications Act's Sec. 315 (Vol. 15:8-11).

"Ridiculous!" said President Eisenhower when he learned about the FCC decision that Chicago America-First-party mayoralty candidate Lar Daly was entitled to match TV newscasts in which his leading Democratic & Republican opponents were shown.

Reporting the President's reaction after he had been shown press stories and a letter from CBS Inc. pres. Frank Stanton about the equal-time ruling, White House press secy. James C. Hagerty said: "He has asked the Attorney General to consider whether any remedial legislation can be drafted or whether any other appropriate action can be taken in this connection." This meant that Attorney General Wm. P. Rogers had been instructed to get busy on the issue.

"I would repeal it," said FCC Chairman Doerfer in Chicago, where he was asked by reporters at the NAB convention what ought to be done with Sec. 315. In a luncheon address to the delegates Doerfer added that "substantial revision" of the law is needed, at the very least. "I have suggested that there be substituted a rule of reason or one of fairness in place of the present inflexible mandate," Doerfer said. He was in the minority when the Lar Daly rule was voted by the commission 4-3 last month.

"The ruling stands as gross encroachment upon freedom of information in a democratic country," said the *Washington Post & Times-Herald* editorially. "Ridiculous it is," the *N. Y. Herald Tribune* agreed. "Nonsense," commented the *Washington Daily News*, which went on: "If the govt. bureaucrats can get to telling the news media what they must broadcast or print, it won't be long before they are dictating what they *cannot* broadcast or print. Then, friends, we will have had it." Columnist David Lawrence wrote: "The idea [would] appear on its face to be contrary to the First Amendment to the Constitution, which supposedly guarantees a free press."

Meanwhile House Commerce Committee Chairman Harris (D-Ark.), who hadn't displayed much open concern about the broadcasters' equal-time dilemma earlier, said he now wanted to explore the problem.

In a letter to Rep. Cunningham (R-Neb.), sponsor of a bill (HR-5389) to exclude newscasts from application of Sec. 315, Harris said: "I am very much interested in this proposed legislation and certainly realize the importance of it. I will schedule it for consideration just as soon as I can work it into the busy program of the committee."

In his NAB speech, Doerfer outlined the problem this way:

"If every presentation of a duly elected public official, who happens to be at a given time a qualified candidate for an office, must automatically be matched by an equal amount of free time by all other such candidates, then the essence of governmental news will be emasculated during campaign periods. The broadcasters will be completely shorn of any journalistic judgments in this most important field.

"In my opinion a broadcaster should be given some discretion other than a Hobson's choice [of] either a plethora of bland political programming ad nauseum or a

complete blackout. This will be the ultimate result if Sec. 315 is meant to be construed in an inexorable manner."

Doerfer also scored equal-time candidates "whose sole qualification is a disposition to aggrandize their personal interests, indulge their idiosyncracies or harass a broadcaster." And the FCC chairman pointed out that it's unlikely that broadcasters who must apply for license renewals every 3 years would resort to "chicanery" by promoting favored candidates in news programs if the Sec. 315 ruling is changed.

NAB resolved to "reject the doctrine embodied in the recent Sec. 315 ruling and urge that all broadcasters continue to fight for complete freedom of electronic journalism." The convention resolution called for "such legislative action as may be necessary" to correct the ruling.

Note: Lar Daly wanted to address the NAB delegates, but convention managers said they couldn't find room for him on the program. He issued a statement, anyway. Daly said somebody on an upper floor of the Conrad Hilton Hotel—presumably an NAB member "possessing homicidal tendencies"—tried to kill him by dropping a "large, heavy" hunk of cheese (flavor unspecified) from a window as he picketed the convention. The cheese grazed UPI photographer John Quinn instead.

EDITORIALS? JUST BE "FAIR": FCC members didn't seem very excited about broadcast editorials, as they discussed them during their panel discussion at the NAB convention. Said Chairman Doerfer: "one misapprehension is the one about 'affirmatively seeking out' other voices every time you editorialize. Look at it as you would any controversial issue. You don't have to get every possible view. Broadcasting is still in its infancy. It takes time to build up experience."

Doerfer did caution broadcasters about taking sides on issues affecting them in a "personal & financial" way—such as pay-TV. "When you get into a thing like that, he said, "you have to be extraordinarily careful." He was alluding to FCC's reprimand of stations which editorialized on subscription TV without, in the Commission's opinion, giving pro-pay advocates adequate opportunity to reply (Vol. 14:22, 25, 27, 31).

Said Comr. Hyde: "There will never be a set rule on this. One simply must be fair."

Comr. Lee: "I'd rely on a broadcaster's good judgment. You need no elaborate investigation to find opposing views. If the subject is controversial, they'll seek you out."

Comr. Craven wants absolutely no Commission surveillance: "It seems to me that this Commission will find itself on dangerous ground if it tells broadcasters how to editorialize, and it seems to me that's what we are doing."

Comr. Cross said that broadcasters won't run into trouble if they're "reasonable & fair."

In a radio panel discussion of editorializing, participants urged more activity by all stations. Alex Keese, WFAA Dallas, co-chairman of NAB committee on editorializing, outlined the committee's work & discussed its report, offered as a guide to members. Robert L. Pratt, KGGF Coffeyville, Kan., stressed the need to base editorials on adequate factual background. Simon Goldman, WJTN Jamestown, N.Y., noted that he usually limited his editorials to local, state & regional issues and said that editorializing is "the greatest single thing we've done in 35 years of broadcasting." Daniel W. Kops, WAVZ New Haven, Conn., said that it was extremely important that the station's spokesman be identified with top management.

PROGRAMS & FCC SURVEILLANCE: By a majority of 6 to 1, FCC still believes it has no choice but to keep an eye on a station's "over-all performance in the public interest" when it comes to programming—but it isn't nasty about it. That much is abundantly clear from Chairman Doerfer's speech at the NAB convention this week, backed by comment of his colleagues during the FCC panel session—Comr. Craven dissenting.

The Commission's authority to refuse license renewals for "failure to program in the public interest" isn't authority to interfere with or censor free speech, as some critics maintain, Doerfer told the convention.

"The power to select another [licensee] is not censorship," he argued, citing court opinions which have "aided & abetted" the FCC in its policy positions. But when it comes to commercials, one thing seems sure, Doerfer said: "Another important point seems to be settled—commercial advertising is not within the protection of the constitutional guarantees of freedom of speech. The freedom to hawk cannot be equated with the freedom of talk."

As for objections to the FCC's proposed new program report forms, Doerfer made these points: (1) "No license has been lost or even jeopardized that I know of by reason of a mere examination of a report or statement." (2) Licensees need to be reminded periodically that they can't delegate their programming responsibilities.

Comr. Craven drew the broadcasters' applause for his vigorous, though lonesome, espousal of the position that any Commission surveillance of programming is "a dangerous encroachment on freedom of speech."

In the usual discussions, Doerfer elaborated on his speech: "I didn't want to indicate that FCC champions program surveillance. I doubt that FCC would take any direct action on a specific instance." However, he said, the Commission must look at stations' over-all performance.

Comr. Bartley said that broadcasters would have no trouble with the FCC "if you're proud of your station—and can listen to it."

Comr. Lee, discussing over-commercialization, said that the NAB code was a perfectly good guide.

Comr. Ford warmed the hearts of his listeners by saying: "The label of whether you get paid for it or not doesn't indicate whether it's a good program."

Comr. Hyde noted that convention was concerned with the "image" of broadcasting in the public's mind and said "Now is hardly the time to say there should be no interest in program quality." Competition, he said, is the best guarantee of quality.

Revised list of type-accepted TV transmitters, translators & monitors acceptable as of Feb. 6, was announced by the FCC this week. The list is not available for general distribution, but copies may be inspected at FCC headquarters & field offices. It will also appear in our upcoming new *TV Factbook No. 28*, due in early April.

Translator starts: K70BI & K76AP Big Lake, Tex. began March 7, repeating KOSA-TV Odessa & KMID-TV Midland, Tex. . . . K80AQ Needles, Cal. began March 2 with KTVK Phoenix . . . K75AA Manson, Wash. March 1 with KHQ-TV Spokane . . . K76AH Lewiston, Ida. Jan. 10 with KHQ-TV Spokane.

Allocations changes sought: Leon P. Gorman, Bangor, Me., requests switch of Ch. 7 from Calais to Bangor . . . Joint Council on Educational TV wants Ch. 10 assigned to Appleton, Minn. not Wis., as reported in Vol 15:10.

Networks

CBS's Lodge Reports: A new Marconi TV camera turns out "substantially better pictures"—and CBS is "fairly well convinced that the improvement is great enough to warrant a major re-equipping program." So said CBS-TV affiliate relations & engineering v.p. William B. Lodge at the network's Chicago affiliate conference.

The camera uses a 4½-in. image orthicon tube, as opposed to 3-in. tubes in U.S. cameras, and is "so stable electronically that it can be turned off at night & turned on the next morning without the time-consuming & labor-consuming realignment & constant adjustment during use," according to Lodge, who said he "wouldn't be surprised to see an equivalent U.S. design within the next 6 months." CBS has ordered a laboratory model of the Marconi Mark IV camera for delivery within 60 days. The new camera has already been tested by BBC & CBC.

The new camera was only one topic covered by Lodge in his report on CBS's experiences and attitudes in varied fields. Some others:

Video tape: CBS now has 27 Ampex recorders, has logged 50,000 hours on them, will begin logging 900 machine-hours a week when daylight time starts. Recording has improved so much that "even trained observers often can't tell the difference" between taped & live shows.

Color: "We are very definitely keeping our foot in the door. . . . We are right now in the process of converting [4] video tape machines for color" to meet possible client demands. Four color shows are scheduled in the next month. "We're spending hundreds of thousands of dollars per year on color activities, but we're putting our millions into new program product which can be seen in all TV homes."

Allocations: "I am reasonably optimistic that the ultimate solution won't be too drastic—that station coverage won't be appreciably reduced. . . . At least the recent uproar over proposed deletion of vhf boosters [would] support this conclusion."

Community antennas: CBS stands for "protection of program property rights, no charge for TV reception, and continued operation of TV stations wherever the market will support them."

Uhf: Despite CBS's dropping of its Milwaukee uhf WXIX, it realizes that uhf stations can deliver audience. In fact, CBS advertisers spent \$10,000,000 in 1958 to include uhf in their line-ups (besides Hartford & Milwaukee).

ABC-TV looks forward to far higher billings than ever next season, the network's officials told affiliates at their pre-convention Chicago meeting. They announced that ABC-TV would have 10 full-hour shows, vs. 4 this season. Also announced was a new affiliate co-op advertising scheme, whereby the network will set an ad budget for each affiliate and contribute half of that amount for the promotion of ABC-TV programs through co-op ads. The network is understood to have received affiliate approval for extension of programming through 11 p.m.

New ABC-TV affiliates committee, elected at pre-convention meeting: Joseph Hladky Jr., KCRG-TV Cedar Rapids, chairman; Brent Kirk, KUTV Salt Lake City, vice chairman; Howard Maschmeier, WNHC-TV New Haven, treas.; Don Davis, KMBC Kansas City, secy.; Joseph C. Drilling, KJEO Fresno, Cal.; John Gelder Jr., WCHS-TV Charleston, W. Va.; John F. Dille Jr., WJSV South Bend-Elkhart, Ind.; Joseph Bernard, KTVI St. Louis; D. A. Noel, WHBQ-TV Memphis.

Oscar's TV Tab: The motion picture industry will pay \$900,000 for its annual Oscar awards telecast on NBC April 6 from the Hollywood Pantages Theater, but the actual amount TV & radio are receiving of that sum for the 105-minute broadcast is kept hush-hush by both network & the Academy because of complaints by some movie people about money spent on the arch-competitor of pictures. The figure, 10% higher than last year, includes production costs of the show, TV & radio time, 500 prints of the telecast to be sent overseas, exploitation, advertising & miscellaneous items.

Last year's production & air time cost about \$750,000. Since then network rates have been raised, and the number of TV & radio stations to carry the show will be larger. NBC expects to telecast the event on 184 U.S. & 33 Canadian TV stations and its full 200-station radio network. The Academy will also pay a higher theater rental this year. In the days before the industry picked up the tab, Oldsmobile sponsored the show, paying \$650,000.

Little real anti-TV action on the Washington front was predicted for the coming year by CBS v.p. Richard Salant in address to the affiliates meeting in Chicago. After outlining 10 potentially dangerous actions brewing in Congress, the FCC & elsewhere, he ventured this forecast: "I would guess that with the possible exception of the Keating bill [which could enlarge baseball TV black-outs] or some variation of it, and with the further possible exception of some sort of limited pay-TV tests . . . there will be no definitive final action on any of these other issues in the next 12 months." Other issues included in Salant's outline: Bennett network control bill, Monroney ratings hearings, anti-option-time moves, FCC program hearing, FCC's proposal to get networks out of the spot rep business, Harris bill on FCC procedures, the Senate & House FCC investigations, spectrum study proposal.

One of the most important bills pending in Congress, NAB govt. relations mgr. Vincent T. Wasilewski told the TV assembly during the convention this week, is one which would permit minor leagues to forbid TV coverage of major league games within 75 miles of the minor league cities when the minors were playing at home. Urging strong opposition, he said passage of the bill could keep major league games off the screens of 19,350,000 sets 50% of the time. CBS v.p. Richard Salant told affiliates in Chicago that CBS "will take no position for or against the bill," introduced by Rep Keating (R-N. Y.). He predicted that the bill would pass this session.

Mushroom development & housing problems of the networks are pointed up this week by issuance of Ross Reports' *N.Y. TV Production Directory*. One page, listing addresses of the nets, shows CBS offices now located in 9 Manhattan office buildings, scattered from 45 to 57 St. Studios are listed at 15 addresses in an area from 26 St. to 109 & from First Ave. to 9th. NBC has offices at 4 addresses & studios at 5, including one in Brooklyn.

Hal Roach Jr. resigned as chairman & director of Scranton Corp., parent of Hal Roach Studios & MBS whose sales were imminent—but not completed—at press time. Well known Los Angeles financier Ivan Townsend Smith, head of a syndicate negotiating to buy Hal Roach Studios, was in N. Y. for discussions with Scranton Corp. Roach Studios continued to pare studio personnel, with only about 50-60 now on the payroll, as compared with more than 300 normally. Among the latest to leave was Bill Sterling, Hal Roach's assistant.

Programming

Radio Worldwide, the proposed new national radio program service, aroused heavy interest of broadcasters at a closed meeting in Chicago during the NAB convention—but mighty few were willing to back up their interest with cash. "More than 50" broadcasters attended the session, according to the release issued after the meeting. It was learned, however, that only 9 or 10 were willing to sign on the dotted line to pay 30 times their highest one-minute announcement rate to a development fund—far short of the "minimum of 25 charter members" which Worldwide wanted for a start. Nevertheless, Herbert L. Krueger, WTAG Worcester, principal organizer, said the group will go ahead with incorporation plans. It was also learned that the group's organizers have had discussions with Radio Press, UPI & *The New York Times* as possible news suppliers, and that ABC had contracted Worldwide to see if there was any way it could fit into the picture.

Three new NBC-TV series, to be produced live, making wide use of video tape techniques, will be launched this fall by network, based on shows already sampled in the *Kaleidoscope* series. The first is an outgrowth of *Kaleidoscope's* largely-tape backstage look at Radio City Music Hall last November. It will be called *The Story Behind*. The second is titled *Great American Families*. Its prototype is the upcoming May 3 profile of the Cristiani Bros. circus. The third is titled *The Commandments*, and will be launched as a special series of 90-minute dramas based on themes from the biblical 10 Commandments, as in the Ben Hecht "Third Commandment" story, recently telecast. All 3 series will be developed by Herbert Sussan.

Commercial stations devoted \$271 million in time & talent to public-service programs, according to the latest *TV Age* survey. It was the 4th straight record-making year, said the magazine. The average station's total public-service time came to 274 hours, up from 1957's 253. The dollar figure was a 10% increase over the year before. It was also reported that more public-service shows got into Class A time, with the resultant increase in viewing. Previously-reported public-service shows which found sponsors were no longer retained in that category.

Covering both nominating conventions in 1960 will cost roughly \$3,000,000, said NBC's v.p. Wm. R. McAndrew this week. He estimates that 350 NBC people & 10,000 sq. ft. will be needed for coverage of the Democratic convention in the Los Angeles Sports Arena, and adds that on-the-site work must begin 6 weeks before. RCA's "miniaturizing" of equipment, believes McAndrew, will help, with 2-way radio equipment tiny enough to slip into a pocket, and smaller hand cameras than before. Coverage, it was noted, will not be "gavel-to-gavel" but selective.

NBC has bought *Whispering Smith* film series from Revue Productions, ordering 26 half-hour segments for next season. It's a western about Denver in the 1870's. Revue is now negotiating for Audie Murphy for the lead.

Bill to let TV & other cameras into courtrooms, now before N.Y. state legislature, was opposed this week by N.Y. Bar Assn., on grounds they would "pressure" witnesses & "divert" juries.

CBS News bagged the top award for video news reporting from National Headliners Club 25th annual competition from a record list of 2,000 entries. The winning telefilm was CBS coverage of a street battle in Beirut during the Middle East crisis made by staff cameraman Paul Bruck, with narration by Frank Kearns.

Stations

More about

NEXT—STUDY OF GOVT. SPECTRUM: Now that TASO has given FCC its exhaustive study of the technical differences between uhf & vhf (see p. 3), it looks as if the next big & lengthy project will be a study of govt. (principally military) uses of frequencies and the possibility of swapping spectrum to provide TV with more vhf channels.

The military is willing to talk about it as least. Said Lt. Gen. Arthur G. Trudeau, Army chief of research & development:

"We have the closest working relation with the Commission, and have been approached by the Commission with respect to ultimate frequency solutions for a national competitive TV system. Some 6 different solutions have been presented to the Army, Air Force, & Navy for comment as to military impact. While this action has not been staffed yet, I am advised that complete information of military operations will be provided to the Commission. If it will allay your fears, we do not seek to expand military bands by this action. We are concerned, however, that this national allocation problem must be resolved to clarify frequency planning in the general 30 to 100 mc region."

Gen. Trudeau also stated that the military "has some type of equipment operation in practically every frequency band of the spectrum" but that "we respect the national frequency allocations that exist in peacetime. We carefully engineer our operations to insure that they will be compatible with nationally allocated services in the various frequency bands." Some training exercises using the TV bands are conducted at night, he said.

Rep. Bray (R-Ind.) reasserted his fear that the military may be hoarding spectrum space and said he wants an "impartial" study by a commission including members not appointed by the President—opposing the OCDM recommendation that all 5 members of such a group be named by the President (Vol. 15:6). He expressed great respect for the military, said he was proud of having been an officer for 33 years, but asserted that officers have a habit of "packrat-ism . . . of putting aside everything they can find, and [they] always desire to have an excess in reserve against the day when they might happen to need something." Noting that Rep. Harris (D-Ark.) has a spectrum study in the works (Vol. 15:8-10), he said there would be no need for his bill to appoint a special commission "if Harris goes ahead."

John S. Patterson, deputy director of Office of Civil & Defense Mobilization, substituting for director Leo A. Hoegh, was dogged in his insistence that a spectrum study should cover both military and civilian uses. Said he: "Bray wants to study only the military. OCDM wants to cover the entire spectrum. The spectrum is everyone's—a great natural resource. I suggest that the problem is so complex that a thorough-going examination of the whole spectrum is necessary. I regard it as urgent."

NAB TV v.p. Thad Brown asked Patterson whether the military wants TV's Ch. 2-6, and latter responded: "I know of no demand or any request by the military. I believe we'd know if there were any such request." Rep. Bray asserted that an Indiana U professor told him that the military does want Ch. 2-6. "I was suspicious," Bray said, "because OCDM wants to study non-govt. uses."

Patterson said the President "has the job of finding men of acknowledged impartiality" for his proposed 5-man commission. He said he didn't know whether all 5 or fewer

should be technical men. We asked whether the 5 who served on the President's Special Advisory Committee on Telecommunications (Vol. 15:6) might be suitable. He said they'd be "potential candidates" but that the problem was to get men to serve full time for a year or so.

In the FCC panel discussion, Comr. Bartley noted that in July 1954 he had given his opinion that uhf would never be a major factor and that a special Congressional commission should explore the possibility of exchanging uhf for 216-470 mc and shifting the uhfs to the new vhfs. Comr. Lee stated: "We're up to our hips in studies. A long-range shift is fine, but we need immediate help. I think a 5-7 year shift to uhf is the answer." Comr. Ford: "The area of a shift must be explored before a decision is made." Comr. Cross: "A study should help to determine the efficiency of spectrum use, between govt. & non-govt. users. I for one am not going to be a party to making more than 40,000,000 TV sets obsolete."

Dr. George Town, exec. director of TV Allocations Study Organization, after presenting a mimeographed copy of his report to FCC Chairman Doerfer (printed copies due in a month or so), summarized the group's findings, namely, that uhf signal drops off very rapidly after a "critical distance" is reached, while vhf holds up better & that uhf suffers from receiving equipment shortcomings in comparison with vhf (Vol. 15:2).

Following Town's presentation, these TASO experts elaborated on TASO's procedures & results: Dr. Wm. L. Hughes, Iowa State College; Lucien E. Rawls, L. H. Carr & Assoc.; Harold G. Towlson, GE; Dr. George E. Dean, Hazeltine.

The uhf component of TASO, committee for competitive TV, headed by Wm. Putnam, WWLP Springfield, Mass., later in the week released its comments on the TASO report. It stated: "A single contiguous uhf band is obviously the only workable solution to the allocations problem. Uhf has been proven satisfactory wherever economic opportunity has been available. The problem is political, economic & social, rather than technical."

Assn. of Maximum Service Telecasters, in a meeting before the NAB convention, heard its exec. director Lester W. Lindow assert that telecasters would be "in serious trouble" today if they hadn't organized to defend themselves. "Thus far," he said, "our opponents have shown little concern for the effect of their proposals upon the public in reducing service from existing facilities."

AMST general counsel Ernest W. Jennes urged the adoption of a plan to prevent the promulgation of "extreme proposals for change in the fundamental system of TV allocations" and to forestall the "erosion of service."

AMST engineering consultant Howard Head offered a new study on the effect of trees on uhf propagation from WBOC-TV (Ch. 16) Salisbury, Md., concluding that trees drastically attenuate the signal.

Meanwhile, Electronic Industries Assn. held its spring conference in Washington this week, and its spectrum study committee (H. Leslie Hoffman, chairman) reaffirmed its willingness to back any high-level spectrum study, but it avoided endorsing any pending proposal—OCDM's, Rep. Bray's or Rep. Harris'.

Ward L. Quaal, WGN Chicago, was unanimously re-elected pres. and William D. Wagner, WHO Des Moines, secy. of Quality Radio Group at a meeting of officers & board March 16 in Chicago. Frank Gaither, WSB Atlanta, was named v.p. Newly elected directors are Roy I. Bacus, WBAP Ft. Worth; John L. Vath, WWL New Orleans.

More about

TV TAPE AT NAB: Whether they favored the RCA or Ampex approach (see p. 2), telecasters at the NAB convention were thinking seriously about TV tape. They crowded the elaborate exhibits of both manufacturers, rode the controls, made splices—even “had their pictures taken” on the 2-inch-wide magnetic tape.

Many were impressed with RCA's vertically rack-mounted recorder with all accessories & refinements built in. RCA displayed its first “production model” recorder, already sold to WBTV, Charlotte, N.C. (which also has an RCA pre-production unit) with excellent color pictures.

Ampex showed 4 of its familiar desk-type machines—one equipped with all accessories, including color. Another was in the “Videotape Cruiser” (Vol. 15:5), a complete \$200,000 bus unit parked across the street from the Hilton Hotel. Demonstrated on the machine in the bus were tapes of Las Vegas at night & Boulder Dam, made while in motion on the cruiser's trip from California to Chicago. The cruiser “covered” Chicago's St. Patrick's Day parade during the convention, and the tapes were played on other Ampex machines in the exhibit hall.

The reputations of the 2 manufacturing companies entered strongly into telecasters' choice—and even then, it was a tough decision: Should it be “RCA all the way” on the basis of its wide-ranging know-how in the TV equipment field, or Ampex, an acknowledged expert in the field of high-quality tape recording equipment? Either way, it was a matter of personal opinion—but the happy fact remains that the machines are mutually compatible, produced under the same patents, although features & construction details differ.

While RCA's sales representatives downstairs at the Hilton were explaining the superiority of their TV recorder, Ampex's 8th floor newsroom was issuing a strategic release reporting that it had just shipped “the last of 12 complete color Videotape Recorders to NBC in N.Y.” When RCA extolled the virtues of its electronic quadrature adjustment, the Ampex people snapped: “We invented it, and gave it up in favor of precision-adjusted heads.” RCA countered that its heads are precision adjusted, too, and that Ampex would have to follow suit with a similar electronic adjustment. And so it went for 4 days.

Ampex announced 17 recorder sales at the convention, including these: 7 to Television de Mexico (Emilio Azcaraga), which already has 4; 2 to Australia's NWS, which begins telecasting in Sept. in Adelaide; 2 to Peter DeMet Productions (*Championship Bowling, All-Star Golf*), Chicago; Sports Network Inc., N.Y., live syndicator of sports telecasts; WWLP-TV Springfield, Mass., first uhf outlet to buy a video tape recorder; Storer's WITI-TV Milwaukee; WMT-TV Cedar Rapids, Ia.; KTRK-TV Houston.

It's significant to note the type of purchasers who are getting into the VTR act in the list above. For Mexican TV—whose stations are widely dispersed—the recorders obviously are intended to serve as a substitute for microwave interconnections for stations beyond the country's central TV relay system. And it wouldn't be surprising to see TV tycoon Azcaraga begin a taped program exchange soon with U.S. TV stations, networks & syndicators. The DeMet purchase of 2 machines means another film syndicator is going into the tape syndication field soon.

Just how complete the tape revolution is becoming was described by 2 speakers at an Ampex Videotape seminar. BBDO's Al Cantwell predicted that “within a few years” 80% of all commercials—spot or network—will be on tape,

and every station will need a VTR as much as it now needs a 16-mm film chain. “Every station in the country with a recorder,” he added, “can get into the tape commercial production business.” He pointed out that networks now use more tape than film (26% tape, 23% film, 51% live), and cited these examples of the heavy swing to tape for network commercials:

U.S. Steel, 90% of whose commercials were on film one year ago, now puts 40% of its commercials on tape. *Armstrong Circle Theatre*, which first used all live commercials, then all film, now tapes 90% of them. Campbell Soups switched 100% from film to tape commercials. Spot commercial campaigns are beginning to turn to tape, he said. “The tape-equipped stations will get the business.”

KTTV v.p. Robert Breckner, at same seminar, outlined his station's results in its venture into tape syndication (Vol. 15:5). “Tape syndication is here,” he said. “It's a reality. It isn't 2 or 3 years away. It's now.”

Big advantage of syndicating tapes made by a local station, he said, is that most of the costs are covered in the local telecast—and syndication showings can contribute a healthy profit. In addition to *Divorce Court* (see p. 2), KTTV is now syndicating *Peter Potter's Juke Box Jury* through NTA. “The only reason we could put such a network-caliber show on locally was because of its tape syndication possibilities.” Also being syndicated is the 5-times-weekly *Paul Coates Show*. Duplicate tapes are made by the station for syndication.

* * *

In further recognition of tape's importance on the TV scene, NAB pres. Fellows appointed a new TV advisory committee on video tape usage, headed by Harold P. See, KRON-TV San Francisco. Management representatives on the committee are Ken Tredwell, WBTV Charlotte, N.C.; Norman P. Bagwell, WKY-TV Oklahoma City; Bill Michaels, WJBK-TV Detroit. Engineering representatives are Stokes Gresham Jr., WISH-TV Indianapolis; R. T. Bowley, Westinghouse Bestg. Co.; Virgil Duncan, WRAL-TV Raleigh, N.C.; Howard A. Chinn, CBS-TV. See indicated that one of the committee's major projects would be the establishment of TV tape operation standards.

Educational Television

Pittsburgh's 2nd Educational: WQEX (Ch. 16) got program test authorization Feb. 19 and planned to start telecasting immediately. It will provide supplementary school-room service for sister WQED (Ch. 13, educational), which has been on the air since March, 1954. WQEX has a 12-kw GE transmitter, uses a remodeled GE antenna on WQED's 500-ft. Blaw-Knox tower. WQEX won't have a separate staff, both stations being operated under the direction of gen. mgr. Wm. C. Dempsey. It's the 41st non-commercial outlet and brings on-air total to 552 (86 uhf).

Terms of merger of Transcontinent TV Corp. & Marietta Bestg. Inc. (Vol. 15:7), disclosed this week, provide for an exchange of Transcontinent stock for stock of Marietta, with present Transcontinent stockholders retaining 65.19% and Wrather and Edward Petry & Co. Inc. of Marietta sharing 34.81% (Petry holding minority). Value of the combined properties was placed at approximately \$30 million. The combination will put under one tent the following: Transcontinent's WGR-TV & WGR Buffalo, WROC-TV Rochester, 60% of WNEP-TV Scranton-Wilkes-Barre, 50% of WSVA-TV & WSVA Harrisonburg, Va., Marietta's KFMB-TV & KFMB, San Diego, and KERO-TV Bakersfield, Cal.

More about

FM & STEREO AT NAB: Impressive demonstrations of the widely-heralded Percival system of stereo broadcasting highlighted stereo activities at NAB's Chicago convention—but unfortunately were missed by many delegates who would be most interested. The Percival demonstrations, staged by the big British electronic combine EMI Ltd. (which owns Capitol Records in U.S.) at the Congress Hotel, weren't an official part of the NAB agenda or exhibits. Broadcasters will have another chance to hear the system March 23-26 at the Henry Hudson Hotel in N.Y.

The system's biggest advantage, as it appeared to us, is in the possibilities it presents for networking of stereo broadcasts. Unlike other single-channel stereo systems, it requires no more telephone lines than a standard monophonic broadcast—a big dollar saving as compared with other systems which require parallel lines.

Invented by Dr. W. S. Percival, the system uses a unique technique whereby the complete signal is carried on the main carrier (in FM) and "directional information" is on a subcarrier occupying only 100 cycles and at much lower effective power than the main carrier. The receiver unscrambles the directional information and directs the sound to one speaker or the other. Because the directional information requires so little frequency space and power, the system is said to be easily adaptable to AM (directional information being carried on a sideband).

Marketing director R. W. Addie of EMI Ltd., who conducted the demonstrations, estimated that the equipment required by a station would cost considerably less than \$20,000. For transmitting network-originated stereo only, a station would require far less equipment, the principal part of the gear being installed at the network end.

At the receiving end, a 5-tube decoding unit is required, in addition to the standard double-amplifier-speaker setup needed for all stereo systems. In production, this unit might be made to sell for around \$25.

* * *

FM broadcasters at the NAB convention expressed the greatest interest in stereo—although stereo was featured in only 2 technical papers. The FM operators, riding a new wave of enthusiasm for their medium, devoted a portion of their official panel discussion to stereo and what it has done—and can do—for their stations.

FM's resurgence was obvious at the equipment exhibits. In contrast to some past conventions in the medium's blacker days when not a single FM transmitter was displayed, 4 manufacturers displayed at least one new model each. All of these were available as multiplex transmitters—for functional music or stereo—and it was obvious that FM broadcasters, in their shopping, were eyeing stereo.

* * *

FM Assn. of Broadcasters is the new name given the old FM Development Assn. in a reorganization meeting held in Chicago Sun. March 15 before the NAB convention. The group made its main objective the promotion of FM as a commercial medium with its own distinctive format—as opposed to mere duplication of AM programs. Its members approved a plan to set up a national office at 1 Park Ave., N.Y., with a full-time director.

The new president of FMAB is Larry Gordon, WBNY-FM Buffalo & WDDS-FM Syracuse. Other officers: Fred Rabell, KITT San Diego, v.p.; Frank Knorr Jr., WPKM Tampa, secy.; Harry Tanner, WLDM Detroit, treas.

Screen Gems Station-Shopping: An expansion into station ownership is planned by Screen Gems as its latest diversification move, according to Ralph M. Cohn, pres., and conversations have already begun on the station brokerage circuit. To head the planned expansion, SG has hired Norman Louvau, former gen. sales mgr. of KRON-TV San Francisco, with the title of gen. mgr. of station operations. Louvau will be responsible for negotiating the "maximum allowable" purchase of stations, and ultimately of supervising their operations in a separate division.

The Columbia Pictures subsidiary will thus be following a pattern explored previously by National Telefilm Associates, which owns WNTA-TV N.Y., KMSP-TV Minneapolis, and will also have WDAF-TV Kansas City in the fold when its corporate marriage with National Theatres becomes final, possibly in April. Less than a month ago, SG purchased Elliot, Unger & Elliot, a thriving film-commercial production firm also equipped to shoot tape spots. NTA is also in the tape field through its Telestudios subsidiary.

Other telefilm firms are involved to some degree in the station field currently. Loew's (MGM) owns 25% interest in KTTC, and Paramount Pictures, now edging into telefilm production, owns KTLA, both in Los Angeles.

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Consolidated Sun Ray Inc., owner of WPEN Philadelphia & recent purchaser of WALT Tampa, Fla. (Vol. 15:11) this week bought WSAI Cincinnati (1360 kc, 5-kw U) for about \$1,500,000 from Sherwood Gordon. Sun Ray also filed application with FCC for a 10-kw daytime station to operate on 940 kc in Washington suburb of Takoma Park, Md. Last week, the deal for the purchase of radio WCKR Miami from *Miami Herald-Miami News-Niles* Trammell group for \$800,000 (Vol. 14:21, 40, 45) was cancelled by mutual consent of parties after time ran out on the agreement. Broker in the Cincinnati deal was R. C. Crisler. Also this week, singer Pat Boone and associates in Townsend Investment Co. signed agreement to purchase WKDA, Nashville, Tenn. (1240 kc, 250 watts U) & KNOK Ft. Worth, Tex. (970 kc, 1 kw D) for about \$1,000,000 from group headed by controlling stockholder John W. Kluge, chairman-pres. of Metropolitan Bcstg. Corp.

Undaunted by a preliminary injunction granted by the Rhode Island superior court March 5, blocking the sale of WJAR-TV & WJAR Providence, and the Outlet Co. department store to the 91065 Corp. (Vol. 15:10), the trustees, who plan to appeal, this week filed an application for the transfer with the FCC. The application reports that the prospective buyer plans to retain the stations and to sell the store to N.Y. realtor and play producer Roger L. Stevens for a guaranteed minimum of \$4,000,000. Assets of the store as of July 31, 1959 are expected to be approximately \$9,255,000, liabilities \$762,000. Because sale of the store would produce tax savings of about \$2,000,000, the 91065 Corp. would be paying approximately \$6,000,000 for the stations. The Outlet Co. balance sheet as of Nov. 1, 1958, shows current assets of \$8,135,626, other assets \$4,719,190, for a total of \$12,854,816. Current liabilities are \$2,972,306, capital & surplus \$9,882,510.

Another objection to experimental booster for Johnstown, Pa. area being sought by Triangle Publications, Inc.'s WFBG-TV (Ch. 10) Altoona, was filed this week (Vol. 15:7,11). WARD-TV (Ch. 56) Johnstown, stated: "In reality, Triangle, with its experimental operation, is attempting to 'get its foot in the door' in an effort to establish permanent vhf booster service for Johnstown, Pa."

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Personals: George A. Heinemann, program director, WRCA-TV, N.Y., appointed NBC mgr. of public affairs . . . Max Busch named sales promotion mgr., Benjamin A. Hudelson program mgr., Alvin J. Slep named publicity & exploitation mgr., of WRCA-TV, N.Y. . . . Julius Barnathan, ABC-TV director of audience research, elected a v.p. . . . Henry Sjogren, asst. gen. mgr., NBC's Chicago stations, named NBC-TV budgets, pricing & planning mgr. . . . John Aaron & Jesse Zousmer have resigned as producers of CBS-TV's *Person to Person* . . . Eric Seavreid, chief CBS Washington correspondent, elected a fellow of Sigma Delta Chi, one of few broadcasters so honored by professional journalism fraternity . . . James B. McElroy, engineering asst. to FCC Chairman Doerfer, resigns to join National Aeronautics & Space Administration . . . William D. Pabst, v.p.-gen. mgr., KTVU Oakland-San Francisco, elected pres. of California Bcstrs. Assn. . . . James H. Ferguson Jr., gen. sales mgr. of Springfield TV Bcstg. Corp. (WWLP Springfield, WRLP Greenfield, WWOR Worcester, Mass.), elected sales v.p. . . . Charles E. Bell, ex-WSPA-TV & WSPA Spartanburg, S. C., named exec. v.p. of WSAV-TV & WSAV Savannah, Ga. . . . Bill Ames, ex-KSL-TV Salt Lake City, joins WCHS-TV & WCHS Charleston, W. Va. as news chief . . . Jerry Allen appointed promotion mgr. of WFGA-TV Jacksonville, succeeding William Walker, now regional sales mgr. . . . Roger Peace, chairman of WMRC Inc., Greenville, S. C. (WFBC-TV & WFBC), also elected chairman of 48.8% owner *Greenville News-Piedmont* . . . Robert M. Hoffman made dir. of marketing & research for TV Advertising Representatives . . . Howard Summerville, gen. mgr., WWL-TV New Orleans is taking a leaves of absence. Lawrence Carino, gen. sales mgr., will be acting mgr. during his absence . . . Richard P. Brandt, pres. of Trans-Lux distributing Corp., sails to Europe Mar. 25 . . . Jay B. Sondheim, ex-WLYH-TV, Lebanon, Pa. named sales mgr. of KTVW, Seattle-Tacoma . . . James P. Storer, national merchandising mgr., named national sales mgr., WIBG Phila. . . . Robert R. Pauley made eastern sales mgr., ABC radio . . . Warren A. Kraetzer resigns as director of NYU's office of radio-TV to become v.p. of the Educational TV & Radio Center, Ann Arbor, Mich. He is succeeded by Thomas J. Brophy, asst. dir. . . . Harold L. Hackett, pres., Official Films, vacationing in the Bahamas . . . Irving Feld, Guild Films v.p., elected pres., Inter-World TV Films . . . John Burns, ex-national sales director, ABC Films, named to similar post at MGM-TV.

G. Richard Shafto, WIS-TV, Columbia, S.C. is the new chairman and Payson Hall, Meredith stations, vice chairman, of the NAB TV board, elected during the convention this week. Two new board members elected to 2-year terms were Clair R. McCollough, WGAL-TV Lancaster, Pa., and W. D. (Dub) Rogers, KDUB-TV Lubbock, Tex. Re-elected were C. Wrede Petersmeyer, Corinthian Bcstg. Corp., and Willard E. Walbridge, KTRK-TV Houston. The continuing members are: Joseph E. Baudino, Westinghouse stations; John E. Fetzer, WKZO-TV Kalamazoo; C. Howard Lane, KOIN-TV Portland, Ore.; Dwight W. Martin, WAFB-TV Baton Rouge; James D. Russell, KKTU Colorado Springs, Colo.; Alfred Beckman, ABC-TV; William B. Lodge, CBS-TV; David C. Adams, NBC-TV.

Association of Maximum Service Telecasters elected 2 new members to its 20-member board at its 3rd annual meeting in Chicago this week: David C. Mcerry, WROC-TV Rochester, and Edwin K. Wheeler, WWJ-TV Detroit. All other board members & executive committee officers & members, headed by pres. Jack Harris KPRC-TV, Houston, (listed on page 488 of *TV Factbook No. 27*), were re-elected. Carl Nopper, WMAR-TV Baltimore, was added to the 7-member technical committee, and WCYB-TV Bristol, Tenn. was accepted as a new member.

Top-level realignment of Metropolitan Bcstg. Corp. (former Du Mont stations) continues, with chairman John W. Kluge elected pres., replacing Richard W. Buckley, who becomes a v.p. Elected to the board were Lloyd M. Bauman, pres. of Bankers Security Life Insurance Society (N.Y.) & J. Lincoln Morris. Kluge, who bought the 21% interest in the station formerly owned by Paramount Pictures (Vol. 14:49), has been reshuffling personnel at Metropolitan's WNEW-TV & WNEW, N.Y., WTTG-TV Washington & radio WHK Cleveland.

FCC's office of general counsel has been reorganized as expected (Vol. 15:8), adding 2 asst. general counsels. Dee W. Pincock, legal asst. to Comr. Hyde, becomes head of a new rules & enforcement div. Charles R. Escola, now in general counsel's office, will head the new administrative laws & treaties div. Max D. Paglin continues as chief of litigation div.; Charles E. Smoot, chief of legislation div. Hilbert Slosberg is named asst. to general counsel John L. Fitzgerald. Edgar W. Holtz continues as assoc. general counsel.

The late Walter A. Wade, who was pres. of Wade Adv., Chicago, became the 10th man to be elected to the Broadcast Pioneers Hall of Fame at the Pioneers' annual dinner March 17 in Chicago. A pioneer in the use of broadcasting as an advertising medium, he helped launch such shows and personalities as *National Barn Dance*, *Uncle Ezra*, *Quiz Kids*, *Lum 'n' Abner* and Morgan Beatty.

John T. Wilner, v.p. & engineering director for TV & radio of the Hearst Corp. (WBAL-TV & WBAL Baltimore and WISN-TV & WISN Milwaukee), received NAB's first engineering award at convention "in recognition of through his work on the image orthicon saver."

A Los Angeles Bureau for TELEVISION DIGEST will be established this week, with David Kaufman in charge. Kaufman, well known to the industry through his long experience with *Daily Variety*, will cover the West Coast, with emphasis on station & network activity, advertising, and program production in film & tape.

William Wight, onetime Philco public relations director, resigns as associate editor of TELEVISION DIGEST to take post of public relations director, Warner-Lambert Pharmaceutical Co.

Advertising

TV ADVERTISING'S FUTURE: Is TV's 10-year upsurge in billings grinding to a halt? If it isn't, where are the new dollars going to come from?

Four experts—a network v.p., a multiple TV station official, a national TV rep and an adman—tackled these questions in NAB's panel on the future of TV sales & costs and came up with varied & fascinating answers. Answer to Question 1, of course, was "No." Summarizing the answers to Question 2:

Hugh M. Beville, NBC planning & research v.p.: Growth of sales & profits will come from 2 major sources— increase in population and cost-cutting technological improvements. By 1963, there will be 10,000,000 more TV sets in use, 6,000,000 more TV homes in the audience.

As to technological developments, "in the case of future costs, the most important new factor in network development is video tape," which increases profits in these 4 ways: (1) By retaining year-round time schedules in all markets, it is already providing 15-23% larger audiences for evening shows during the daylight saving time period. (2) Pre-recording of shows saves significantly in operating expenses for studios, crews, etc. (3) Outstanding live network shows can be repeated at a fraction of the original cost. (4) The advertiser can save as much as 40% on the cost of his commercials by using tape.

George B. Storer Jr., TV v.p. Storer Bestg. Corp.: Since TV circulation isn't going to show any sharp rises in the future, the station "can't think in terms of cost-per-thousand any more." Rates must be related to the effectiveness of TV as an ad medium. "Any justifiable rate increase is going to have to come from some pretty hard digging to prove our medium on its effectiveness."

John W. Davis, v.p., Blair TV: The only positive answer is "new business." Many advertisers stay out of TV because of fear of the medium. Some agencies aren't equipped to go into TV "from the standpoint of know-how." "Each of us must spend more time, thought and energy to bring new money into TV."

Maxwell Ule, senior v.p., Kenyon & Eckhardt: Advertising costs will probably increase 40-50% in the next 10 years because of the increase in population, greater competition, a more mobile population & inflation. To spend this increased ad budget wisely, agencies need a new type of research which will show them: (1) Accurate figures on the "reach" of a medium—the total, cumulative number of people who are reached by each medium. (2) The relation between "editorial reinforcement" (TV program content, magazine subject matter, etc.) and the effectiveness of advertising. (3) The cost of producing the identical advertising effect through competing media—"relative emotional impact" of TV, radio, print, etc.

* * *

NBC's astute Hugh Beville always comes to a speaking date loaded with statistics. The ones he brought to the NAB TV session provided some fascinating proof of how TV is holding down advertising costs while printed media costs soar. Here are some samples:

In the last 3 years, national advertising costs have risen 6% for all media. In top daily newspapers, the cost of a 1000-line ad has risen an average of 12%. A b&w page in the top 15 magazines has gone up an average of 15%. A network TV half-hour has increased an average of 2%.

This is true despite the fact that the average evening network TV show now reaches 10,000,000 homes—a 90%

gain in 5 years. Last December, 110 of the 127 evening network shows reached more homes than *Life's* total circulation. Each of the 4 network shows which went off the air as "failures" this year had a larger circulation than *Life*.

In 1958, NBC-TV's gross rates increased 3.3%. This year the gross hike will probably be less than 3%.

In the last 2 years, the 10 leading magazines increased their rates an average of 29% (*Life* up 21%, *SatEvePost* 39%, *Look* 53%), while NBC-TV went up only 6.4%.

As to program costs (as opposed to time charges)—40% of an evening TV advertiser's budget—the 10 top shows (Nielsen) at the end of 1953 averaged \$40,000. At the end of 1958, the average was \$41,500.

People: William D. Tyler appointed exec. v.p., Benton & Bowles . . . Wickliffe W. Crider named a v.p. in the TV-radio dept. of Young & Rubicam . . . H. H. Dobberteen, ex-Benton & Bowles, elected senior v.p., Wilson, Haight, Welch & Grover, effective April 1 . . . Mrs. Shirley P. Halperin elected v.p. of Foote, Cone & Belding, N.Y. Earl R. Dugan, Fred Rhose & Daniel J. Sullivan elected v.p.'s of Chicago office . . . Norman Heller, ex-DFS dir. of copy & motivation research, named assoc. research dir. of Compton Advertising . . . Kai Jorgensen, board chairman, now also pres. of Hixson & Jorgensen, Los Angeles, following retirement of Robert M. Hixson who continues as consultant . . . Paul E. Menneg elected v.p. & exec. policy comm. member, Communications Counselors div. of McCann-Erickson . . . Norman H. Strouse, pres., J. Walter Thompson, was scheduled for a rare adman's chance this week (Mar. 22) to sound off on WMGM's *What's the Matter with New York?* series . . . Charles B. Straus Jr., ex-v.p. of Cunningham & Walsh, named exec. asst. to pres.; Ernest Smith & Arthur Ludwig named v.p. at Sudler & Hennessey . . . Norman Heyne, ex-Wesley, Heyne & Cuca, Chicago, named v.p. for radio-TV at Christiansen Adv. there . . . George J. Abrams, formerly adv. v.p., Revlon, appointed pres. new toiletries & cosmetics div., Warner-Lambert . . . William Wall promoted to v.p. at Doherty, Clifford, Steers & Shenfield . . . Howard Strickling becomes adv. & publicity dir. for Loew's Inc. . . . Reginald L. Dellow & John P. McElroy promoted to v.p.'s at Grant.

A "high product-recognition" impact is credited to TV by Manhattan Shirt Co.'s Robert L. Leeds Jr., marketing v.p., after only 6 months of using network TV. Manhattan, concentrating its campaign for wash-&wear shirts on its weekly *Sammy Kaye Show* series (Nielsen about 10), has renewed effective April 18 on ABC-TV via Doner & Peck, and claims "an all-time sales high" on this high-priced (\$5 & \$5.95) line at a time when comparative industry price levels have been around \$4. Now planning a pre-Father's Day campaign on the musical show, for "molecular memory" shirts, Leeds says the show's Trendex sponsor identification score is an above-average 61.4%.

American Research Bureau's 5th annual "A-Z" TV coverage study, to be released this month, includes: (1) Percent of homes having TV, with uhf coverage, if any. (2) Stations received in each market with percent of homes able to receive each station and viewing frequency. (3) Average daily circulation for each station during daytime and evening hours. (4) Community antenna reception. The study will include 120 markets.

About 150 ad agencies in 1958 merged, affiliated or took legal steps resulting in one organization where formerly there were 2, says the latest *Advertising Age*.

Film & Tape

TAPE-FILM SERIES: What could easily develop into a trend to overcome the rising costs of telefilm production is seen in the breakdown of Rod Serling's new half-hour series for CBS, *Twilight Zone*, sold to Sanka Coffee for next fall. Because costs are so high, 13 of the 39 will be done on tape. The deal is for 26 episodes on film; 13 on tape; 13 reruns.

The filmed shows are budgeted for \$51,000; the taped shows, \$37,000. Of the latter figure, the live show production cost will be \$28,000; the remaining \$9,000 is for taping. Producer-writer Serling plans to tape 45 minutes, to allow for editing, dissolves, etc.

Production on the novel series begins May 4 on the telefilm segments, and 8 tapes will be made beginning July 6. Serling, making his producer-debut on this series which he created, will write the first 16 scripts. He owns 50%, sharing ownership with CBS.

Serling fits into what has become a general pattern in Hollywood, whereby successful writers graduate and become producers, thus creating even more of a shortage of top writers. Now that he'll be so busy with his new series, he will have to pass up any other TV writing or screen assignments. The producer-writer did, however, get a reject on a story he had up for CBS' *Playhouse 90*. It was a fantasy, "Old Man MacDonald Had a Curve," which was an hour-long TV show 7 years ago. The network didn't like the idea of reprising a story that old, turned it down.

Telefilm Prices To Rise: Domestic syndication prices are being forced up slowly by rising production costs, with the over-all level likely to edge up 10% during 1959 and with the stronger half-hour properties going for as much as 15-20% more than last year, Walter Kingsley tells us. He is pres. of ITC, the booming film firm jointly owned by the Jack Wrather Organization & Britain's ATV.

Despite tougher sledding, ITC has mapped one of the biggest telefilm production programs in the industry for '59, and has scheduled 13 shows for filming in 6 countries, under the reins of Ted Rogers, prod. dir. They represent some \$15,000,000 in combined budgets. The series range from co-produced, Hollywood-made packages like Robert J. Enders' *Treasury Agent* to Clarke Reynolds' Australian-filmed *Whiplash*.

ITC hopes to feed packages into the syndication market at the rate of one every 2 months, Kingsley says. Some will be new, such as the *Cannonball* series on which ITC has written \$1,000,000 in domestic sales & \$300,000 in foreign deals in 7 weeks, and others will be off-the-network reruns. ITC is also in high gear in network sales, having scored a Campbell Soup renewal this week on a new 39-episode series of *Lassie* films. Earlier, ITC got a 5th-year renewal on *Fury* from General Foods & Borden, a \$5,000,000 sale of *The Gale Storm Show* to ABC-TV.

Along with its half-hour telefilm network & syndication plans, ITC is also exploring 2 other new areas, according to Kingsley: (1) a step into production of shows & commercials on video tape, possibly through a London production outpost in conjunction with ATV, and (2) syndication of one-hour telefilm shows aimed "at the top 75 U.S. TV markets," since Nielsen ratings on hour-long action-adventure shows have held up well this year.

Add tape syndication: Tape manufacturer Minnesota Mining & Mfg. is sponsoring a new 30-min. children's show for spot placement in 7 markets—on TV tape.

NOT-SO-EARLY BUYING SEASON: Despite reports this will be an early buying season, Hollywood makers of TV film series don't agree. They tell us they expect a long waiting period while sponsors eye the new pilots warily & wait for discounts, as they did last year. Some predict they will still be buying as late as next August.

Original speculation that this would be an early buying season arose following a few deals for next season. But a number of these didn't even involve sponsors—were networks ordering shows with no sponsors set as yet. (NBC's order of *Laramie* from Revue, for example.)

Opinion this will be a late buying season is held by such industry executives as Desilu v.p. Martin Leeds & indie producer Sam Marx, among others.

Marx, who has a pilot, *The Jan Clayton Show*, making the Madison Ave. rounds, comments: "It looks like all the boys back East are waiting. Shows sold thus far have been sold because of basic reasons—because of the stars involved, or a particular gimmick. The networks are giving priority to their own projects. They have a stranglehold."

New York Roundup: Latest revenue source to be explored by leading syndicators is the home movie market, from which a few (like Official Films) emerged in TV's early days. UAA this week signed 2 distribution contracts for 8mm. versions of Warner Bros. cartoons handled by UA-controlled AAP. Cartoons will come on 100-foot red styrene reels and retail for \$3.95. Most have been seen on TV. Also active in the non-TV field is NTA, which has approximately 200 cartoons and shorts available to the home movie market via 4 leading distributors . . . Jack Chertok is joining the producer trend to hour-long films, in a co-production deal with NBC-TV for *Trace Hunter*, a Western to be filmed in Wyoming . . . ZIV-TV is a firm believer in keeping talent in the fold. Four Hollywood names—Macdonald Carey, Kent Taylor, Richard Carlson and Adolphe Menjou—are now in production on their 2nd TV series for ZIV. One big lure is residual money. Carlson has earned over \$800,000 so far from *I Led 3 Lives* reruns . . . Independent TV Corp. growth is reflected in the current expansion of the firm's sales department, which this week appointed 10 new sales staffers . . . Goodson-Todman's planned production of a *Philip Marlowe* whodunit series for fall telecasting on NBC-TV underlines the long gap that frequently exists between anticipation and realization. G-T signed the property in late 1957, and has been shopping for a deal ever since.

New technique for editing tape "with the same precision as motion picture film" has been developed by NBC in Hollywood. According to Telesales dept. West Coast chief Jerry Madden: "Now we can edit sound and picture portions independently. Until now we had to find a place where there was no sound on the tape and then edit it." In NBC's new system, the sound is recorded separately from the picture. West Coast production-business affairs v.p. Tom Sarnoff officially announced NBC's entry into the tape commercial production business. All of the network's tape facilities, he said, will be made available to outside TV producers for pilots, auditions, etc., as well as commercials. By May 1, NBC will have 12 recorders in Burbank, 14 in N.Y., 2 each in Philadelphia, Chicago & Washington.

New tape syndication venture: Cuban winter baseball, syndicated on tape by Max Cooper. First customer: ABC's WBKB Chicago.

TV-ELECTRONICS—RESILIENCE IN 'RECESSION': It's no wonder electronics stocks are soaring today. The industry's obvious space-age future is only one reason. For another—and perhaps even more significant—cause, take a look at how established TV-radio-electronics companies weathered "recession year" of 1958:

While average industrial firm reported 16% dip in profits from 1957 to 1958, spot survey of TV-electronics companies shows decline of only 3.2%. And 4th-quarter 1958 was 22.1% ahead of comparable 1957 quarter, as shown by a sampling of electronics firms.

We found these figures by computing total profits of 20 companies in TV & related electronics field which keep their books on calendar year basis and have released their 1958 financial reports to date. The 16% decline for average industrial company was computed in same manner in recent Wall Street Journal survey. For our electronics survey we excluded esoteric and highly specialized firms. Of the 20 companies, 10 are directly in consumer goods field, and most of the others are suppliers to consumer electronics manufacturers (For list, see below).

Total profits of the 20 companies for 1958 aggregated \$425,486,973, as opposed to \$439,241,702 in 1957. Despite undisputed consumer goods slump last year, 8 of the firms showed increases in profits in 1958, while 12 reported decreases.

Subdividing these companies into groups, we found that components group (5 firms) was most severely depressed, showing 23% drop (\$4,406,338 in 1958 vs. \$5,723,558 profit in 1957). Only one company in this group reported higher earnings in 1958 than 1957.

The "diversified group"—companies which range widely in electronics—contained 7 producers, 4 of which manufacture TV-radio as well as wide variety of other items. Aggregate profits of these companies dropped 4.6% in 1958 (\$387,124,884 vs. \$405,632,407), and 5 of the 7 companies reported earnings decreases.

The so-called "TV-radio group"—companies known primarily as consumer electronics producers (although most of them now have greater sales in non-consumer items)—showed profit increase of 20.6% in 1958 (\$25,310,981 vs. \$20,990,459), only 2 of the 6 reporting decline in profits.

Fourth-quarter 1958 was outstanding for many companies. Separate tabulation of 4th-quarter-1958 net earnings for the 11 companies in TV-electronics which have made figures available showed 22.1% increase over the admittedly poor 4th-quarter of 1957 (\$127,595,992 vs. \$104,540,505). And every one of the 11 companies reported an increase.

TV-radio group showed biggest rise—hefty 64.2% for the 6 companies represented. Diversified group reported 19.5% increase.

. . . .

Why this resilience in electronics? For one thing, because even those companies traditionally known as "TV-radio manufacturers" have ceased to depend primarily on the caprices of the ultimate consumer. In addition to wide diversification of practically every important electronics company, annual reports give these other clues: Defense spending—with an increasingly large part of the military dollar going for electronic gear—is one of most important facets. Also contributing were the 2nd-half-1958 pickup in consumer electronics demand (notably hi fi, but also including TV), increase in industrial electronic gear, new operational economy & efficiency in company management.

Companies represented in full-year-1958 list, all of whose financial reports have been detailed in past issues: Components group—Aerovox, Cornell-Dubilier, International Resistance, Mallory, Oak. Diversified group—Daystrom, GE, RCA, Raytheon, Sylvania, Thompson Ramo Wooldridge, Westinghouse. TV-radio group—Emerson, Motorola, Packard-Bell, Philco, Wells-Gardner, Zenith. Also included in totals, but not in category groups, were transistor-maker Texas Instruments and tube-manufacturer Tung-Sol.

In 4th-quarter tabulations, these firms were represented: Cornell-Dubilier, Emerson, GE, Magnavox, Motorola, Oak, Pacific Mercury, Packard-Bell, Philco, RCA, Westinghouse.

A complete tabulation giving a wealth of data on all major electronics companies, as compiled by Edgar N. Greenebaum, financial consultant in electronics, will be published again as a special supplement this spring. It will show in detail what these sample figures have indicated generally—the remarkable resilience of electronics.

TV-RADIO PRODUCTION: TV set production was 96,653 in week ended March 13 vs. 95,794 in preceding week & 88,598 in same 1958 week, EIA reports. Year's 10th week brought production to 1,089,111 vs. 989,029 last year. Radio production was 275,592 (109,063 auto) vs. 277,682 (99,847 auto) in preceding week, & 170,434 (41,942 auto) last year. In 10 weeks: 2,802,536 (1,063,205 auto) vs. 2,100,384 (714,623 auto).

JAN. TV SET SALES DOWN: EIA's official figures for the first month of 1959 give this picture: TV set sales down 15% from Jan. 1958, radio sales up a whopping 31%. The unofficial production figures for the first 10 weeks of 1959 show 1,089,111 sets produced, compared with 989,029 during the comparable 1958 period.

Nevertheless, Jan. retail TV set sales totaled 501,704, the lowest first-month TV unit sales since 1952. In Jan. 1958, unit sales were 649,514. This table gives the official EIA production & sales figure for Jan. 1959 vs. Jan. & Dec. 1958:

	Jan. 1959	Dec. 1958	Jan. 1958
TV production	437,026	414,850	433,983
TV set sales	501,704	649,514	581,486
Radio production	1,124,737	1,525,744	1,026,527
Radio sales	700,490	1,944,838	534,640
(excluding auto)			

Included in the TV production figures above are 35,841 uhf sets produced in Jan. 1959 vs. 29,454 in Dec. 1958 and 51,115 in Jan. 1958. January's radio production included 420,052 auto radios vs. 558,767 in Dec. & 349,679 in Jan. 1958. FM radio production in Jan. 1959 totaled 30,235 (no comparisons available).

Transistor sales took a rare monthly drop in January, EIA reported, while receiving and picture tube sales increased. Picture tube sales totaled 784,906 units worth \$15,209,896 in Jan. vs. 649,031 worth \$12,644,308 in Dec. & 621,910 worth \$12,341,927 in Jan. 1958.

Factory sales of receiving tubes totaled 31,150,000 (\$26,808,000) in Jan. compared with 28,504,000 (\$25,123,000) in Dec. & 26,805,000 (\$23,264,000) in Jan. 1958.

Sales of transistors dipped to 5,195,317 units (\$13,626,886) in Jan. from 5,627,000 (\$16,595,616) in Dec. Transistor sales in Jan. 1958 totaled 2,955,247 (no factory value given).

Multiple TV set promotion campaign, long planned by EIA (Vol. 14:49), may get under way April 1. Meeting this week during EIA's spring conference in Washington, a special ad hoc committee headed by RCA's Jack Williams set that date for a push-off session with manufacturers' representatives. Companies were asked to send spokesmen to the upcoming Washington conference, ready to outline what each is capable of doing in the industrywide drive to install more than one set in homes. At the same time the EIA committee agreed to back "to the fullest" NAB's national radio month in May.

Raytheon has been awarded a \$64,600,000 production contract by the Navy for additional Sparrow III super-sonic air-to-air missiles. About \$38,000,000 will be awarded by Raytheon to more than 550 direct sub-contractors.

Latest Consumer Attitudes: Major appliances & furniture are in the 12-month buying plans of 27.8% of the consumers surveyed in Jan. & Feb. for the Federal Reserve System. This figure is down 0.4% from the 1958 findings of the same study, which is conducted by the Survey Research Center of U. of Michigan.

Despite the small drop in this category (and in used cars), the percentage of consumers who plan to buy substantial items was generally up—from last year's 47% to this year's 50%.

Of the 2550 families queried, 38% felt better off this year (32% in 1958); 40% were earning more (36% in 1958); 42% expected to be earning more next year (37% in 1958); and 55% (vs. 31% in 1958) look forward to good times in the next 12 months. Prices were expected to keep rising this year by 61% of respondents (vs. 48% in 1958).

People usually buy the brand of TV set they had in mind in the first place. This is one of the findings in a *Chicago Tribune* survey of shopper buying attitudes, based on interviews with 2002 Chicago area housewives. The poll showed 69% of housewives eventually bought the brand they intended to buy. The same trend holds true with other appliances, and is most pronounced with regard to vacuum cleaners (85% stuck to their guns), least evidenced in the air conditioner field (only 59% ended up with the brand they thought they wanted first). The survey also showed: (1) Families usually buy a "basic 3" group of appliances—washer, vacuum cleaner & TV—before they get any others. (2) While women usually have the most say on appliance brand choices, in choosing a TV set men decided in 27% of the cases, women 26%, equal 47%.

Motorola introduced a new convertible TV table model this week in a series of distributor meetings. It's a masonite-cabinet unit which can be converted to a planter, lowboy or swivel-base console with the addition of different bases. Suggested list prices are \$190 & \$200. Also introduced was a line of "super-portable" radios—extremely powerful (6-8 transistors plus 2 diodes), yet some models are said to operate for ¼¢ an hour, or cheaper than a line-cord set.

Govt. purchasing guide for supply firms—271-page *Procurement Handbook* with 70-page appendix containing sample forms—has been published by the General Services Administration. Copies are available for \$1.50 from the Govt. Printing Office, Washington 25, D. C.

TV checks checks in Toronto's Toronto-Dominion Bank, where the first Canadian bank closed-circuit installation permits 2-way communication between tellers & ledger clerks in another part of the building.

IS FAIR TRADE FAIR? A strong pitch for enactment of federal fair trade legislation, permitting manufacturers to fix retail prices on trademarked products throughout the country, was made this week in House hearings by NARDA pres. Joseph Fleischaker. But he ran into formidable opposition from Govt. and other forces.

Reporting that 90% of NARDA members favored national fair trade regulations (Vol. 15:11), Fleischaker appeared before the full Commerce Committee to urge passage of a bill (HR-1253) by Chairman Harris (D-Ark.) to legalize minimum prices.

Independent appliance dealers need such a law if they are to stay in business against competition by cut-throat price-reducing competitors, Fleischaker said. They "do not ask you to hold an umbrella over their industry, to guarantee them their profits or to free them from their responsibility to be good businessmen," he told the Committee. All they want, he said, is to "harvest the fruits of their labor" in promoting sales of products—sales which competitors steal by exploiting discounts in markets created by others.

Traditional govt. objections to such legislation were voiced by the FTC & Justice Dept., however. FTC Chairman John W. Gwynne argued that the proposed law would run counter to the free enterprise system—"and is contrary to the public policy expressed by Congress in the anti-trust laws since 1890."

Similar opposition to the Harris measure came from Chairman Celler (D-N.Y.) of the House Judiciary Committee, who testified that the real objective of proponents is to protect retail markups of as much as 40-50% from competition by dealers who are willing to risk making profits on small margins. Other opponents included the American Farm Bureau Federation and N.Y. Bar Assn.

In addition to NARDA, the National Assn. of Retail Druggists' bureau of education on fair trade and the National Federation of Independent Business appeared in favor of the legislation. With Harris pushing it, the bill's chances of getting past the Commerce Committee are regarded as good. But it isn't likely to get much further at this session. Hearings are to be continued next week.



Off to Russia: U.S. electronics industry delegation, headed by Raytheon v.p. Ray C. Ellis, chairman of EIA's international dept., goes to Soviet Union next week for a 3-week visit with Russian specialists and tours of laboratories & plants there. Others on the trip, arranged by the State Dept. after 2 years of negotiations with Soviet officials, are Frank W. Mansfield, General Telephone & Electronics marketing research director & chairman of EIA's market data policy committee; Julian K. Sprague, pres. of Sprague Electric Co.; Dr. Conrad H. Zierdt Jr., GE; Dr. Imre Molnar, General Telephone Labs; Charles P. Marsden Jr., electron devices section chief at the National Bureau of Standards. They'll be guests of the State Committee for Radio Electronics of the Council of Ministers. Last fall EIA was host here for a similar Soviet delegation.

Soviet Academician Aksel Bergs says the USSR will have 3,500,000 TV sets & 7,000,000 radios by 1965. The industry expects to triple under Russia's 7-year plan.

American National Exhibition in Moscow's Sokolniki Park this summer will include product displays by Hoffman Electronics Corp., Webcor Corp., Philco and other U.S. TV-radio-phono manufacturers.

Trade Personals: P. B. (Pinky) Reed, ex-RCA international v.p., recently on special assignments in connection with educational TV equipment, will be assigned in late April to Washington as v.p. on special projects . . . Lewis D. Spencer, asst. secy., designated gen. atty. at Motorola . . . Dr. Irving Wolf, RCA Labs research v.p., also assumes chairmanship of RCA Education Committee, which administers the company's aid-to-education program, succeeding RCA v.p.-technical director Dr. Charles B. Joliffe . . . Fred R. Lack, retired Western Electric v.p., receives medal of honor, EIA's highest award, for work as v.p. of its military products div. Presentation will be made by 1958 winner H. Leslie Hoffman, pres. of Hoffman Electronics, at EIA's convention in Chicago in May . . . Paul Goldsborough retires March 30 as Pentagon telecommunications policy director, succeeded in Defense Dept. post by Wm. Hatton, retired ITT v.p. who recently was asst. communications industry div. director in Commerce Dept.'s Business & Defense Services Administration . . . Maurice L. Levy & Martin Richmond promoted to v.p.'s, Emerson consumer products div. . . Ralph M. Spang, ex-Hotpoint, appointed controller, Zenith . . . Rocco R. Reale made manufacturing mgr., Allen B. Du Mont Labs industrial electronics div. . . David B. Tolins Jr., advertising supervisor of Sylvania Electronics Tubes div., promoted to adv. & sales prom. mgr. of semiconductor div. . . Joseph E. Cain, pres. of P. R. Mallory Co., Indianapolis components manufacturer, has been elected to board of directors of Gross Telecasting Inc., operator of WJIM & WJIM-TV Lansing, Mich. . . Walter C. Cooper, govt. contracts mgr. of General Precision Lab, elected asst. v.p. . . J. R. Popkin-Clurman, Telechrome pres., is bound for Japan to negotiate Japanese business, lecture on color TV at Tokyo Technical College and address Japanese Institute of TV Engineers . . . Marshall A. Williams, ex-IT&T, takes new post of dir. of market development in govt.-corporate relations, Raytheon . . . Ray V. McCadam, has been named mgr. of equipment tube sales for the industrial tube division of Raytheon Manufacturing Co., a newly created post. He was formerly commercial sales representative in Los Angeles, California . . . Stanley J. Koch, ex Du Mont Labs v.p., now is in his own tube components mfg. business, Argas Corp., East Newark, N.J. . . Harvey W. Hess appointed Midwest sales engineer, Stromberg-Carlson special products div. . . Sherman G. Whetstone named mgr., International Resistance Co.'s North Carolina div.; a consolidation of its Boone and Asheville plants . . . Dr. Willard R. Sittner, ex-Motorola, joins Sperry Rand semiconductor div. in new post of div. mgr. . . William H. Hall named marketing mgr., GE's newly organized rectifier components product section, semiconductor products dept., headquartering at Auburn, N.Y.



School for TV-appliance servicemen has been scheduled by National Appliance & Radio-TV Dealers Assn. for March 24-26 at Northwestern U, Chicago. Among subjects to be covered: customer relations, upgrading service caliber, fair service rates, handling & repair of trade-ins. Henry E. Theobald, asst. dean, School of Business Administration, is faculty adviser. Instructors will be service managers of leading manufacturers.

Obituary

James S. Knowlson, 75, Stewart-Warner Corp. chairman & 1940-1942 pres., Radio Manufacturers Assn. (now EIA) died March 6 in Chicago.

VISTAS IN SPACE: The National Aeronautics & Space Administration, which set up shop only last Oct., will have \$350,000,000 to spend for contract work, much of it in electronics under its budget for fiscal 1960, administrator T. Keith Glennan told the EIA's spring conference in Washington this week.

This industry slice of a total NASA budget of \$485,300,000 compares with \$250,000,000 earmarked for outside work in the fiscal year ending June 30, indicating growing reliance on EIA members to put the U.S. space program into orbit, he pointed out. In the last year of the NASA's predecessor, National Advisory Committee for Aeronautics, \$100,000,000 went for research & development—almost all in NACA labs.

"In this space business," Glennan said, "we depend upon you to make vital contributions to three major areas: Design & fabrication of certain of our payloads. Tracking, data acquisition & reduction. Guidance & control of booster rockets."

Markets in space: *Space Guide*, 150-pp. "non-technical sourcebook for businessmen" on contracts with the National Aeronautics & Space Administration, is offered to the trade at \$10 per copy by Vincent F. Callahan, 1420 N.Y. Ave., NW, Washington, D.C. Callahan is the publisher of weekly newsletters *Washington Space Letter* and *Washington Missile Contract Report*. The space industry's first daily newsletter—*Space Business Daily*—was started recently at 721 Albee Bldg., Washington, by Erik Bergaust, ex-*Missiles & Rockets Magazine*. \$125 per year.

TV space satellite is one of 3 more weather-eye space vehicles scheduled to be launched this year. It will carry miniature TV cameras designed by RCA, as well as infrared sensors to measure the earth's heat radiation. Vanguard weather satellite launched Feb. 17 has 2 photocells which scan the earth's cloud cover. The light intensities measured by the cells are stored on tape and transmitted on command to ground radio installations.

Symposium on aircraft & space communications will be sponsored by EIA during the First World Congress of Flight, April 12-19, at Las Vegas.

Electronics Personals: Robert S. Caruthers, former deputy dir. of research & engineering, ITT, elected v.p. & technical dir., ITT Labs research div., succeeding Andre G. Clavier, retired (Vol. 15:11) . . . Dr. Robert M. Page, director of Naval Research Lab, Washington, won 3rd annual Conrad Award of Office of Naval Research for "continuing & significant contributions" to electronics, radio, radar . . . Arch T. Colwell, pre-merger v.p. of Thompson Products, appointed to new post of engineering, research & development v.p., Thompson Ramo Wooldridge . . . Dr. Adolph Goetzberger, ex-Siemens & Halske, Munich, named senior physicist, Shockley Transistor div. of Beckman Instrument . . . Dr. James W. Meyer named to new post of assoc. div. head, Lincoln Labs radar div. . . David D. Munro 3rd, ex-ITT, named mgr., electrical & electronic labs, Commonwealth Engineering Co. of Ohio . . . George P. Walker, ex-Magnavox Research Labs, appointed senior staff engineer, Ampex instrumentation div. . . Frederic C. Zorn, ex-Du Mont TV & radio div. (Vol. 15:9), appointed to new post of asst. mgr., Du Mont Labs industrial electronics div. Clee Marsh resigns as chief engineer, instruments div.

Financial

Ampex Corp. reports increased sales & earnings for 9-month & 3-month periods ended Jan. 31. The report for the 9-month period (1958 per-share earnings & shares outstanding adjusted to reflect 2½-for-1 stock split):

	1959	1958
Net sales	\$26,829,000	\$19,493,000
Net income	1,219,000	552,000
Earned per share.....	60¢	30¢
Shares outstanding	1,835,662	1,835,662
For 3 months ended Jan. 31:		
Net sales	10,682,000	7,791,000
Net income	554,000	380,000
Earned per share	30¢	21¢

Indiana Steel Products Co., largest of the permanent magnet makers, reports consolidated sales in 1958 fell 33% from 1957's all-time high, partially due to losses of its Canadian subsidiary. For the year ended, Dec. 31:

	1958	1957
Consolidated net sales	\$9,920,715	\$12,494,526
Net earnings	540,534	807,280
Earned per share	1.85	2.75
Shares outstanding	293,298	293,298

Sprague Electric Co., reporting a decline in profit & sales, attributed the 1958 drop to inventory reduction by users of the parts it makes, but noted that shipments at the end of the year were well above 1957's level. The report for the year ended Dec. 31:

	1958	1957
Net sales	\$43,193,717	\$46,187,481
Net profit	1,761,719	2,220,101
Earned per share	1.41	1.78
Shares outstanding	1,247,912	1,244,987

Collins Radio Co. reports \$986,227 profit for 6 months ended Jan. 31, vs. an operating loss in the same 1958 period. Pres. Arthur A. Collins predicted an increased operating profit for 2nd-half 1958. The report for 6 months ended Jan. 31:

	1959	1958
Sales	\$48,159,000	\$49,488,000
Earnings (loss in 1958) ...	986,227	(171,021)
Earned per share	57¢	—

N.V. Philips' Gloeilampenfabrieken, the worldwide electronics combine based at Eindhoven, Netherlands, reports record sales & profits for 1958. The preliminary financial summary for the year ended Jan. 1:

	1958	1957
Sales	\$950,000,000	\$830,000,000
Consol. net earnings	64,100,000	49,100,000

Dynamics Corp. of America reports higher consolidated net earnings on lower sales in 1958 as compared with 1957. For the year ended Dec. 31:

	1958	1957
Sales	\$32,386,037	\$38,914,418
Net earnings	921,145	539,647
Earned per share	16¢	2¢

Sonotone Corp. reports that its profits & sales dipped slightly in 1958. For the year ended Dec. 31:

	1958	1957
Net sales	\$21,513,063	\$22,289,198
Operational net profit	800,473	880,535
Earned per share	71¢	78¢

Avco Mfg. Corp. reports decreased sales & earnings in the 3 months ended Feb. 28:

	1959	1958
Net sales	\$67,679,974	\$70,580,470
Net earnings	1,349,557	2,797,723
Earned per share	14¢	30¢

National Theatres has extended to April 6 the expiration date of its offer to acquire NTA common stock & warrants. It has applied to the American Stock Exchange to list the 5½% debentures which it is offering in exchange for NTA stock.

Officers-&Directors stock transactions as reported to the SEC for Feb.:

Admiral. Wm. S. Baltz exercised option to buy 750, holds 750.
 Wm. L. Dunn exercised option to buy 3600, holds 3600.
 Allied Artists. Roger W. Hurlock bought 200, holds 17,600.
 AB-PT. A. H. Blank bought 500 through trusts, holds 3297 in trusts, 1887 personally.
 American Electronics. George Otis bought 500, holds 500.
 AT&T. John L. McCaffrey bought 100, holds 239.
 Belock Instrument. Thomas F. Hanley sold 1000, holds 39,201.
 Levite. J. Kneeland Nunan sold 1100, holds 2900 personally, 50 in trust.
 CBS. Lewis Gordon bought 102, holds 895. Goddard Lieberman bought 7903, holds 8115.
 Columbia Pictures. Charles Schwartz bought 25,900 through Fico Corp., in which 13 officers & directors are beneficial owners, sold 1600 through partnership, holds 76,286 in Fico Corp., 11,641 in partnership.
 Corning Glass. John L. Hanigan sold 1000, holds 925.
 Daystrom. Earl R. Mellen exercised option to buy 2000, holds 3526.
 Emerson. Dorman D. Israel exercised option to buy 4510, holds 5928. Morton P. Rome exercised option to buy 1680, holds 1784. A. A. Vogel bought 1200, holds 1200.
 GE. Edwin H. Howell exercised option to buy 660, holds 1795. Willard H. Sahloff sold 1945, holds 4229.
 General Instrument. Monte Cohen exercised option to buy 5000, holds 8718. S. W. Gross bought 5000, holds 5000. Malcolm C. Hutchison bought 700, holds 800. Alois Konecny Jr. bought 3500, holds 3500. Fred C. Runnel sold 2000, holds 406.
 General Precision Equipment. Earle G. Hines bought 300, holds 800. Edwin A. Link sold 1500, holds 39,101.
 Guild Films. Harry A. McDonald sold 500, holds 500. David Van Alstyne Jr. sold 2400 as trustee, holds none as trustee, 7207 personally, 1600 in foundation.
 Hazeltine. Laurence B. Dodds sold 100, holds 230.
 Indiana Steel Products. Paul R. Doelz sold 1800, holds 3800 personally, 6160 in trusts. Charles A. Maynard exercised option to buy 1050, holds 2400.
 IBM. Wm. J. Mair bought 292, holds 2100. H. Wisner Miller Jr. exercised option to buy 348, holds 474. Jay W. Schnackel exercised option to buy 262, holds 279 personally, 50 jointly with wife.
 ITT. Frederick R. Furth bought 100, holds 322. Edmund H. Leavey exercised option to buy 10,000, got 145 as compensation, holds 10,484.
 F. L. Jacobs. Murray D. Van Wagoner sold 1500, holds none.
 Litton Industries. Charles R. Abrams Jr. sold 100, holds 3287. Roy L. Ash sold 178 through partnership in exercise of options by employes, holds 5793 in partnership, 51,554 personally. George Friedl Jr. bought 700, holds 1435. David Ingalls sold 133, holds 6153. George E. Monroe received 2100 for trusts in exchange for Monroe Calculating stock, holds 2100 in trusts, 17,229 personally. Fred R. Sullivan bought 5000, holds 7930. Charles B. Thornton sold 394 through partnership in exercise of options by employes, holds 12,763 in partnership, 126,330 personally.
 Loew's Inc. Bennett Cerf bought 200, holds 500. John I. Snyder Jr. bought 100, holds 100.
 Motorola. Alex Arnold bought 100, holds 400. Joseph A. Chambers bought 100, holds 272.
 National Theatres. E. C. Rhoden sold 9650 through Rhoden Investment Co. and 1200 more through Precision Holding Co., holds 6000 in Rhoden Investment Co., 9650 in Precision Holding Co., 1325 in Boot Hill Investment Co., 26,800 personally.
 Philco. Frederick D. Ogilby sold 100, holds 5005.
 RCA. Ewen C. Anderson acquired 198, holds 573. Meade Brunet acquired 130, holds 961. John Q. Cannon acquired 129, holds 442. Orrin E. Dunlap Jr. acquired 162, holds 735. Elmer W. Engstrom acquired 195, holds 1817. Douglas H. Ewing acquired 90, sold 200, holds 13. Frank M. Folsom acquired 233, holds 13,682. Ernest B. Gorin acquired 184, holds 767. Walter S. Holmes Jr. acquired 130, holds 456. Charles B. Jolliffe acquired 174, holds 1440. Charles M. Odorizzi acquired 174, holds 1502. Robert W. Sarnoff acquired 193, holds 885. Theodore A. Smith acquired 188, holds 716. Edward M. Tuft acquired 183, holds 629. Wm. Walter Watts acquired 174, holds 588. Robert L. Werner acquired 200, holds 1187. (Acquisitions represented stock awards under RCA Incentive Plan).
 Raytheon. Ray C. Ellis sold 100, holds 2325. David R. Hull exercised option to buy 3000, sold 500, holds 3550.
 Siegler. Pierpont M. Hamilton sold 1400, holds 35,044. A. Charles Schwart sold 8750 through Bache & Co., holds none.
 Skiatron Electronics & TV. Kurt Widder sold 400, holds 6500.
 Standard Coil. John R. Johnson sold 2000, holds none.
 TelePrompTer. Walter Hirshon sold 1000, holds 6000.
 Texas Instruments. Cecil H. Green sold 21,700 privately, holds 314,310. J. E. Jonsson sold 21,600 privately, holds 426,680. W. F. Joyce bought 200, holds 8462. Eugene McDermott sold 21,700 privately & 30 more, holds 322,168.
 Trans-Lux. Harry Brandt bought 200 & 100 through Marathon Pictures Corp., 500 through Harry Brandt Foundation, 1400 through Gusti Brandt Foundation, holds 167,100 personally, 1000 in Marathon Pictures Corp., 17,280 in Harry Brandt Foundation, 13,450 in Gusti Brandt Foundation, 17,600 for wife, 200 in Bilpam Corp., 1000 in Brapick Corp.
 20th Century-Fox. Robert Lehman sold 1200, holds 23,800.
 Universal Pictures. Daniel M. Schaeffer bought 100, holds 107.
 Warner Bros. Serge Semenenko sold 160,000, holds 1800 personally, 2000 in trust for daughter.
 Westinghouse. Mark W. Cresap Jr. exercised option to buy 2425, holds 4052.

GE officers-directors, who in 1958 drew remunerations exceeding \$30,000, are listed with common shareholdings, in the proxy statement for the April 22 annual meeting of stockholders in Cleveland, as follows: Ralph J. Cordiner, chairman, \$279,974 & 41,602 shares. Robert Paxton, pres., \$200,014 & 30,536. Philip D. Reed, chairman of finance committee, \$180,014 & 35,893. G. Peabody Gardner retires from board for age and, in addition to foregoing, following will stand for reelection as directors: S. Sloan Colt, Bankers Trust Co., holds 3,170 shares. Donald K. David, Ford Foundation, 600. Charles D. Dickey, J.P. Morgan & Co., 9,000. Henry Ford III, Ford Motor Co., 100. John Holmes, Swift & Co., 1,000. Frederick L. Hovde, pres. of Purdue U, 10. Gilbert W. Humphrey, Hanna Mining Co., 100. John E. Lawrence, James Lawrence & Co., Boston cotton merchants, 100. George H. Love, Consolidation Coal Co., 600. Thomas B. McCabe, pres. of Scott Paper Co., 2,500. George G. Montgomery, Kern County Land Co., San Francisco, 1,100. Henry S. Morgan, Morgan Stanley & Co., 9,000. Robert T. Stevens, textile manufacturer & ex-Secy. of the Army, 500. Sidney J. Weinberg, Goldman, Sachs & Co., 1,500. Robert W. Woodruff, Coca-Cola Co., 1,590.

Television-Electronics Fund shares are now listed on the Brussels Bourse & on Belgium's Antwerp Stock Exchange. They've been on Amsterdam Exchange since 1951.

National Co. has acquired all the stock of Mutual Electronic Industries Corp., Providence, R.I., manufacturer of wire, cable & edge-lighted panels.

Foreign

German Commercial TV: The April start of large-scale commercial TV in Cologne, Hamburg and Bremen on existing government-owned stations should break one of the world's tightest logjams of sponsored TV time—a jam in which the entire 1959 schedule of availabilities on the few commercial periods in West German TV were snapped up by eager clients as far back as last September.

That's the opinion of Robert Douglass Stuart, of Bruce Payne & Assoc., who recently returned from a TV-surveying trip to Germany. Stuart tells us that more commercial TV will soon take a larger share of German ad budgets, in which German commercial radio (with more time to sell) is currently out-running TV by 4.3 to one. But despite increased time, it will still be a TV salesman's paradise, he adds. Only a half-hour daily (7:30-8 p.m.) on all West German stations will be commercial, 6 days a week, with a total of 6 minutes for announcements ranging in length from 15 seconds to 3 minutes. Demand for commercial time is high, although time costs are also high.

French commercial TV may be beamed into the Riviera as far as Marseilles from Monte Carlo this year, in the wake of failure by French advertising interests to get the government's green light in Paris for sponsored TV. A syndicate of French businessmen, headed by Paris adman Marcel Bluestein, has bought commercial Tele Monte Carlo, and is planning a higher-powered station on Monaco's Mont-Agel to be beamed into France. Eventual hope of the business group: that high-quality shows made possible by sponsorship may encourage support within France for commercial TV outlets.

International TV and radio station list, containing most of the world's shortwave and broadcast band AM stations and a concise summary of TV stations on the air is contained in the new 1959 *World Radio Handbook*, published and edited by O. Lund Johansen, Lindorffsalle 1, Hellerup, Copenhagen, Denmark. Price: \$2.50, 20¢ postage.

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WEEKLY **Television Digest**

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The authoritative newsletter for executives of TV and associated radio and electronics arts & industries

SUMMARY-INDEX OF WEEK'S NEWS

Programming

OUR SPECIAL REPORT ON TELEFILMERS' current pilots, ready or in preparation, tells you what Hollywood is offering Madison Ave. for next season. Westerns strong (pp. 2 & 7).

FCC

ACTION ON PAY-TV FRONT COMES as FCC okays single-market single-system tests in 20 areas, House Committee concurring. But nobody rushes to apply (pp. 1 & 3).

SEC. 315 GOES TO SUPREME COURT in WDAY equal-time libel appeal as Congressional support grows for legislative repeal of FCC's Lar Daly newscast ruling (pp. 2 & 4).

Foreign

THE ACCELERATING PULSE OF OVERSEAS TV is shown in updated section of our new Factbook. Receiver total is now 26,479,945—more than 50% of U.S. total (pp. 2 & 24).

Educational TV

ETV GRANTS AWARDED FOR 10 RESEARCH PROJECTS among 15 audio-visual plans picked to share \$500,000 under National Defense Education Act (p. 5).

Networks

"NEW" MUTUAL NETWORK faces new headaches as 34-station Don Lee Network switches to ABC (p. 6).

Film & Tape

TAPE INNOCENTS ABROAD are hitting TV pay dirt. New Intercontinental TV firm's orders range from Paris to Moscow on shows, spots. Other tape & film news (pp. 2 & 16)

Stations

TV'S DEFENSE COMMITTEE holds its first meeting as Time pays tribute to the Western, a mainstay of programming, and other magazines announce TV stories (p. 12).

Manufacturing & Distribution

"TRUE PORTABLE" TV DEBUT probable this year, but in small quantities at high cost. Emerson's plans (p. 19).

IRE CONVENTION STRESSES SPACE electronics. Micro-miniature circuits steal show (p. 21).

EIA REVAMPS SETUP FOR ITS PARTS DIV., setting up major subdivisions in groupings of component sections. (p. 21).

Finance

CBS SUMS UP PEAK YEAR of 1958: Owned TV station revenues up 18%, TV network ad revenues up 4%, radio station profits more than offsetting network losses (p. 22).

Other Departments

CONGRESS (p. 5). AUXILIARY SERVICES (p. 14). ADVERTISING (p. 15).

TIME FOR PAY-TV PROMOTERS TO PUT UP: There were big doings—relatively speaking—on long-quiet pay-TV fronts this week. FCC announced readiness to authorize system tests, and hostile House Commerce Committeemen agreed by one vote to go along (see p. 3). Zenith (N.Y. Stock Exchange) went up as much as 13 points before settling down again. Skiatron (American Exchange) was in demand. Other electronics issues vibrated.

After lean years in Washington's wilderness, were pay-TV promoters now prepared to show viewers their promised land of superior programming by subscription? At long last, could the suffering public look forward to rescue—on payment of fees, of course—from venal networks, Madison Ave. vulgarians and too many Westerns? Would such dedicated preachers of pay-TV gospel as Zenith & Skiatron show the way to TV's new dawn—and new ways to make TV money?

We tried to find out by asking principal proponents of pay TV. All said they intended to get under way—although, as usual, none would give out with specifics. None professed to see any insurmountable obstacles in rigid & expensive conditions for tests of their systems as written by FCC and countersigned on Capitol Hill. At the same time, none rushed to file ground-floor FCC applications to prove what they can do.

WESTERNS TO MAINTAIN TV DOMINANCE NEXT SEASON. Few months back, Westerns, already surfeiting TV, seemed on way out, and only 7 new pilots of that category were being readied in Hollywood. Our new Hollywood bureau has just contacted virtually every producer there and learns that a minimum of 25 Western pilots now are planned for possible sale before next season starts. This reverses the dopesters, who had held that Western vogue was about to end.

However, Westerns' dominant position next season will be threatened by series falling into action-adventure category. Approximately 50 pilots are being prepared in this classification.

Other information gleaned by our survey: Filmed comedy will come back, with more than 30 new pilots enroute. Despite reports that science fiction & fantasy would mushroom into a trend next season, it's not so—out of about 200 planned pilots only 2 are fantasy, 6 science fiction. Another surprise: The whodunit series hold little interest for producers, with only 5 in the works. Still another: Anthologies, reportedly making a comeback, won't; only 6 pilots planned are in that category. Complete tabulation begins on p.7.

THE ACCELERATING PULSE OF OVERSEAS TV: Foreign TV set ownership is increasing at the rate of about 20% a year and is now past the halfway mark in catching up with U.S., which now shows about a 7% annual growth in sets-in-use. Analyzing & totaling the estimates in the Foreign TV Directory section of our new spring-summer Factbook No. 28, due off presses next week, we find an estimated 26,479,945 receivers in foreign countries as of March 1, compared with approximately 51,000,000 in U.S.

By dint of some pretty dogged correspondence with ministers of communications—some of whom are mighty indifferent communicators—we obtained official facts & figures from overwhelming majority of world's TV nations. In addition, we've backstopped such reports with the gleanings of U.S. Information Agency & commercial establishments—so we're satisfied that the estimates are about as authoritative as we can get, and we believe our Foreign Directory is the most accurate and complete of its kind.

World's top 10 TV nations after U.S. are as follows: United Kingdom, 10,000,000 sets; Canada, 3,250,000; Russia (probably next, though estimates vary greatly), 2,600,000; West Germany, 2,100,000; Japan, 1,660,000; France, 1,000,000; Brazil, 850,000; Australia, 480,000; Mexico, 450,000; Czechoslovakia, 340,000.

There are 763 foreign stations, if you include all boosters and satellites, compared with 548 regular U.S. stations, as of March 1. If foreign boosters and the like were excluded (as in the U.S. count), foreign station total would be less than that of U.S. For example, Italy has 226 satellites. (For tabulation of foreign stations & sets, see p. 24.)

Factbook's Foreign TV Directory runs 9 pages, includes licensee, power, channel and starting date of each station—operating or planned. In addition, it shows the technical standards employed in each country, the specifications of each set of standards, frequency of each channel (latter in handy tabular form).

SEC. 315 GOES TO COURT: Broadcasters' political equal-time dilemmas, sharpened by the FCC's newscast ruling in the already-celebrated Chicago Lar Daly case (Vol. 15:8-12), became lively issues in Supreme Court as well as in Congress this week.

Unrelated to the Chicago ruling—but relevant to TV-radio problems it underscored for Congress—were Supreme Court arguments on this long-troublesome question: Under Sec. 315 of the Communications Act, are stations legally liable for libel committed on the air by candidates who take advantage of obligatory equal time?

Rep. Cunningham (R-Neb.) gained support on the Hill, meanwhile, (HR-5839) to amend Sec. 315 so that newscast appearances by candidates won't be regarded as campaign appearances for which opponents must be given equal time. He was afraid, in fact, that so much support for changing the law was developing that Congress would end up by floundering in attempt to do complete rewrite job.

For details of latest developments on equal-time front, see p. 4.

Immunity bill advances: Ohio's senate has voted 26-0 for a bill extending to TV & radio newsmen the legal privilege—now limited in the state to reporters for publications—of refusing to disclose sources of information (Vol. 15:6). The amendment to the state law now awaits House action in Columbus,

Service for radio delegates: The House this week approved a measure (S.J. Res. 47), already passed by the Senate (Vol. 15:11) to waive FCC regulations so that free radio & telephone communications can be furnished delegates to International Radio Consultative Committee sessions April 1-30 in Los Angeles,

The FCC

More about

ACTION ON PAY-TV FRONT: After many fits & starts, the FCC and House Commerce Committee got together this week to resolve the hot pay-TV issue. They joined in challenging subscription-system proponents with, in effect: Okay, go ahead & demonstrate what you've got. But you'd better have lots of money and you'd better behave if you don't want to lose it.

In consultation with arch-pay-TV enemy Chairman Harris (D-Ark.) of the House Committee (Vol. 15:12), the FCC promulgated its 3rd report on the subject. The 12-page single-spaced document (Docket No. 11279, to be available from the Govt. Printing Office) supersedes the FCC's first report of Oct. 1957 inviting toll-system applications (Vol. 13:42) and 2nd report of Feb. 1958 holding off approval of tests pending congressional action (Vol. 14:9).

Main points of the 3rd report, bringing FCC policies in line with stipulations wanted by Harris to ward off quick establishment of any pay-TV system: (1) Applications for pay-TV tests limited to one market per system and one system per market will be accepted. (2) No pay-TV program may be broadcast simultaneously over more than one station. (3) Viewers of test programs must not be required to buy any special equipment which they don't need for free TV. (4) Trial operations will be permitted for 3 years only. (5) Test authorizations will be confined now to 20 markets with 4 or more commercial TV stations.

In spelling out its test terms, the FCC noted at the outset: "It is our belief that the action herein proposed would be consonant with current congressional consideration of the subject."

The Commerce Committee promptly met in executive session, voted 11-10 for a committee resolution proposed by Harris, concurring with the 3rd report. It said test results "could be helpful to the Congress in determining whether or not legislation should be adopted to authorize subscription TV on some extended or permanent basis."

* * * *

Put on the shelf by Harris—but not formally withdrawn by him—was his sweeping resolution (H.J. Res. 130) against all forms of pay TV (Vol. 15:3). As drafted, it was aimed at wired systems (which weren't covered in the third report) as well as broadcast subscription transmissions. But it did permit rigidly restricted tests to see how the systems work.

After the close vote on his Committee resolution, Harris pointed out: "The vote here today shows that some individuals [on the Committee] are opposed to the system to the extent that they don't even want to permit any tests." The implication was that regular pay-TV operations were still far away, tests or no tests.

On the House floor later, Harris expressed his satisfaction with the way things were working out. He said "it would seem unwise to prevent the conduct of test operations of any new development," adding: "Under the limitations of the 3rd report, the financial risk is placed where it belongs—namely, on the promoters of subscription TV—and these promoters are on notice that there is no assurance that at the end of the test period of 3 years they will be granted authority for continued operation."

Harris said that the earlier FCC policies on the issue were "so broad" that there was "grave risk" permanent

pay TV might have been imposed on the country before it knew what was happening.

There was no immediate leaping for joy over the 3rd report by pay-TV promoters—and no rush whatever to apply for test authorizations. Principal proponents told us, however, they were proceeding with plans—without stating specifics.

Zenith public relations dir. Ted Leitzell: "It will require study, and we again have no comment on what we are going to do. But we have plans."

Teco pres. S. I. Marks: "We're working on our plans now. We aren't ready with a definite program, however, and there's nothing we can disclose now." Teco is Zenith-sponsored.

International Telemeter pres. Louis A. Novins: "I've just read the text of the FCC order. We're prepared either way—closed-circuit or on the air. We certainly intend to move ahead."

Spokesman for Skiatron Electronics & TV pres. Arthur Levey: "We have plans ready, but they can't be disclosed now. The decision on specifics is being studied very strongly now. The details as to specific time & place will come from Matty Fox."

Skiatron TV's pres. Matthew Fox, who holds U.S. rights to promote & market the Skiatron system, couldn't be reached for comment. Neither could senior v.p. Basil Estrich. Their N.Y. offices said they didn't know where either could be found this week.

Teleglobe issued the only formal statement on the new situation. Pres. Solomon Sagall said he "welcomes the decision," that Teleglobe "is ready to participate in such tests and will announce its detailed plans shortly." He elaborated for us: "We still have a long row to hoe, but this is the opening wedge. Maybe the public won't go for it. Maybe it will be a complete flop. But we'll find out."

Spokesman for CP-holder WSES (Ch. 29) Philadelphia, the only "applicant" for pay-TV test authorization under the FCC's previous policy (whose filing was regarded as incomplete by the Commission): "We're playing the same game of watchful waiting. We certainly aren't abandoning our application."

Meanwhile there was a West Coast echo to the Washington pay-TV controversy. A public utilities subcommittee of the Cal. state assembly drafted a law forbidding the charging of TV fees for any program available free "in any part of the state or in any other state."

Note: Jack Gould of the *N.Y. Times* summed up the situation as "another installment in the continuing situation comedy of pay-as-you-see TV." He wrote that "a new type of reward for adventurous free enterprise" was being offered by the FCC to pay-TV promoters. They "are invited to invest all sorts of millions of dollars" without knowing whether they'll ever get on the air regularly.

Spectrum study to be conducted by the House Commerce Committee (Vol. 15:12) still has no staff chief, but one man being considered for the job is Dr. Irvin Stewart, FCC member 1934-1937 and retired as pres. of U of W.Va. He served recently as a member of the 5-man Presidential Special Advisory Committee on Telecommunications (Vol. 15:6). Meanwhile, military spectrum experts inform us they're working on their analysis of FCC's allocations proposals, as indicated at the NAB convention last week by Lt. Gen. Arthur G. Trudeau, Army chief of research & development (Vol. 15:12), and they expect to be through in a month or 2—after which their comments must go through the Dept. of Defense and OCDM.

More about

EQUAL TIME IN COURT: Supreme Court arguments were heard this week in an appeal by the N.D. Farmers Union from a state Supreme Court decision that WDAY Inc., Fargo (WDAY-TV & WDAY) wasn't responsible for a speech by A. C. Townley, an independent candidate for the U.S. Senate in 1956 (Vol. 15:7). In the course of attacks on his Republican & Democratic opponents, Townley had said the Farmers Union was "Communist controlled."

Represented by N.Y. lawyer Edward S. Greenbaum, the Farmers Union maintained that Sec. 315 doesn't relieve broadcasters from responsibility for seeing to it that candidates' speeches aren't libelous—even though the law forbids the stations to censor material broadcast under the equal-time requirement. Otherwise, Greenbaum argued, innocent third parties in campaigns (such as the Farmers Union) could be subjected to defamation without recourse.

WDAY Inc. pleaded through counsel Charles G. Bangert that Sec. 315 left broadcasters "helpless." He pointed out that WDAY had been forced to give Townley time—and had been prevented by law from editing the offending speech.

Appearing as a friend-of-the-court, NAB counsel Douglas A. Anello said that broadcasters were "under absolute control with no relief whatsoever" from their equal-time obligations, no matter how much a candidate might libel somebody else. He suggested that the court might want to go beyond the immediate libel issue at hand and "strike down" Sec. 315 as unconstitutional. But the court indicated that it wasn't prepared to pass on constitutional questions.

It was no clue to any decision in the WDAY case, but the court this week refused to hear another Sec. 315 issue. Rejected without explanation was a "pauper's" plea by Frank A. Barnes of Chicago, self-named Democratic candidate for the 1956 Presidential nomination, for damages from ABC & MBS. The networks had refused to give Barnes air time to match President Eisenhower's announcement that he'd run again.

Whatever the court may decide in the Farmers Union libel appeal, chances grew that there'll be action on Sec. 315 at this session of Congress. Before leaving Washington for the Easter recess, Chairman Harris (D-Ark.) of the House Commerce Committee instructed its staff to get ready for hearings on the subject. And he indicated he himself may introduce some legislation similar to Communications Act amendments he sponsored in 1956—to no avail—to clarify Sec. 315 (Vol. 12:6).

No date was set for hearings, but Harris sent word to Cunningham that they'd come "early," following the return of Congress from the Easter holiday April 7. No opposition to Cunningham's newscast amendment was heard in the House, and he was confident it would go through if it came to a vote there. Senate support was developing, too. Sen. Wiley (R-Wis.) said "there is indeed a need for clarification of the situation." He urged the Senate Commerce Committee to "closely re-examine the law."

"I'm only hopeful," Cunningham told us, "that there will be no attempt to overhaul the whole thing. We wouldn't get any legislation at all if that happened." He was particularly worried that the House might try again to define minor parties whose candidates are eligible for equal time under Sec. 315. Previous legislative attempts have failed.

"If we start working on minor parties, Southerners might get all riled up over whether a states' rights party would be ineligible for equal time," Cunningham said.

Meanwhile the FCC set April 7 as a deadline for Lar Daly to file answers to petitions & letters from CBS, NBC, ABC & NAB seeking reconsideration of the newscast ruling. A supplementary 30-page petition from CBS this week argued that the ruling was "inconsistent" with congressional intent & Commission precedents and unconstitutional when applied to "bonafide" newscasts.

And some powerful newspaper editorial voices were added to those already heard in support of broadcasters on the newscast issue (Vol. 15:12). They included the *N. Y. Times*, *Christian Science Monitor*, *Indianapolis News*.

Specific legislation covering off-the-record or "ex parte" presentations to FCC, and eliminating "honorariums" for Commissioners' speeches, papers, etc., was recommended to Congress by FCC this week. It suggested that Sec. 409 (C) (2) of the Communications Act be changed to read: "(2) In any case of adjudication (as defined in the Administrative Procedure Act) which has been designated for a hearing by the Commission, no member of the office of the General Counsel, or the office of the Chief Engineer, or any other person, shall (except to the extent required for the disposition of ex parte matters as authorized by law), directly or indirectly, make any presentation respecting such case to the Commission or any member thereof, any hearing examiner, any assistant to a commissioner, or any member of the review staff, unless upon notice & opportunity for all parties to participate: provided, that the provisions of this paragraph (2) shall not prevent consultations among the Commissioners, their assistants, and the review staff as provided in Sec. 5(C)." Sec. 4(B) should be changed, FCC said, by eliminating the words "But this shall not apply to the presentation or delivery of publications or papers for which a reasonable honorarium or compensation may be accepted."

Republican Comr. Rosel Hyde's chances for another term on the FCC after his current term expires June 30 are considered good, and he received an assist this week when Democratic Sen. Frank E. Moss from his native Utah introduced into the March 25 *Congressional Record* a resolution in favor of Hyde's reappointment adopted by the Utah Bestrs. Assn. Moss prefaced with the remark that "Mr. Hyde is a personal friend of mine whom I have known for many years." The resolution said, among other things: "Rosel Hyde has gained the respect & admiration of those engaged in the broadcasting & telecasting industries and is regarded by the broadcasters of Utah as one whose ability, character, and unique knowledge of the operations and problems of the broadcasting industry are such that the industry & the public are greatly benefited by Mr. Hyde's services as a Commissioner in the FCC."

Impatience with the FCC was expressed this week by vhf booster proponent Sen. Gale W. McGee (D-Wyo.), who asked why the Commission hasn't yet acted on its proposal to ease its ban on boosters (Vol. 15:5). Said he, in a Senate speech: "Thousands of people throughout the Rocky Mountain West are waiting for action. When is it going to be undertaken?" He also introduced into the record the full text of FCC Comr. T. A. M. Craven's Nov. 4, 1957 memo to his colleagues in which he recommended that boosters be authorized and classified as "limited radiation devices."

The addition of Ch. 10 for educational use in Appleton, Minn. was proposed by the FCC in rule-making initiated this week. The proposal was suggested by the Joint Council on Educational TV which said that a station in Appleton is needed as a link in the planned regional ETV network of stations in Ia., Minn., Neb., N.D. & S.D., and to serve an area which has no educational station.

Congress

TV Unfair to Senators? Guests on TV panel & interview shows don't get a fair shake, 3 regular Senate performers complained this week. When Sens. Humphrey (D-Minn.), Keating (R-N.Y.) & Mansfield (D-Mont.) were invited by the Washington chapter of American Women in Radio & TV to tell what they like & dislike about such programs, all agreed TV does a public service job, but all had beefs.

Humphrey: Guests get baited too much. Moderators should be "little dictators" to keep questioning in hand.

Keating: Guests are induced to appear under the pretext that specific subjects will be discussed. Then they are tossed "loaded questions" on issues which are intended to put them on the spot.

Mansfield: The same newsmen appear too often on panels, pursuing pet questions belligerently.

And all 3 Senators argued that discussion shows should be scheduled at a better time than Sun. afternoons, Humphrey suggesting that maybe networks should be required to set aside a portion of "good time" for public service programming. None advocated network-regulation legislation, however. Another point of agreement: Stations shouldn't be obliged to offer equal time to political candidates whose opponents appear in newscasts, as provided in the FCC's *Lar Daly* ruling (see p. 2).

Another congressional tribute—this one to news v.p. Ralph Renick of WTVJ (Ch. 4) Miami for his "thorough, comprehensive & brilliant" community coverage—was paid this week by Rep. Fascell (D-Fla.). Renick displays "courage, imagination & foresight" in presenting news & comment, Fascell said, inserting 2 station editorials (on Miami port problems and school integration) in the *Congressional Record* as examples of "thoughtful analysis."

Educational Television

Hagerstown Makes Progress: In the 30 months that have elapsed since the start of a 5-year, closed-circuit TV hook-up between schools in Washington County, Md., the system has grown to the point where it reaches 16,500 out of 18,000 pupils enrolled in the county's 49 schools with TV-taught courses ranging from arithmetic to current events discussion, reports William M. Brish, supt. of schools.

The ETV system, which receives much support from the TV industry, intends to hook in 5 high schools and 20 elementary schools in the county not presently covered.

Reaction of parents and teachers has been generally good toward the daily TV instruction program. In a study of 520 families by the board of education of Hagerstown, 78% of family heads endorsed the plan, and more than half (54%) felt it gave children "a better education." When teachers were quizzed, 83% said they preferred the aid of TV instruction, and 81% felt that the present schedule (ranging from 30 to 80 minutes per day) was "just right."

A Kansas ETV appropriation proposal drew more mail than any other before the 1959 session, state legislators reported. Just before adjourning March 23, the legislature approved \$25,000 for an ETV engineering survey to be conducted through the legislative council. A bill to create a 9-member ETV authority to make the survey and apply for channels (Vol. 15:11) was turned down.

To plan & develop a live ETV network in northeastern U.S., Fund for the Advancement of Education has granted educational WGBH-TV Boston \$15,000. Henry Morgenthau III, station projects mgr., will devote a year to the task.

ETV GRANTS AWARDED: The first 15 winners of federal audio-visual research grants under the National Defense Education Act (Vol. 15:11)—10 of them for TV projects—were announced this week by Health, Education & Welfare Secy. Arthur S. Flemming.

Picked from among 205 applications which met Feb. 1 deadline for the initial awards, the 15 projects will be financed from \$500,000 made available by Congress to start a 4-year \$18 million research program authorized by the act. Flemming reported that 89 of the 205 proposals had "high research value"—and 20 additional projects have been approved tentatively for later awards.

Meanwhile the House voted \$1 million more for the audio-visual program for the fiscal year ending June 30, rejecting a recommendation by the Appropriations Committee that no additional funds be authorized now. If approved by the Senate, the extra money will be earmarked for the 20 pending projects. A new batch of applications for research in uses of TV, films & recordings will be reviewed by an Office of Education advisory committee May 11.

The initial federal awards (exact amounts are being negotiated with the winners by Education Comr. Lawrence G. Derthick) go to:

Hunter College, N.Y. Use of TV for improving teacher training & measures of student-teaching performance.

Twin City Area Education TV Corp., St. Paul (KTCA-TV). Investigation of relative effectiveness of TV techniques on learning.

U of Miami, Coral Gables, Fla. Summer field experiment in open-circuit TV to bridge high school-college gaps.

U of Minn., Minneapolis. Effectiveness of closed-circuit TV in teacher education.

U of Houston, Houston, Tex. (KUHT). Study of uses of video tape recorders in improving college-level teaching.

Educational TV & Radio Center, Ann Arbor. Study of relative effectiveness of filmed demonstrations in teacher education for new course in high school mathematics.

U of Utah (KUED) & Salt Lake City public schools. Experimental use of TV to teach Russian language as part of elementary school curriculum for superior students.

Pinellas County Board of Public Instruction, Clearwater, Fla. Use of TV to orient & motivate children entering first grade.

Maine State Dept. of Education, Augusta. Evaluation of uses of TV in small secondary schools to provide intellectual stimulation for gifted pupils.

San Jose State College, San Jose, Cal. Utilization of TV in observation of practice teachers.

U of Okla., Norman. Effectiveness of audio-visual media in basic teacher training courses, substituting for actual classroom observation.

U of Minn., Minneapolis. Development & evaluation of sound filmstrips for improving teacher-pupil contacts.

Pa. State U, University Park. Experimental study of patterns for improving preparation of pre-service teachers in use of audio-visual materials.

John Tracy Clinic, Los Angeles. Study of audio-visual techniques to help parents in education of deaf children.

U of Wash., Seattle. Comparative evaluation of audio-visual aids and dialog approach in teaching language.

Handbook for ETV performers—*Television: Techniques for Planning & Performance* by U of Iowa TV & speech teachers Samuel L. Becker & H. Clay Harshbarger—is published by Henry Holt & Co., N.Y. Price \$4.

Future of ETV will be forecast April 2 at a one-day Washington conference sponsored by the National Educational TV & Radio Center. Discussion leaders include NET pres. Dr. John F. White ("They said it couldn't be done"); NYU exec. v.p. Dr. John E. Ivey Jr. ("The educational impact of TV"); NET station relations Dir. James Robertson ("Center to stations to people"); gen. mgr. James Day of KQED San Francisco ("The San Francisco story"); NET consultant Dr. John W. Dodds of Stanford U ("TV as a service to ideas"); exec. dir. Ralph Steetle of the Joint Council on ETV ("Future Unlimited").

TV stimulates a desire to learn, but doesn't create it, TV-radio research director Dr. John B. Ellery of Wayne State U (WDET-FM), Detroit, concludes in *A Pilot Study of Aesthetic Experiences Associated with Television and Its Place in Education*. The report, financed by the National Educational TV & Radio Center, Ann Arbor, details the results of tests of college & high school students who pressed switch buttons to record their reactions to programs. TV's "aesthetic appeal" is defined as "the latent content of a TV program that optimizes communication by pre-disposing the individual toward reception of the subject matter presented." Dr. Ellery has copies.

For the increasing numbers of teachers & other novice performers to be thrown before the TV cameras by ETV, Henry Holt & Co. has published a beginner's manual entitled *Television: Techniques for Planning & Performance* (\$4) by Samuel L. Becker & H. Clay Harshberger, professors of TV & speech at Iowa State U. The book also contains an educational program section, with sample assignments & suggested reading list.

NBC-TV's Continental Classroom will receive a special citation from the Detroit Advisory Council of Educational TV & Radio at the Council's annual awards meeting April 13. The award is for the program's "unique contribution to the field of educational TV as the first instructional series to be presented on a nationwide basis."

Networks

Television Communications Inc., 420 Taylor St., San Francisco (Ordway 3-2744), is the name of a new closed-circuit TV-production company headed by Lindsey Spight, ex-Pacific Coast mgr. of rep firms John Blair & Co. and Blair-TV. The company is taking over assets of American Television Communications which was organized last year by Joseph B. Durra, former industrial film producer & Ciba Co. adv. mgr., who becomes v.p. of the new corporation. Albert B. Sturges, ex-ABC, is production consultant, and Marian Cazier exec. secy. Local, regional & national network services are being offered, and a rate card, believed to be the first in closed circuit TV, has been issued. Sales offices are planned for Los Angeles & N.Y.

Farm & city audiences are equally sophisticated, argued William C. Gillogly, sales dir. of ABC-TV's central div., at a 3-way debate between TV, radio and farm papers on the medium best suited to sell the farm market. He told the Chicago Area Agricultural Adv. Assn. last week that "TV [with its unique capacity for product demonstration] sells them the same way it sells millions of city people." Bob Parker, dir. of agricultural sales & adv., WBAY Green Bay, Wis. spoke for radio. Gillogly's Exhibit A: Massey-Ferguson, who, with *Jubilee, U.S.A.*, on ABC-TV (costing them in excess of \$1 million), are selling tractors 10 times faster than a year ago.

New Mutual's New Headaches: The ink had scarcely dried on the sales contract for the Mutual Broadcasting System when the Smith-Davimos group which now owns the network faced a new problem: The defection of the West Coast Don Lee Network to ABC Pacific Network.

The 34-station network, radio's largest regional, will go out of existence April 26, ABC Pacific taking over its 6 quarter-hour sponsored programs and absorbing 32 of the stations into ABC radio network. KHJ Los Angeles & KFRC San Francisco will become independent outlets. Don Lee, affiliated with Mutual, had been operating in the red, its affiliates dropping from a high of 46 stations.

The new lineup at MBS: Malcolm E. Smith, pres. of Harrison Home Products Co. and Grand Award & Waldorf Records, is board chairman; Richard H. Davimos, an associate of Smith and partner in Victor & Richards Adv. Agency (house agency for Smith's enterprises), becomes pres. Holdovers from old regime are Robert F. Hurleigh, vice chairman of the board, and Blair Walliser, exec. v.p.

Board members include TV-radio producer Theodore Granik, former bandleader Enoch Light, now musical director for Smith's record companies, and 3 members of the Mutual Affiliates Advisory Committee: Victor C. Diehm, WAZL Hazelton, Pa.; George C. Hatch, KALL Salt Lake City, and Carter C. Peterson, WCCP Savannah. Hatch, whose station switched from MBS to ABC affiliation, is expected to resign from the board.

The purchase price of the network was understood to have consisted of assumption of Mutual's \$1,000,000 in liabilities plus the establishment of a "time bank" providing \$1,300,000 worth of advertising time for former owner Scranton Corp. & its subsidiaries over a 4-year period.

Meanwhile, Hal Roach Jr., who resigned as pres. of Scranton Corp. last week, was removed from the presidency & board of subsidiary Hal Roach Studios by the new board of Scranton. The new board of Hal Roach Studios: Robert Rittmaster, chairman of Scranton Corp.'s executive-finance committee; Robert Todd Lang, Scranton attorney; Robert W. Lerner, Los Angeles attorney; Herbert Gelbspan, v.p. of Hal Roach Studios; Charles Meacham, studio's treas.

Eight TV-radio newsmen have received CBS Foundation news & public affairs fellowships for a year's study at Columbia U: Marvin L. Kalb, John Merriman and John A. B. Tiffin of CBS news; Barry R. Nemcoff, news editor of WCAU-TV Philadelphia; Charles V. North, news director of KGGM-TV Albuquerque; Charles R. Reeves, WWVA Wheeling news dir.; Jack D. Summerfield, asst. gen. mgr., WGBH-TV & WGBH Boston, and James L. Wood of the news staff of WSBT-TV & WSBT South Bend.

To find & encourage TV writers, 5 grants-in-aid of \$5,000 each are to be awarded this year by CBS-TV. Information regarding application may be obtained from Edward B. Roberts, CBS-TV Production Center, 524 W. 57th St., N. Y. 19. The selection committee will include dramatist Robert Alan Aurthur, chairman Erik Barnouw of Writers Guild, and CBS-TV exec. v.p. Hubbell Robinson.

Pipedream of U.S.-to-Europe TV relay "ready next fall in time for the Rome Olympics" cropped up in trade press again this week. A re-check of engineering specialists in over-the-horizon communications reveals that (1) no work has been started on such a relay, and (2) it would take 2-4 years to build the northern Atlantic relay described in this week's reports.

Programming

TAPE INNOCENTS ABROAD: What amounts to a small-scale bonanza in European tape assignments for network shows and TV commercials is being struck by Intercontinental TV, the newly-organized production firm that intends to be the European production base for U.S. video interests.

On Tuesday (Mar. 24), NBC-TV and ITV announced a deal to tape 5 two-hour live shows in Paris to be aired on Dave Garroway's *Today* during the week of April 27-May 1. Shooting will cover 5 different location points in Paris, and will use ITV's new 15-ton \$300,000 Ampex-equipped mobile unit. The shows, which will cost about \$75,000, will be televised just 24 hours after shooting. Many of the *Today* commercials will be produced in Paris during the location week—largely at the request of sponsors.

Several other overseas tape deals are currently brewing for Intercontinental, according to ex-NBC producer David A. Lown, pres., and Hugo Seiler, exec. v.p.:

Ed Sullivan is discussing a taped spectacular of Soviet talent to be shot in Moscow in late Sept., using the ITV mobile unit and flying the tapes by jet to the U.S.

Jack Paar has changed his mind about a Paris junket and is now planning a Garroway-fashion tape session in Europe with ITV for late May & early June covering some 2 week's worth of shows. Also being discussed is a fort-night of tape shows with Elsa Maxwell in Rome.

ITV will also function as the "pool" facility for the 3 U.S. networks in live TV coverage of the upcoming foreign ministers' meeting & the future "summit meeting" in Geneva starting in May, the tapes to be flown to U.S.

* * *

The first Europe-and-U.S. closed-circuit telecast, for a leading firm in the medical field, is also set. ITV will tape segments in Europe, with the footage being spliced into an over-all program due to be aired later this year on closed-circuit in both Europe & in this country.

At least 2 U.S. sponsors are discussing European-taped music spectaculars with ITV. Pontiac is planning a one-man spectacular starring Victor Borge, appearing in concert this summer in Copenhagen. Special Pontiac commercials may also be taped at the same time. Also in the works is a live jazz spectacular, featuring European artists for Timex. Being discussed with NBC, but not set because of lack of sponsor commitment, is a plan for ITV to tape a Gian-Carlo Menotti music festival in Spoleto, Italy, starring ballerina Nora Kaye and the Modern Jazz Quartet.

Intercontinental is also eyeing the outside-U.S. TV market. One plan due for exploration is to tape weekend bullfights in Madrid & Seville, and then rush the highlights by plane to tape-equipped stations in Mexico City, Havana, Caracas and other Latin-American markets.

Lown and his group may take a plunge into packaging on their own. Already being discussed with ABC and CBS are 2 taped dramatic shows, one a cloak-&-dagger series and the other a romantic comedy. Both would be produced on location throughout Europe. Lown is also considering deals to tape full-length operas in such famous centers as La Scala & l'Opera de Paris for telecasting here.

Intercontinental expects to have a \$100,000 "translator depot" in Geneva ready by July to process tapes from European to U.S. video standards, and vice-versa (along with necessary voice dubbing) as international program exchanges develop.

Things are equally busy for Intercontinental in the field of overseas-lensed commercials. One of the U.S. auto majors now importing a French-built car has scheduled a series of commercials to be done in France for U.S. network use. Oasis cigarets is developing its "Oasis takes you away" theme, wants a set of tape commercials taking U.S. viewers to such spots as Venice, Rome, Paris and London. A leading aluminum firm has scheduled a set of TV commercials which ITV will shoot in Switzerland featuring aluminum skis, poles and other winter gear. And, discussions have been held with NTA's Telestudios (N.Y.) and Tapix Productions (Hollywood) for ITV to function as a location facility for both tape programs & commercials.

"Just a few weeks ago, we didn't know if this tape operation would get off the ground," Lown told us. "Now, we have well over \$1 million in orders and our open dates are rapidly disappearing."

More about

NEXT SEASON'S SHOWS: Hour-long filmed shows are finding favor among Hollywood producers who are now mapping next season's plans. About 10 such projects are under way, they tell us. This development is surprising, because the hour-long series haven't done too well this season. (Exceptions: *Wagon Train*, *Maverick*, *77 Sunset Strip*. Initially 20th Century-Fox TV had planned its *Adventures in Paradise* as a half-hour series, but ABC, when ordering the show, insisted it be expanded to the hour-long segment.

The sad part of the frantic pilot activity in Hollywood is that while almost 200 pilots will be made before the rush is over, only a fraction of them will sell, with the losers taking big financial lumps. A few companies have solved this problem by shooting a pilot, then tossing it into an on-the-air anthology series. Revue Productions has been following this practice for years. Four Star does it, is currently shooting a film starring Julie London which is a pilot, but will be showcased on its *David Niven Show*. Screen Gems observes the same practice. And any telefilm producer with an anthology series would do the same. As it is, the millions to be lost by shows that don't make the grade (only about 12% will sell) are inescapable. Just how high the total loss will be is difficult to estimate, but a minimum figure would be \$7,000,000—on average pilot cost of \$40,000.

The most noticeable fact about program trends in the many pilots already in production or about to be is that they are all pretty much on a play-it-safe, bread-&-butter level. You can't really blame the producer, who is already sticking his financial neck all the way out. But it's revealing as to why viewers are not apt to see much of anything different by way of film on their screens next season.

Producers argue that if they try something different it gets a cool look from Madison Ave., and has only a slim chance of selling. Look at what they're buying (Westerns, whodunits, etc.) and who can rebut their contentions? Madison Ave., on the other hand, contends they're offered nothing different. So it's a Mexican standoff.

We checked Hollywood's film makers for a breakdown of their pilot activities, and while the following list is as accurate as such a check allows, it represents the minimum in pilots. Reason: Some companies, like MCA's Revue, won't talk about their pilot activity. And Bill Dozier, CBS Coast v.p. who has at least 12 pilot projects, won't talk. However, we did get some Revue and CBS items elsewhere.

Hollywood's Candidates for Next Season's Programs

Following is our company-by-company breakdown of pilots, none of which have been sold at the time of this report. (It does not list pilots such as *Doby Gillis & River Boat*, which, having been purchased, have now graduated to

the status of series.) All are 30-minute shows unless indicated otherwise. Italicized titles are ready now for showing or already are being shown to prospective sponsors. All others are in preparation:

Company	Series Title	Category	Producer	Stars
Adirondack (Douglas Morrow)	<i>Kitty Hawk</i>	Adventure	Douglas Morrow	Kathleen Crowley
Batjac (John Wayne)	<i>The Wildcatters</i>	Adventure	Burt Kennedy	Claude Akins, Sean McClory, Justice McQueen
Brad-Jacey (Wilbur Stark, Jerry Layton)	Johnny Eager (For Metro TV)	Action	Wilbur Stark, Jerry Layton	Larry Pennell
Bryna (Kirk Douglas)	Report from Space	Science fiction	John Fulton	Not cast
	The Indian Fighter	Western	John Fulton	Not cast
California Nat'l.	<i>War Birds</i> <i>Outpost in Space</i>	Action	Al Simon Jack Rabin, Irving Block	Not cast Robert McQueeny
CBS	Dog Face	Action	Sam Fuller	Luke Anthony
	Conquest of Space	Science fiction	Rip Von Ronkle	Not cast
	<i>Woman in the Case</i>	Anthology	David Lewis	Maureen O'Hara
	<i>World in White</i> (Tape & Film)	Drama	Peter Kortner	Dick York
	<i>The Lawyer</i>	Drama	Julian Claman	Cameron Mitchell
	Hotel de Paris	Western	Julian Claman	Not cast
	<i>My Name Is Savage</i> (60 min., Tape & Film)	Melodrama		Barry Sullivan, Pat O'Brien
	The Law Breakers (60 min.)	Action	John Houseman	Not cast
	Flanagan Barbary Coast (60 min.) (With Sam Goldwyn)	Action Action-Adventure	Herbert Brodtkin	
Jack Chertok NBC (partial)	Trace Hunter (60 min.)	Western		
	Johnny Midnight	Detective		Edmund O'Brien
	Untitled	Comedy		
	Untitled	Adventure		
Jackie Cooper- Dan McGuire	<i>Hennessey</i>	Comedy		Jackie Cooper
Bing Crosby (ABC)	<i>Lincoln Jones</i>	Action		James Whitmore
Desilu (Lucille Ball, Desi Arnaz)	You're Only Young Twice	Comedy	Ed Jurist	George Murphy, Martha Scott
	Man Nobody Knows	Mystery-Adventure	John H. Auer	Steve Peck
	Guestward Ho! (With CBS)	Comedy	Ralph Levy	Vivian Vance, Leif Erickson
	La Fitte	Adventure	Mort Briskin	Fernando Lamas
	<i>Where There's Smokey</i> (With ABC)	Comedy	Rod Amateau, Sid Dorfman	Soupy Sales
	Galaxy (60 min.) (With Cordell Prod.)	Science fiction		
	<i>Caballero</i> (With Rorvic)	Adventure		Cesar Romero
	<i>No Place to Stop</i> (With Rorvic)	Western		Chuck Wassil
Robert J. Enders (Enders & Jack Wrather)	Frontier Correspondent	Adventure	Enders	Leslie Nielsen
Don Fedderson	Untitled <i>The Quiet Man</i>	Western Western	Enders	Jack Lord

Company	Series Title	Category	Producer	Stars
Filmasters (Bob Stabler)	<i>Skagway</i>	Adventure		Don Megowan
Four Star-Hal Hudson (Four Star—Dick Powell, David Niven, Charles Boyer)	<i>The Trailsman</i>	Western		John Ericson
	<i>Johnny Ringo</i>	Western		Don Durant
	<i>Winchester</i>	Western		Brian Keith
	The Man from Denver	Western		Mark Miller
	Secret Orders	Western		Not cast
Four Star-Vincent Fennelly	<i>Stagecoach West</i>	Western		Jim Best
	<i>The Outrider</i>	Western		Jim Coburn, Jean Willes
	The Julie London Show	Drama-Music		Julie London
Four Star-Martero (Martero—Danny Thomas, Lou Edelman)	<i>The Judy Canova Show</i>	Comedy		Judy Canova
	Jeanne Carson Show	Comedy		Jeanne Carson
Four Star	<i>Tales of the Plainsmen</i>	Western	Arthur Gardner, Jules Levy, Arnold Lavin	Michael Ansara
Ben Fox	Anchorage	Action		Grant Williams
	Criminal Attorney	Drama		Not cast
Fryman Enterprises (Mickey Rooney, Red Doff)	The Lariat Kid	Western		Johnny Weissmuller Jr.
	Untitled	Anthology		Mickey Rooney
Sam Gallu	The House on K Street (For CBS)	Action	Sam Gallu	Dean Jagger, Sarah Hayden
Alex Gottlieb	Zsa Zsa in Paris	Comedy		Zsa Zsa Gabor
Goodson-Todman	Barbary Coast	Adventure		Not cast
	Untitled	Situation comedy		Not cast
	Jade O'Hara	Western	Bill Froug	Not cast
	The Rebel	Action-Adventure	Andrew Fenady, Irving Kershner	Nick Adams
	Heave Ho Harrigan	Comedy	Norman Retchin	Not cast
	Detective at Large	Comedy		Tom Poston
Gross-Krasne	Rogue for Hire	Action-Adventure	Seton Miller	Jerome Thor
Russell Hayden	<i>The Tiger of Sonora</i>	Western		Britt Lomond
	The Bandit Queen	Western		Jackie Blanchard
Hecht-Hill-Lancaster (Harold Hecht, Jim Hill, Burt Lancaster)	Bachelor Party	Human interest	Nat Perrin	Not cast
	Vera Cruz	Adventure	Nat Perrin	Not cast
	His Majesty O'Keefe	Adventure	Nat Perrin	Not cast
Hutton (Betty Hutton, Stanley Roberts)	Goldie	Comedy	Stanley Roberts	Betty Hutton
Interstate TV (Allied Artists)	<i>Barbary Coast</i>	Adventure	Ben Schwalb	Larry Fennell, Alison Hayes
Jaguar (Alan Ladd)	<i>The Ivy Leaguer</i>	Comedy	Everett Freeman	Bill Bendix
Jaguar-Caron (Ladd, Aaron Spelling)	Box 13	Melodrama	Aaron Spelling	Bill Leslie
	Third Platoon	Action	Aaron Spelling	Page Slattery
	The Gun	Western	Aaron Spelling	Not cast
Jody-Pam (Wilbur Stark, Jerry Layton)	Brothers Brannigan	Action-Adventure		
	The Sergeant & the Lady	Action-Adventure		
Joshell (Joe Morhaim)	The First Ward	Drama		
Kenlaw (Peter Lawford)	<i>Head of the Family</i>	Comedy	Carl Reiner	Carl Reiner
Key (Marty Ross, Bob Lippert)	Magic Carpet			Jackie Coogan
	Squad Car	Action		
	Will to Return	Drama		Bill Stern
	The Fantastic			
	Strange Assignment			
La Mesa (Al Scalpone, financed by CBS)	<i>Man on the Beach</i>	Action-Adventure	Al Scalpone	Gavin McLeod, Lucy Marlow, Max Baer, Nobu McCarthy, George Shibata
	Untitled	Situation comedy	Scalpone, Sol Saks	

Company	Series Title	Category	Producer	Stars
Ida Lupino-Howard Duff	The Powder River Boys Mace (For ABC) Untitled	Western Action-Adventure Police-Drama..		Ted & Tom Le Garde
John Loveton	Cloud 9	Fantasy		Not cast
Mark VII (Jack Webb)	Series-One The Black Cat	Anthology Adventure		
Sam Marx	<i>The Jan Clayton Show</i>	Human interest		
McCadden (George Burns)	<i>Claudia</i> <i>Mr. Ed</i> <i>Theodora</i>	Situation comedy Comedy Comedy	Armand Deutsch Arthur Lubin	Anne Francis Hermione Gingold
Metro TV	Father of the Bride Maisie Amigo The McGonigle Jeopardy (60 min.) Penelope You're Only Young Once The Wrangler Peter V	Situation comedy Comedy Action Comedy Suspense anthology Drama Situation comedy Western Adventure	Al Lewis Tom McKnight Don Siegel Ray Singer, Dick Chevillat Andrew & Virginia Stone Bob Welch Dick Bare Paul Monash Paul Monash	Jim Backus Janis Paige Gilbert Roland Mickey Shaughnessy Nita Talbot Jim Hutton Not cast Not cast
Ted Mills	<i>Confessions of Willie</i> (With ABC & Screen Gems)	Comedy		Robert Morse
Mirisch Co.	Wichita Town Iron Horseman	Adventure Adventure		
NBC	June The Jacksons Bonanza (60 min.) Fibber McGee & Molly	Comedy Comedy Western Comedy	Jess Oppenheimer Jess Oppenheimer David Dortort Bill Asher	Eddie Adams Joan Blondell Lorne Greene Bob Sweeney, Cathy Lewis
Northgate (Irving & Norman Pincus)	The Haunted (With ABC)	Mystery anthology	Irving Pincus	
Revue	<i>Johnny Staccato</i> The Deputy Bringing Up Katy Coronado 9	Drama Western Comedy Action-Adventure	Dick Lewis Everett Freeman Richard Irving	John Cassavetes Henry Fonda Gisele MacKenzie Rod Cameron
Sheldon Reynolds	Appointment with Fear	Adventure		John Dehner
Hal Roach Jr.	<i>Sword and Arrow</i>	Adventure	Helen Ainsworth	Guy Madison
Sam Rolfe	Proud Land	Western		Not cast
Screen Gems	<i>Dear Mom, Dear Dad</i> Private Eye Pacific The Long Green Secret Life of James Thurber Peace Is Our Profes- sion Slightly Fallen Angel The Big Walk Cry Fraud The Blandings Cissie The Best of Families It's a Living Underworld Fat Man (60 min.) The Astronauts Nightstick Mother's the Governor of Texas	Comedy Mystery Adventure Comedy Action Comedy Drama Action-Adventure Comedy Comedy Comedy Comedy Comedy Comedy Melodrama Detective comedy Science fiction Drama Comedy	Paul Harrison Jules Goldstone Robert Carlisle-Herd William Sackheim Gene Roddenberry Herb Meadow James Fonda Alvin Cooperman Winston O'Keefe Clarence Greene, Russell Rouse E. J. Rosenberg Alvin Cooperman	Bob Trumbull Arthur O'Connell Walter Slezak Richard Shannon Robert Rockwell Maggie Hayes Molly Bee Madge Kennedy Sid Caesar Not cast Constance Bennett

Company	Series Title	Category	Producer	Stars
Sharpe-Lewis (Warren Lewis, Don Sharpe)	Night Patrol	Action-drama	Boris Sagal	Not cast
	Untitled (60 min.)	Action-drama		
	Untitled (60 min.)	Action-drama		
Shotgun (Nat Holt, Frank Gruber)	<i>Shotgun Slade</i>	Western	Nat Holt, Frank Gruber	Scott Brady
Al Simon	Joe Domino	Adventure		Joe Moross
	The Women	Comedy		Not cast
Sindee (I. H. Levin, Manuel Duke, Henry Erhlich)	Pancho Villa	Action		Pedro Armendariz
Twentieth-Fox TV	<i>Whodunit</i>	Melodrama anthology	Martin Manulis	
	Profile (60 min.)	Human interest anthology	Dominick Dunne	
	<i>5 Fingers</i>	Intrigue	Martin Manulis	Al Hedison
	Helimarinnes	Adventure	Herbert B. Swope Jr.	Not cast
	Peggy Lee Show	Comedy-Drama-Music	Herbert B. Swope Jr.	
	Arsenal Stone	Western	Dominick Dunne	Not cast
	Mr. Belvidere	Comedy	Dominick Dunne	Hans Conried
	Formula for Adventure	Adventure	Dominick Dunne	
	Festival (90 min.)	Dramatic anthology	Martin Manulis	
	The Gunfighter	Western	Herbert B. Swope Jr.	Not cast
	The Last Frontier	Adventure	Dominick Dunne	Not cast
Van Praag	Untitled	Action-Adventure		
Warner Bros.	Torrid Zone	Action-Adventure	Charles Hoffman	
	War Against Crime (60 min.)	Action		
	Bourbon Street Beat (60 min.)	Adventure	Charles Hoffman	
	Doc Holliday	Western		Adam West
	Public Enemy	Action		
	The Alaskans (60 min)	Action		Not cast
Westwood (Edmund Hartmann)	My 41 Babies	Human interest comedy	Edmund Hartmann	Not cast
Collier Young-Larry Marcus	Virginia City	Adventure-anthology		Not cast
Ziv TV	<i>Space</i>	Outer space		Bill Lundigan
	<i>Bravo</i>	Adventure	Douglas Heyes	
	Klondike Fever	Adventure		
	Lock-up	Drama		Macdonald Carey
	<i>This Man Dawson</i>	Action	Jon Epstein	Keith Andes
	Untitled	Action	Ivan Tors	George Nader

Proponents of repeats got more research ammunition this week when Hallmark's re-staging (not a tape) of "Green Pastures" on Mar. 23 earned a 24.9 Trendex—almost exactly double the Oct. 17, 1957 original rating of 12.5, when the same show had to compete with the much-criticised but higher-rated "Mike Todd Party" on CBS. Share-of-audience was also doubled, scoring 42.1% against the original 20.5. Earlier this season, the taped repeat of a Fred Astaire special also topped the original by 40%.

Kids watch too much gunplay when they should be out playing, said pres. Fred A. Roff Jr. of Colt Patent Firearms Co., a man who admits to enjoying an occasional TV Western. In Washington for the National Rifle Assn. convention, he confessed to a certain professional appreciation of the Western craze—sales of old-fashioned 6-shooters went up 35% last year.

Communications history from primitive times to TV is recounted in a new series, *The Corridor*, presented on Metropolitan's WTTG, Washington, by American U in cooperation with the Greater Washington Educational TV Assn. Willard R. Jeffrey, Jr., ex-CBS-TV, is producer.

Cultural old BBC landed one of its TV shows in the "top 10" rating bracket last week for the first time this year, and showed that 2 can play at the culture-vs.-mass-appeal game. The contest came when Britain's commercial TV stations presented Vivien Leigh's TV debut in Thornton Wilder's Pulitzer Prize-winning "The Skin of Our Teeth." Crafty old non-commercial BBC dusted off Fred Astaire & Ginger Rogers' 25-year-old movie, "Follow the Fleet," and televised it at the same time. It won hands down. Chairman Sidney Bernstein of Granada TV Network, which originated the cultural spectacular, said the BBC "ought to be ashamed of itself."

"If you were to compare the mass of TV programming to the mass of magazines on your newsstands, books published in America, the percentage of good plays produced on Broadway to the failures, the number of fine films made in Hollywood against those that are ill-conceived or built on bad taste, I personally think TV would win out in comparison. And TV continually desires to upgrade . . . to better its creative role and the quality of its programs." —Herbert Sussan, NBC director of special programs.

Stations

Time & the Timeless Westerns: The Compton Agency-inspired magazine campaign to play on viewers' alleged "guilt complex" (Vol. 15:12) is getting no help from the Luce publications. *Time* magazine's March 30 issue ran six TV Western heroes on its cover, said in its story, ". . . In its finest expressions [the TV Western] is an allegory of freedom, a memory and a vision of the deepest meaning of America." And, thoroughly alerted to the selling power of Westerns, sister publication *Life* announced it would start a 7-part (starting April 6) series on "How the West Was Won." Meanwhile *Life* continued its show business cover binge—on March 30 it was Debbie Reynolds who adorned the cover.

Meanwhile, other magazines whose advertising departments have turned to fighting TV more than each other, continued to try to reap rewards of circulation appeal of TV and show business personalities. The *Sat Eve Post* March 28 issue is carrying a Mary Martin story, with its newspaper circulation-promotion ads advising readers to tune in both of Mary's March 29 NBC shows. The *Post* also will shortly get into the subject of Ed Wynn. Sister *Ladies Home Journal* for April is featuring Dave Garroway at home with his wife, 2 youngsters and 8 recipes and advising readers of its newspaper ads to tune Dave in on NBC-TV. Another woman's magazine, *McCall's*, is issuing its April issue with Fred Astaire's life story.

In other media news this week, *SatEvePost* announced an all-time high in ad revenue for its April 4 issue (\$3,364,417) and *Look's* house organ, *The Lookout*, pointed out that *Life's* cut-price newsstand price of 19 cents, currently being tested in some areas, will be made available at least twice in a 12-month period.

Macfadden Publications announced 1958's gross revenue at \$17,194,354, off from 1957's \$18,782,755; and net '58 earnings as \$616,089, off from '57's \$737,689. Newsstand circulation was announced as "a little soft" for Macfadden, but "somewhat better" than the corresponding period of last year.

Media Records announced that its annual tabulation of 397 morning, evening and Sunday newspapers in 132 important cities showed 1958 news content up, and ratio of advertising to total content down—to 58.7% from 59.9%.

Alfred I. duPont TV-radio awards for "meritorious service to the American people" during 1958 were presented to KLZ-TV Denver for giving "clear evidence in its programming policies of a sense of obligation to participate intimately in community life," to radio WSNY Albany for "its acceptance of responsibility for progressive leadership," and to NBC-TV commentator David Brinkley for "exemplifying the best qualities of broadcast commentary."

TV is "the only advertising medium called upon to produce research material every day of every week," Julius Barnathan, ABC-TV research v.p. told graduate students at Syracuse U. TV-radio center this week. "The measuring of advertising effectiveness is the job of all media, and not limited to TV alone," he declared.

"Brilliant" TV series on the air age—*Flight*, produced by NBC's Cal. National Productions—was recommended to Congressional viewers this week by Sen. Goldwater (R-Ariz.). He lauded CNP "for having had the foresight & sense of national dedication to produce such a costly TV film series."

TV Defense Start: The "initial exploratory session" of the 9-man committee organized to draft a new, nationwide information program for TV was held in N.Y. this week (March 27), with C. Wrede Petersmeyer of Corinthian Stations presiding. All committee members (Vol. 15:12), with the exception of KPRC-TV Houston's Jack Harris, were present. Petersmeyer told us the meeting was primarily a get-acquainted-with-the-situation session, with most of the all day meeting devoted to discussion of the present condition of TV's "industry image" in the eyes of the public. No announcement was made of subcommittee formation or of committee members assigned to head such groups. "We expect to meet our own April 30 deadline for reporting back to NAB on this project," said Petersmeyer. "At that time, we'll be in a position to spell out more details of our plans."

Plans for April 17 Conelrad test were made final this week, after FCC's Comr. Lee & top staff members met with industry's advisory committee (headed by CBS's Davidson Vorhes) this week. The drill will run 11:30-Noon EST. About 1200 participating AM stations will remain on the air, while all TV, FM and non-participating AMs will go off. Each station leaving the air is to announce: "This station now leaves the air to cooperate with the U.S. Govt. in conducting a Conelrad drill. Please tune your radio to 640 or 1240kc for a special civil defense program. Normal broadcasting will be resumed in approximately 30 minutes." One difference from previous tests: Conelrad stations in each "cluster" will remain on the air 3 to 5 minutes instead of 30 seconds. The drill is part of "Operation Alert—1959" to be conducted by the Office of Civil & Defense Mobilization.

Mr. & Mrs. Samuel I. Newhouse, who own or have interests in 6 TV & 4 radio stations and 14 newspapers, have acquired controlling interest in Condé Nast Publications Inc., international magazine firm which publishes *Vogue*, *House & Garden* and other U.S. magazines as well as publications in Britain & France. The seller was Amalgamated Press Ltd. of London, and the price reportedly was \$5,040,000. Condé Nast operated at a loss during 1957 & for the first 9 months of 1958, the last period for which an earnings statement has been issued. The Newhouses own WSYR-TV & WSYR Syracuse, satellite WSYE Elmira, WTPA Harrisburg, WABT & WAPI Birmingham, 50% of KOIN-TV & KOIN, Portland, 25% of KTVI, St. Louis.

Modification of monochrome cameras for color may be possible using the system developed at Iowa State College and described by W. L. Hughes at this week's IRE convention. Based on Iowa State's already-demonstrated color TV film system, the method may make possible a 2-tube color camera or modification of existing b&w image orthicon for color cameras by adding a vidicon pickup tube and associated circuits. The technique uses one pickup tube for luminance information, the other alternating between red & blue pickups. Hughes said this system, now being constructed at Iowa State, should bring "significant" cost reduction in live and taped color TV.

The personality of political candidates and their ability to "project themselves through the screen," says John P. Cunningham, have given TV an "extremely important" role in political campaigning. That was the conclusion of the board chmn. of Cunningham & Walsh, in revealing details of the first research study by an ad agency which has attempted to measure how TV helps voters to judge political aspirants.

FAST START FOR BUFFALO ETV: WNED-TV (Ch. 17) Buffalo begins March 30, having been given special temporary authorization by FCC March 25 for permission to operate until May 29, carrying 2 hours of in-school programming in the afternoon, 2 hours of adult education in the evening. It's the 42nd non-commercial outlet and boosts the on-air total to 553 (87 uhf).

WNED-TV, operated by non-profit Western N.Y. Educational TV Assn., is using the transmitter of off-air WBUF (Ch. 17) donated by NBC. It also is being given use of WBUF's former tower by current owner WBEN-TV (Ch. 4), which doesn't plan to move studios to that site until later in the year. After WGR-TV (Ch. 2) moves to its new transmitter site, that station is turning over its tower on Lafayette Hotel, along with a 5-year lease on space, to WNED-TV which plans to start again in the fall after the move. Frank Harms, ex-WBUF, is gen. mgr.; Leslie Martin ex-WTHS-TV Miami, program mgr.; Mike Collins, ex-Mich. State TV-radio dept., promotion mgr.; Gordon Knaier, ex-WBUF, chief engineer.

Splitting their operations after a 15-year association, J. Elroy McCaw and John D. Keating last week revealed terms of the division. McCaw receives Keating's 25% interest in Gotham Bcstg. Corp. (WINS N.Y.) and Keating takes over McCaw's 50% interest in Island Bcstg. Co. (50% owner of KONA Honolulu) and 100% interest in KDAY Santa Monica, Cal. Keating also gets \$355,000 in notes from sale of KYA San Francisco to the Bartell group last year for approximately \$1 million. After the deal is approved by the FCC, McCaw will own all of WINS N.Y., KTVW (Ch. 13) Tacoma-Seattle, 50% of KELA Centralia, Wash. He will also own all of KTVR (Ch. 2) Denver, FCC this week having approved the sale of 50% held by Radio Hawaii to Gotham Bcstg. Corp. Also revealed this week was sale of McCaw's 33⅓% interest in KALE Richland, Wash., to Gen. Mgr. L. G. Dix and Harold Deutsch for \$150,000. Keating will own 50% of KONA (Ch. 2) Honolulu and 100% of KDAY Santa Monica.

Loew's Theatres Inc. is the latest film organization planning to expand into multi-station ownership, following the same path planned by Screen Gems (Vol. 15:12) and already explored by NTA. The theater circuit, now divorced officially from Loew's Inc. (MGM), intends to buy radio stations, primarily independents, up to the FCC limit, and may acquire TV outlets in the process. Loew's Theatres already owns 36-year-old WMGM N.Y., which grossed over \$2,500,000 last year. Movie-producing Loew's Inc. owns 25% of KTTV Los Angeles, once held 25% of KMGM-TV Minneapolis (now KMSP-TV, owned by National Theatres' NTA) and 25% option on KTVR Denver.

Fred W. Miller, Jr., a dir. of Headley-Reed rep firm of which his father is chairman, this week bought radio WRVM Rochester, N.Y. from Harry Trenner for \$358,750. The sale was handled by Allen Kander & Co., whose first radio station sale, in 1944, was to Frank W. Miller Sr. (WSAR Fall River, Mass.).

CBS is selling WXIX (Ch. 18) Milwaukee, which goes off air April 1 (Vol. 15:9), to newly formed WXIX Inc., headed by Gene Posner, pres. & principal owner of radio WMIL—which held CP for Milwaukee's Ch. 31 in 1953.

Storer Bcstg. Co. is selling WAGA Atlanta, to remain within the 7-station limit after buying KPOP Los Angeles for \$900,000, (Vol. 15-11).

Status of 'Influence' Cases: The trial of ex-FCC Comr. Richard A. Mack and friend Thurman A. Whiteside on charges of "conspiracy" in the Miami Ch. 10 case (Vol. 15:8) will start as scheduled on April 7, Federal District Court Judge F. Dickinson Letts ruled in Washington.

Judge Letts rejected defense attorney's claims that they won't be able to subpoena certain Representatives & Senators for the trial while Congress is in session, saying that he had never had any difficulty obtaining Congressmen's testimony—in session or out. He also declined to postpone the trial on the grounds that Mack is still in no physical or mental condition to stand trial. Said the judge: "It is my belief that Mack is emotionally concerned and that this will not be relieved as long as these charges hang over his head."

Deferring to Judge Letts' desires, meanwhile, FCC postponed its own oral argument on the Ch. 10 case from April 23 to May 21. The judge had expressed fear that publicity over the Commission's proceedings might prejudice the criminal trial.

In the Orlando Ch. 9 case (Vol. 15:44), FCC this week decided that it will conduct an evidentiary hearing similar to those of the Miami Ch. 10 & Boston Ch. 5 cases but that it won't start until the court of appeals acts in the case—which was sent back to it by the U.S. Supreme Court. The Orlando case involves allegations that representations in favor of Ch. 9 winner WLOF-TV had been made to Comr. Mack by Orlando attorney William H. Dial, who had once done some work in Florida for WLOF-TV.

In the Orlando Ch. 9 case (Vol. 14:44), FCC this week closed the records & set April 20 as the deadline for the filing of briefs, May 1 for oral argument.

Courtroom camera bans under the American Bar Assn.'s Canon 35 should be reviewed & revised by a joint committee of lawyers & newsmen, National Press Photographers Assn. chairman Joseph Costa said this week. Participating in a Ford Foundation-financed Northwestern U course for reporters of crime news, he said: "The reason the Bar Assn. is so insistent about keeping photographers & broadcasters out is because the Assn. is prejudiced against all the media. They can't keep out the word reporters in general, so they take it out on photographers."

A CP for Ch. 12 Aguadilla, P.R. should be granted to Western Bcstg. Corp. of P.R., FCC examiner Millard F. French recommended in an initial decision this week, following the merger of Western and its competitor—a partnership comprising Jose A. Bechara Jr., A. Gimenez-Aguayo & Reynaldo Barletta. Western is headed by Hector Reichard, operator of WABA Aguadilla; v.p.-treas. is John G. Johnson, part owner of WAPA-TV (Ch. 4) San Juan.

Cancellation of CP for KDSJ-TV (Ch. 5) Deadwood, S.D. was threatened by the FCC this week, unless the grantee requests a hearing and proves that conditions beyond its control have prevented it from starting construction for the last 2 years. The Commission also raises a question about the CP-holder's financial qualifications.

Single application filed this week for a new TV station was for Ch. 13, Panama City, Fla. by a local group headed by contractor C. H. Chapman Jr. This brings the total number of applications pending to 90 (17 uhf).

Portland Ch. 2 hearing is now 2-way—KPOJ withdrawing, leaving as contestants, Fisher Bcstg. Co. (KOMO-TV Seattle) and Tribune Publishing Co. (KTNT-TV Tacoma).

Pre-Print Orders for New TV Factbook

TELEVISION FACTBOOK No. 28, Spring-Summer edition of the TV-radio & other electronic entertainment industries' first, most widely used & most frequently quoted data book, will be off the presses early next month. Completely indexed, this nearly 500-pp. semi-annual "almanac" provides ready access to a wealth of basic data on all U.S., Canadian and world TV stations and networks (including complete rate cards of the U.S. & Canadian networks and digests of all station rate cards); data on all CPs outstanding and applications pending; updated allocations tables. All other depts. have been updated, too, including directories of the FCC, TV sales reps, program producers & distributors, manufacturers of TV-radio sets, tubes & transistors, TV-radio attorneys, consulting engineers, specialized consultants, electronics labs, etc. Also included with each FACTBOOK is a revised copy of our 34x22-in. Map of TV Cities and Network Interconnections, in color, suitable for framing. One copy of the FACTBOOK goes to each of our full-service subscribers. Extra copies are \$5 each.

An unusual TV transmitting setup is planned by WJZ-TV (Ch. 13), Baltimore. Along with WMAR-TV (Ch. 2) & WBAL-TV (Ch. 11), it is installing its antenna on a candelabra structure. WJZ-TV is using an RCA traveling-wave antenna for video but will hang a GE helical below the crossarm for audio-only. However, the helical is broadband and can be used for both video & audio in an emergency. GE designed the helical but WJZ-TV engineers are fabricating it. GE reports that the following stations are using or installing helicals: WVUE (Ch. 13) New Orleans. KIRO-TV (Ch. 7) Seattle. KFOR-TV (Ch. 11) Provo, Utah. WTEN (Ch. 10) & WAST (Ch. 13) Albany. WMSB (Ch. 10) Onondaga, Mich. WQED (Ch. 13) & WIIC (Ch. 11) Pittsburgh. WVET-TV & WHEC-TV (Ch. 10) Rochester. WKTV (Ch. 2) Utica. KMOX-TV (Ch. 4) St. Louis. KVIE (Ch. 6) Sacramento.

Rep Avery-Knodel, a late entry in our spot study (Vol. 15:11), tell us that their business prognosis is "somewhat below the most optimistic, and a few percentage points above the most pessimistic." Writes dir. of TV sales Thomas J. White Jr.: "We do anticipate an increase of business in 1959, and can report that in the first 3 months of 1959 our increase over 1958 is just short of phenomenal."

Station mgr. Harold Froelich of WTVO (Ch. 39) Rockford, Ill. is buying 5% of the station (25 shares) for \$2500, according to application filed with FCC this week. Owners H. & E. Balaban Corp. and Dubinsky Bros. Theatre Corp., who retain 47.5% each, will hold the 5% in trust.

KWJJ Portland, Ore., and KLRA Little Rock, will affiliate with ABC radio April 1. KWJJ has been an independent since its founding in 1925, and KLRA is re-affiliating after a month's operation as an independent.

WREX-TV (Ch. 13) Rockford, Ill., will become a primary ABC-TV affiliate Sept. 18, it was announced by Louis E. Caster, pres. of WREX-TV, and Alfred R. Beckman, ABC v.p. in charge of TV station relations.

Broadcasters' Promotion Assn. will hold its 4th annual convention Nov. 2-4 at the Warwick in Philadelphia, says pres. Charles A. Wilson, WGN sales promotion-ad mgr.

Auxiliary Services

Application for Ch. 70 translator in San Jon, N.M. should be denied because the applicant built the facility without receiving an FCC permit, Commission examiner H. Gifford Irion recommended in an initial decision issued this week. David W. Erwin, principal stockholder of applicant Tucumcari TV, had testified that he had built the translator without FCC permission because "unauthorized transmissions of TV signals are commonplace" in the area and that he later closed down operations after concluding he had shown "poor judgment." After he took the translator off the air, the FCC wrote him and noted he had been operating without a grant. Erwin responded: "We are not operating a translator as stated in your letter. I do not know who your informant was, but they were confused as well as misinformed." Irion also pointed out that the translator had served to relay the signal of KFDA-TV Amarillo to Erwin's community-antenna system in Tucumcari. Irion concluded that the application should be denied because of Erwin's "lack of candor" and because his primary purpose for the translator was to use it as a CATV relay—contrary to FCC policy.

That unusual translator proposal—a double-string of 8 stations to relay signals 140 miles from Duluth-Superior to International Falls, Minn. (Vol. 14:46)—was granted by FCC this week to Minneonto TV Inc., a non-profit organization of 2314 stockholders. Grantee, headed by Leroy E. Phaklides, an employe of Minn. & Ontario Paper Co., plans to build 2 translators each at Virginia, Orr, Kabetogama & International Falls, giving each town the programs of WDSM-TV & KDAL-TV Duluth-Superior. Biggest translator project to date, it will cost \$102,759. Minneonto TV must give up its CP for regular station KIFS (Ch. 11) International Falls. FCC also granted the following translator CPs: (1) Ch. 74 Athol, Mass. and Ch. 74 Claremont, N.H. to WWLP (Ch. 22) Springfield, Mass., both of them to repeat the programs of WWLP's satellite WRLP (Ch. 32) Greenfield, Mass. (2) Ch. 70, 74 & 81, to serve towns of Paw Paw, Largent, Levels, Okonoko & Points, W. Va., to Panhandle TV Corp. of W. Va. (3) Ch. 73 Eureka, Nev. to Eureka fire dept.

Grant of a translator in Laramie, Wyo. to Albany Electronics Inc. was again affirmed by the FCC this week as it denied a petition for reconsideration filed by KFBC-TV (Ch. 5) Cheyenne. KFBC-TV had alleged that the translator would provide unfair competition and that the guarantee wasn't financially qualified, but the Commission concluded that Laramie needed the translator's service because mountains blocked the reception of an adequate signal from KFBC-TV. The Commission also stated that KFBC-TV hadn't proved its assertions about Albany's financial qualifications.

On-channel experimental 500-watt booster in N. Greenbush, N.Y., sought by WTEN (Ch. 10) Albany (Vol. 14:45, 47), was endorsed this week by the broadcasting & closed-circuit TV & equipment committee.

Elmira Video Inc., community antenna system in Elmira, N.Y., has been sold by Boston electronic equipment manufacturer Spencer-Kennedy Labs to Utilities & Industries Management Corp., 425 Park Ave., N.Y., for an undisclosed amount.

Two educational translator applications were filed this week by the U of Utah, which seeks Ch. 71 & 74 to supplement its regular KUED (Ch. 7).

Television Digest

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Personals: Howard Kany named dir. of international business relations, CBS-TV stations div., effective April 1. Kany will continue to serve as supervisor of CBS newsfilm sales, domestic & foreign . . . Samuel R. Elman, gen. mgr., WATR-TV Waterbury, reelected pres., Connecticut State Network. Charles Bell elected v.p., Paul Baumgarth, exec. secy . . . Lionel F. Baxter, v.p., and managing dir. of WIBG Philadelphia, named director of radio operations for all Storer stations . . . Jack Hardesty, RAB v.p.-gen. mgr., named mgr. of San Francisco office of brokers Hamilton, Stubblefield & Twining, succeeding W. R. Twining who is resigning to establish commercial & industrial real estate brokerage & financing operation in San Francisco . . . Leon Peck appointed asst. comptroller, NTA, N.Y. . . . Rodric M. Smith named business mgr., TV Advertising Reps. Inc., new firm handling the Westinghouse outlets . . . Charles S. Steinber, CBS-TV dir. of information services, named v.p. . . . Art Breecher named Midwestern sales mgr., Official Films Inc. . . . Herb Jacobs elected pres. of TV Stations Inc., a station-owned film purchasing co-op which now services 109 TV markets . . . Edward Bleier returns to ABC-TV as an account exec. after 1½ yrs. as v.p., Tex McCrary Inc. . . . Tom W. Mahaffey named adv.-promotion dir. WJXT Jacksonville, succeeding Phil McMahon . . . John Serrao named Western div. mgr., Lee Cannon, Midwestern mgr., Alton Whitehouse, Southeastern mgr. and Leonard A. Warager, Northeastern mgr., Independent TV Corp. . . . Herschell G. Lewis, formerly pres. of Lewis & Martin Films, Chicago, named v.p. in charge of Fred A. Niles Productions' new industrial program div. . . . Milt Fishman appointed dir. of radio & TV news, ABC's Western div. . . . Alexander (Sandy) Stronach Jr., ex-MCA, named sales v.p., Flamingo Telefilm Sales . . . Newell T. Schwin promoted to new post of production sales dir., CBS-TV network operations.

Canadian Assn. of Broadcasters this week reelected Pres. D. Malcolm Neill (CFNB Fredericton, N.B.) at its annual convention in the Royal York Hotel, Toronto. Tom Burham (CKRS-TV Jonquiere, Que.) was named v.p. for TV, Murray Brown (CFPL London, Ont.) v.p. for radio. Among CAB policy resolutions adopted was one supporting Royal Commission recommendations encouraging licensing of non-govt. stations in competition with CBC-operated stations. Others called for promotion of Canadian talent & more competition with U.S. programming.

Advertising

People: Thomas McDermott, TV-radio v.p., Benton & Bowles, elected senior v.p. . . . Howard Chase resigns as pres. of Communications Counselors Inc., McCann-Erickson p.r. affiliate, to form his own p.r. firm . . . Alan Pottasch & Lawrence C. Puchta elected v.p., Kenyon & Eckhardt . . . Richard C. Butler, account exec., A. C. Nielsen, appointed broadcast media mgr., Lever Bros. . . . Sol Katz promoted to research dir., Donahue & Coe. George H. Guinan, ex-Robert W. Orr Adv., named v.p. . . . John S. Williams, senior v.p., Cunningham & Walsh, resigns to become v.p. & creative dir., Henderson Adv. . . . Gene Austin named mgr. of the Puerto Rico office of Young & Rubicam . . . Harry Parnas resigned as media dir., Doyle Dane Bernbach. Albert Petcavage, ex-Ted Bates & Co., succeeds him . . . John M. Weiler resigns as v.p. in charge of adv., Manhattan Shirt Company. Eric Younger named adv. & sales promotion dir. . . . H. B. (Buzz) Le Quatte, v.p., Grant Adv., will retire April 1, continuing as a consultant to Grant's N.Y. office . . . Carl Rigrod, TV-radio dir., Donahue & Coe, and George H. Guinan, ex-Burke Dowling Adams, made v.p.'s . . . Courtney Moon & Robert Footman, ex-Guild, Bascom & Bonfigli, named v.p., Johnson & Lewis, San Francisco . . . Robert W. Castle elected v.p., Ted Bates . . . Norman Frank, former NBC-TV producer, elected v.p., Lynn Baker . . . Deane Uptegrove appointed senior v.p., Harold O. Nadler & A. W. Sage named v.p., Reach McClinton & Co. All 3 were with H. B. Humphrey, Alley & Richards before the merger of these 2 companies . . . Pamela Wood elected v.p. & copy dir., Siltan Bros., Callaway . . . Hudson F. Meyer named v.p., Bozel & Jacobs . . . Tom Jones elected v.p., Getz & Sandborg Adv. . . . Ray J. Mauer named creative dir., Geyer, Morey, Madden & Ballard, succeeding Wirt McClintic Mitchell, now chairman of the creative plans board . . . David L. Howlett elected v.p., publicity & p.r., *Western Advertising*, Chicago . . . Marshall Hawks, TV-radio dir., Emery Adv., Baltimore, elected v.p. Mrs. Grace C. Tavenner named treas. . . . Paul R. Jordan appointed exec. v.p., Hixson & Jorgensen . . . James Raker appointed to head the new West Coast div. of Charles Schlaifer Adv. in Los Angeles . . . Joel Squire, ex-CBS film dept., joined Dancer-Fitzgerald-Sample Hollywood office as production supervisor.

Obituary

Pat Barrett, 70, known in radio's heyday as Uncle Ezra, died March 25 in a Harvard, Ill., hospital. A star of the Saturday night *National Barn Dance* in the 1930's, he also had his own 3-times-weekly 15-min. program of home-spun humor, *Uncle Ezra's Radio Station*, 1934-39, variously on NBC and the Blue Network, originating from his hypothetical "powerful little 5-watter, station EZRA." He lost his sight about 5 years ago.

Harold Robertson Carson, 64, pres. of All-Canada Radio and Television Ltd. (station rep.) died March 17. He was also pres. of Quality Records Ltd. He is survived by his wife and son.

John B. Reynolds, 62, asst. & acting FCC secy. from 1930 to 1941, since then operator of radio WKWK Wheeling, W.Va. died of heart ailment March 22. His widow & son survive.

Sidney E. Leipzig, 55, formerly dir. of WOV N.Y. Artists' Bureau and member of Broadcast Pioneers, died March 16 in N.Y.

ABC-TV Revamps Daytime: A full-scale revamping of ABC's "Operation Daybreak" has been completed, and will go into effect early in April, according to Giraud Chester, ABC-TV v.p. in charge of daytime programming. Currently 60% of the 70 quarter-hours are sold, with additional orders pending.

The main program changes: Out go *The Peter Lind Hayes Show* (11:30 a.m.-12:30 p.m.), *Play Your Hunch* (12:30-1 p.m.), *Liberace* (1-1:30 p.m.). *Hayes* and *Liberace* may re-appear this fall in nighttime ABC-TV half-hours. In go, on April 13, *Buddy Deane Show* (audience participation show built around WJZ-TV Baltimore's TV disc jockey), reruns of *The Gale Storm Show* (ITC). *Music Bingo*, *Day in Court*, *Beat the Clock* and *Who Do You Trust* are still in the noon-4 p.m. lineup, which is followed by Dick Clark's *American Bandstand*.

To drum up sales for the revamped daytime schedule, ABC has named Harold Day as dir. of daytime sales, a newly created post. His first sales coup: a sale of 6 additional quarter-hours per week starting April 13 to General Foods—a sponsor that had made a sharp reduction in its "Operation Daybreak" spending, and now has been wooed back for a total of 10 quarter-hours weekly.

The new firm of SRO Productions (Frank Wayne & Mace Neufeld) sold *Laugh Line*, a new live comedy show, to NBC-TV this week. It will start April 16 for Anacin (Ted Bates) starring Mike Nichols & Elaine May—to replace *Behind Closed Doors* (Screen Gems). Wayne & Neufeld are network veterans who decided this season to stick their neck out in the tough rivalry of network packaging. They scored a fast sale on their first venture.

Du Pont will continue its blue-chip TV series designed to create a good "corporate image" for the huge chemical firm. A total of 9 *Show of the Month* spectaculars, blending adaptations of theatrical & literary properties with some original teleplays, has been scheduled, via BBDO, on CBS-TV for the 1959-60 season, starting in Sept. Periodic surveys reportedly show an increasingly favorable public attitude toward DuPont dating back to the start of its old *Cavalcade of America* series on radio.

Campbell's Soup is renewing the *Donna Reed Show* for next season, but producer Tony Owen has notified ABC if it won't give Donna a better time slot, she'll quit TV and return to movies. Owen, husband of Miss Reed, told us the sponsor is also dissatisfied with the present Wednesday-night time slot. Contracts for next season are due to be signed April 1.

A TV saturation campaign in 5 consecutive days and on all 3 major networks has been blueprinted by Eastman Kodak for mid-June. The five shows include two specials: a telecast of the USGA open golf championship and a 90-min. Walt Disney spectacular celebrating the 5th anniversary of Disneyland. Kodak will feature home movie & still photography and Kodak synthetic textiles.

Chesterfield, sponsoring *Steve Canyon* on NBC, asked Pegasus Productions producers Mike Meshehoff & David Haft for an extension on the renewal date, to May 1. Producers okayed the request.

Station Rate Increases

Station:	Base Hour	Minute	Date
KRLD-TV Dallas, Tex.	\$1100 to \$1200	\$300 to \$325	March 1
KTVI St. Louis, Mo.	\$1000 to \$1150	\$250 to \$287	April 1
KFSD-TV San Diego, Calif.	\$850 to \$950	Remains \$250	
WTVW Evansville, Ind.	\$160 to \$215	—	
WCNY-TV Carthage-Watertown, N.Y.	\$350 to \$450	\$70 to \$100	March 1
*WCOV-TV Montgomery, Ala.	\$250 to \$300	\$50 to \$60	April 1

*Added Class AA Hour (7:29-10 P.M. Mon.-Sat., 6:29-10 P.M. Sun.). Class A remains \$200.

Film & Tape

New York Roundup: NTA's latest fall plan involves shifting the firm's film network to a tape operation. At the recent NAB meeting, independent TV outlets were told of an NTA plan to provide 20 hours weekly of taped shows, which will be sold nationally or regionally by NTA, with stations holding option to sell locally in the event no multi-market sale is made . . . The deal for Buckeye Corp., Ohio firm expanding into the telefilm field, to buy Transfilm, N.Y. commercial production house, is virtually complete (Vol. 15:6) with final transaction details expected to be firm by early part of next week . . . Official Films reports a 56-market sale so far on its *The Big Story* syndication telefilm series, with exactly 100 markets still targeted to reach the position where the series will be producing a clear profit . . . Current shortage of feature film packages is causing brisk sales on the few available. ABC Films has sold its "Anniversary Package"—which, incidentally, includes the British-made "The Browning Version," a property also upcoming as a CBS spectacular—in 16 new markets within the past 10 days . . . John Housman, ex-Metro producer, will film an hour-long pilot in N.Y. of *The Lawbreakers*, in a production deal with CBS-TV. The series will be a "comprehensive study in depth" of American criminology, says CBS . . . Canadian TV audiences will have a chance to see the RCAF in action in a U.S. syndicated telefilm series, *Flight*, due for airing in both countries. California National Productions has scheduled "Jumping Sisters" as an episode, dealing with the Canadian Corps of parachuting flight nurses, and due to be filmed at Norton Air Base . . . Recently created Plandome Productions, N.Y. firm headed by former Kudner Agy. exec. James Ellis, has already lined up a dozen major clients, ranging from Borden's to Texaco, for its specialized service: the creation of background music or jingles for TV commercials, tape or film . . . Tempo of United Artists TV activities is increasing. Following a month-long survey trip in Europe & a visit to shooting site of *Tales of the Vikings* in Germany, UA-TV's Bruce Eells, exec. v.p., left N.Y. for Hollywood this week where four UA series are rolling.

Hollywood Roundup: Revue Productions has changed the name of its new Western series for NBC from *Laramie* to *Wyoming* . . . Milton Lewis resigned as talent chief at Desilu to form his own TV film company, Stardust TV Productions. First series is to be *Curtain Time* . . . *Peter Gunn* renewed by Bristol-Myers for second season on NBC . . . NTA added 6 more salesmen to its West Coast staff.

West Coast People: Jay Sheridan named to the newly-created post of West Coast production exec., Ziv TV, with Harry Koplun taking over his former job as Ziv commercial dept. head . . . Mickey Rooney will request CBS to release him from his 5-year TV contract which still has 3 years to go. He plans to star-host a series under the banner of the Rooney-Doff Company, Fryman Enterprises . . . Joan Crawford, who was to have starred in a TV film series for Goodson-Todman next season, has had to call off the project until 1960 because of previous commitments . . . Charles W. Fries, in charge of West Coast production for Ziv-TV, elected pres., Alliance of TV Film Producers for interim period ending Sept. 1, replacing Maurice Morton, resigned . . . Joe Sistrom & Warren Duff named co-producers of Revue's *Markham* series starring Ray Milland, following resignation of producer Willi Schorr.

Less than 1% of all video tape is now rejected by users after leaving the factory, according to Dr. W. W. Wetzel, gen. mgr. of Minnesota Mining & Mfg. Co.'s magnetic products div. The reduction in factory waste, due in part to the use of a new tape-quality-control machine developed by CBS-TV, may result in further cuts in the price of tape—currently \$282.90 per 60-min. reel, down from the early price of \$306.77. The only producer of video tape, 3M had a 20% field rejection rate as recently as last Jan., when networks tripled their orders for tape to guard against a possible strike. A year ago factory rejections averaged more than 50%; two years ago it was 80% (plus customer rejection of 88% of the remainder). Dr. Wetzel's comments are contained in a 63-page book, *The Changing Picture in Video Tape for 1959-60*, published by 3M (900 Bush Ave., St. Paul 6, Minn.), consisting mainly of trade-press comments and stories about video tape.

Newest tape independent is Visual-Tape Productions, N.Y., formed by a group of veteran production executives to service agencies with taped commercials. Staff includes Chris Valentine, former head of commercial production of McCann-Erickson; Ezra Stone, writer-actor-director; Chris Christenberry, former N. W. Ayer producer, and such former network producer-directors as Bob Evans, Tony Farrar, Bill Howell and Lee Jones. Firm will headquarter at 527 Lexington Ave., N.Y.

Taped "trailers" for sportscasts is the newest wrinkle in local programming. Westinghouse's Pittsburgh flagship KDKA-TV is building advance viewer interest in baseball telecasts of Pirates games by taping interviews between sportscaster Bob Prince & team stars in Fort Myers, Fla., and airing the tapes nightly in the station's sports & news shows. Later this season, Prince will do the play-by-play telecasts of Pirate games.

TV block-booking anti-trust suits filed by the Justice Dept. in 1957 against 6 film distributing companies (Vol. 13:13, 16) may go to trial soon before Federal Judge Archie O. Dawson in N.Y. May 1 is the deadline for answers to pre-trial interrogatories submitted by the Govt. to the defendants in the civil actions. The defendants are C&C Super, Screen Gems, Associated Artists Productions, NTA, United Artists, Loew's. Justice Dept. sources told us this week that the Anti-Trust Div. will be prepared then to set a trial date.

Second supplier of video tape may be Reeves Soundcraft Corp., which announced at this week's IRE convention in N.Y. that it plans "extensive production" of TV tape in its new Danbury, Conn., plant this year. To date, Minnesota Mining & Mfg. Co. is the only producer. OR-Radio Corp. (Irish tape), though partly owned by Ampex, does not yet produce video tape.

Ampex sold 23 Videotape Recorders at the NAB convention, its volume of equipment orders totaling about \$1,300,000. In addition to those reported last week (Vol. 15:12), Ampex announced the names of these purchasers: Termini Tape Productions, N.Y.; Intercontinental Productions, N.Y.; WLWT Cincinnati.

Seven TV people who don't want to see Americans lose interest in books are among the backers of a newly-formed book publishing house, Star Press Books. The concern will publish under the imprint of Bernard Geis Assoc., 527 Lexington Ave., N.Y. Random House will distribute. The 7—who had heard that more money is spent on repair of TV sets in the U.S. than on books of all kinds—are: Groucho Marx, Art Linkletter, Ralph Edwards, Mark Goodson, William Todman, Robert C. Temple and John Guedel.

Spanish Films Coming: Spain will be bidding this year for the marginal, rather than mass, U.S. telefilm audience, we are told by Jo Linten, dir. genl. of Madrid's movie-record and the largest producer of both cinema & TV film commercials in Spain. Linten, who also represents ZIV-TV for the still-infant Spanish market in Europe, has mapped a 39-episode film series called *Teatro Apollo*—half-hour adaptations of "zarzuelas," the popular Spanish brand of light opera—as his first project.

His plan: to sell the series to Spain's own 3-city Television Espanola and to the Latin-American countries to reach the break-even level, then sell it in a few U.S. markets with Spanish-speaking minorities or musically alert viewers, to move into a profit picture.

Due to an almost complete absence of unionization, costs for telefilming in Spain are low, Linten says. His firm is about to announce a network-level U.S. deal in which he supplies low-cost, high-quality animation and the network (believed to be NBC) is supplying a pre-recorded soundtrack.

Also in the works, with an eye on possible U.S. sales: a series based on Washington Irving's writings in Spain, a cloak-&-sword "Western" akin to "The Pride & The Passion," and half-hour adaptations of classical Spanish dramas. "We don't expect a U.S. payoff in less than 3 years, but it will come," says producer Linten.

Ida Lupino & husband Howard Duff are forming a new TV film company with Ralph Edwards to produce a Western series, *The Powder River Boys*. Ted & Tom Le Garde, twins, have been signed. Lupino & Duff also plan an untitled police-action series. In addition, producer Elliott Lewis wants Ida to host a whodunit anthology series, *This Is Murder*, and this may be a co-production with Lewis and the Lupino-Duff combine. The husband-wife producer team also has in preparation an action series, *Mace*, formerly titled *The Green Peacock*. ABC Film Syndication has invested in 17 scripts & 2 pilots. ABC Filmmakers are now talking to Miss Lupino about expanding it into an hour-long series. The *Mr. Adams and Eve* series hasn't yet provided any residual money for the actor-producers.

A side effect of Hollywood's failure to find a post-1948 TV formula can be seen in the current market-by-market sales strategy of MCA-TV, whose Paramount package is the last big block of pre-1948 features on the TV market. MCA's Lou Friedland, v.p. in charge of station sales, now contacts all TV stations in markets where the package isn't sold, furnishing a list of the films and MCA's prices. Then, MCA sits back & considers the offers. So far, the package has been sold in only 36 markets. But the annual gross level is said by MCA to be over the \$50,000,000 mark, thanks to growing scarcity of feature product and to station competition for the supply.

Thirty-six D. W. Griffith films & 16 scenarios in which the late producer's estate holds rights, were sought in Hollywood this week by Sterling Television, N.Y. TV distributor, with high bid of \$21,000. Petition for sale of the property to Sterling was filed in L.A. Superior Court this week. At the time of the open hearing in Probate Court in 2 to 3 weeks after the petition is filed, new bids, to start at 10% over \$21,000, may be made. Sterling plans use of the films on TV, and may also license them to art houses.

Hal Roach Studios, Guild Films, Scranton Corp. and Passing Parade Films are defendants in a suit filed in L.A. by producer Jerry Stag. He seeks damages in connection with his *Telephone Time* series.

New Look At Revue: Universal-International studios, acquired a few months ago by MCA and now being operated by Revue Studios, will soon undergo an extensive construction program, with 4 new stages to be built for TV filming. Revue is expected to move soon from Republic studios, where it's currently headquartered. UI is now using 7 stages at the lot it formerly owned for movie production, and 12 are being used by Revue for TV. However, that isn't enough to accommodate the demands for space, so Revue is partitioning 3 movie stages into 6 TV stages.

When construction is completed, there will be 23 stages at the Universal City lot. Meanwhile, a number of Revue's Westerns, still located at Republic (including *Wagon Train*, *Restless Gun*, *Wells Fargo*), are doing their exteriors at the newly-acquired lot.

Revue has announced it will quit making its Mickey Spillane's Mike Hammer series when the current cycle of 39 is completed. That will be the end of the second season and a total of 78 telefilms for this series. Darren McGavin, who plays Hammer, will take over the lead in Revue's new hour-long *River Boat*, for NBC. A sponsorship deal is close for Hammer's producer-director Richard Irving—Revue's *Coronado 9*, starring Rod Cameron. Falstaff Brewing, which sponsored Cameron's two previous Revue series, *State Trooper* and *City Detective*, over a 7-year span, is negotiating similar sponsorship of the new series in which Cameron would play a private eye.

Unlike N.Y. firms, Hollywood TV film makers have been cautious about the use of tape for their product, feeling too little is known about its operation. Revue Productions, however, is now exploring and experimenting with tape, we're told by Revue pres. Taft Schreiber.

Film men needn't fear video tape, says one of N.Y.'s veteran independent commercial producers, Tom Dunphy. "Such things as bad lighting & sloppy supers are excused in shows now just because they're done by people who think in terms of live production," the Wondsel, Carlisle & Dunphy partner told us. "Film producers," he added, "have been trained in studio discipline in the commercial field. The live people haven't. That's why we feel agencies will come to us to produce their tapes when the novelty of speed has worn off." Dunphy is an ex-Benton & Bowles producer. WCD has annual film gross over \$1,000,000.

First CBS mobile-tape show is due to start on April 27 as a 10-10:30 a.m. daytime strip. Titled *On the Go*, it will feature Jack Linkletter who "will travel America's highways in a specially-equipped bus" to tape conversational visits with "interesting people in interesting places." Packager is John Guedel.

Key Productions and Teleworld are new TV film firms headed by Martin Ross ex-NTA. Hollywood-based Key is now producing 5 series. Key's directors include Robert Lippert; David Robbins, former owner of Kling Studios; Charles B. Brown, former v.p. of Bing Crosby Enterprises. Teleworld will be Key's distribution arm.

New non-technical handbook, covering TV, film & video tape is *Screen Writing & Production Techniques* by Charles W. Curran, pres. of Times Square Productions, N. Y. (Hastings House, 151 E. 50th St., N. Y., 242 pp., \$4.95). Cost factors are treated, based on guild & union contracts.

Donald McGannon, pres. Westinghouse Broadcasting, is in Hollywood this week seeking TV film properties for his stations. McGannon tells us he's talking with several syndicators, but said no deals have been set yet.

TV Title Tangle: TV, unlike motion pictures, has no central clearing house for titles. This lack is pinpointed by the fact there are currently 3 *Barbary Coast* pilots in preparation or produced.

The first *Barbary Coast* pilot was made some months ago by Interstate TV, Allied Artists' TV subsidiary, in conjunction with ABC. Larry Pennell and Alison Hayes starred in the film which has not yet been sold.

More recently, Goodson-Todman announced they'd shoot a *Barbary Coast* pilot.

Not to be included out, Sam Goldwyn last weekend announced he'd produce an hour-long *Barbary Coast* series with CBS. He wrote Goodson-Todman not to proceed, claiming priority from his 1937 movie, "Barbary Coast," based on the Herbert Asbury book.

Goodson-Todman coast chief Harris Katleman told us he plans to ignore this and proceed with his company's project. He hadn't heard from Interstate or Allied & dismissed their project by pointing out it hasn't sold yet.

Goldwyn's title claim thus may be a subject for litigation. When a motion picture title conflicts with a TV series title, it becomes a matter for the attorneys. In the past such conflicts have arisen, and invariably the parties involved have dropped their projects rather than take the risk of finding a series with the same title competing.

An Allied Artists spokesman said that on Tuesday a letter was being sent both to Goldwyn and Goodson-Todman, in which the studio legal department claimed their *Barbary Coast* series constituted "unfair competition."

Filmways Branches Out: "Diversify today, or you're dead," Martin Ransohoff told us this week, in describing the outlook for commercial film producers in the video-tape era. He's president of Filmways, a fast-growing N.Y. independent film-&-tape commercial house whose first year (1952) gross was \$128,000, is expected to do nearly \$5 million this year.

To Ransohoff, "diversify" means a four-pronged invasion of the TV field—film commercials & programs, tape commercials & programs—with a side excursion into co-production of theatrical features.

Currently, Filmways is completing new \$750,000 studios on Manhattan's East 127th St. for tape & film.

It has a film & tape liaison & "share facilities" agreement with Warner Bros. (Vol. 15:6). It plans to set up a program staff and has reactivated Filmways International, with an eye to half- & one-hour action-adventure telefilms. Ransohoff may also film & tape shows overseas.

Filmways is one of the top 3 film commercial producers. Film is far ahead of tape now, but Ransohoff expects that by fall, the present 90-10 ratio of film to tape should drop to 75-25.

A TV film-commercial festival, to be held in N.Y. March 1960, as "a marketplace for creative ideas & techniques" is the proposal of Wallace A. Ross, former publisher of *Ross Reports* & more recently p.r. counsel to Film Producers Assn. Ross leaves for Europe April 9 to represent independent producers of TV, business & documentary films at 5 European festivals. He hopes to line up the N.Y. Festival on an international level.

A \$4,000,000 gross in 1959 TV commercials, representing a 23% increase over 1958, is forecast by Robert Lawrence Productions in its 7th annual report. Lawrence whose volume places him in the top 5 independent commercial firms, adds that by contrast his gross in 1952, the company's first year, was \$420,000.

'TRUE PORTABLE TV' DEBUT THIS YEAR? First battery-operated transistor TV set may go on sale this year—but any marketing will be small-scale, tentative and exploratory. While cordless sets could be produced today, most manufacturers say they prefer to wait—even at risk of not being "first"—until price & weight can be reduced substantially and market can be adequately surveyed.

Transistor TV sets have passed from labs to production engineering depts.—but most receiver manufacturers are still quite bearish about possibilities of marketing a sanely priced set soon. There seem to be 2 major exceptions—one of them quite alarming.

Emerson plans to show production-model "true portable" in its new line this June, pres. Benjamin Abrams tells us. Output of this 17-in. model is slated to start some time this year, depending on distributor-dealer reaction. No details are available on circuitry or price.

Foreboding note comes from industry travelers returned from Japan—who report it is indeed true that Tokyo Shibaura Electric Co. (Toshiba), one of "big 4" of Japanese electronics, has started pilot production of 32-transistor battery-operated set, which it hopes to export to U.S. Some TV manufacturers shudder at thought that Japan might attempt to do in transistor TV what it did in transistor radio field (see comments by Admiral's Ross Siragusa, p. 23).

Compounding the alarm are rumors that price tag will be extremely low—some say under \$100—considered virtually impossible by American manufacturers at present state of art. Toshiba's U.S. representatives were unavailable for comment this week.

. . . .

Here's status of "true portable" TV today on basis of our conversations with most major set manufacturers, and with TV engineers at this week's IRE convention:

It can be produced with standard components now available, although some parts—notably batteries and certain transistors—aren't being produced in quantity. Transistor portable TV sets shown by GE, RCA, Motorola and others were, of course, extremely expensive lab models—not production prototypes.

Impressive progress has been made in reducing number of transistors required, developing rechargeable batteries which will operate for required amount of time (about the length of a baseball game) and in cutting some costs. Among battery makers supplying sample units which can be recharged in the home are Yardney Electric Corp., N.Y., with its silver-cadmium & nickel-cadmium cells weighing 3-6 lbs. and capable of up to 300 recharges. Eveready is understood to be developing rechargeable version of its cathodic-envelope dry cell now used for portable radios.

Picture tube is big bottleneck. Today, an old-fashioned 70- or possibly 90-degree tube would have to be used—increasing bulk of cabinet—because of high power required to drive deflection circuits of short 110-degree tube. Attractive & compact transistor TV shown by GE last fall (Vol. 14:44) used experimental picture tube of unique design, not an existing production model. Where most transistor sets shown to date have weighed 24-30 lbs., GE's little beauty weighed 10.

Transistors required for portable set—anywhere from 22 to 32 of them—now average about \$6 each, as opposed to 50¢-\$1.50 for circuit tubes. Batteries in production quantities still will run about \$20 each.

If a set were to go into production today, it would be a Cadillac-class item. On limited mass-production basis, it probably would sell for \$400-\$500.

That's consensus, handed down as gospel by many manufacturers. But picture could change fairly rapidly. It's possible—but extremely unlikely—that there's been a closely guarded major breakthrough in somebody's lab. Most engineers, however, think that development of marketable cordless portable will be slow process of production engineering, refinement and cost-shaving.

There will probably be a few makes of battery portables on sale next year in trial-balloon marketing. If they catch on, at relatively high prices, costs will gradually come down—with mass market possibly developing around 1961 or 1962. But manufacturers aren't certain there'll ever be a mass market. "At the beach, there are plenty of things more exciting than TV to watch," was the way one put it.

Motorola is "going right ahead" with production engineering, says consumer products exec. v.p. Edward R. Taylor, but definitely won't have one for sale this year. He's aiming at "realistic" price of about \$300. He says Motorola has reduced number of transistors in its developmental set to 22 from 32 a year ago. Big problem now is "the right kind of picture tube with low battery drain." A set must be able to play 4-6 hours between recharges, he says. Batteries are available—"battery makers are knocking at our door."

Admiral pres. Ross Siragusa feels talk about transistor TV is "entirely premature." He adds: "There are several severe disadvantages now—the weight of the unit with battery is excessive; the cost is astronomical." Sheer bulk of presently adaptable picture tubes is unacceptable, he maintains. "You couldn't make such a set today for \$300 and cover costs, much less make a profit."

RCA is silent on its plans, except to reiterate its statement last fall when it unveiled 8- & 14-in. developmental sets (24 transistors each)—that they'd be on market "within 2 years" (Vol. 14:43). It was learned that, like most manufacturers, RCA has moved transistor TV development out of labs, to its set-making division, but it definitely doesn't plan 1959 introduction.

GE's market research dept. has the problem now, while engineering work also continues. Principal research sticklers: How big is market for "outdoor set?" How much will people pay for this type of novelty item? Until researchers come up with answers, GE has no specific marketing plans.

Transistor sets are coming—no doubt about it. But when they come, today's plug-in portables will still have big advantage in price, picture quality, and probably picture size. And nobody is quite sure whether cordless receivers will revitalize TV industry by creating whole new army of out-of-home viewers—or add up to a resounding transistor-age flop.

TV-RADIO PRODUCTION: TV set production was 94,648 in week ended March 20 vs. 96,653 in preceding week & 91,416 in same 1958 week, EIA reports. Year's 11th week brought production to 1,183,756 vs. 1,080,445 last year. Radio production was 269,051 (100,804 auto) vs. 275,592 (109,063 auto) in preceding week & 170,655 (40,218 auto) last year. In 11 weeks: 3,071,587 (1,164,009 auto) vs. 2,271,039 (754,841 auto).

Electronics' 'Billionaires': Seven companies active in electronics make the 1958 "Billion Dollar Club" list (45 companies doing a billion or more in annual sales) just compiled by *News Front* magazine. The 7:

Rank	Company	Sales (bil-ions)	Change from 1957	Profits (mil-ions)	Change from 1957	Em- ployes (thou- sands)	Change from 1957
3	AT&T	\$6.908	+ 6%	\$981	+15%	725	- 3%
6	GE	4.121	- 5%	243	- 5%	250	-11%
14	Western Electric	2.174	-12%	86	+ 1%	122	-13%
18	Westinghouse Electric	1.896	- 6%	75	+ 3%	115	-11%
25	General Dynamics	1.510	- 3%	35	-20%	92	0
34	RCA	1.176	0	31	-20%	78	0
35	IBM	1.172	+17%	126	+42%	61	+ 2%
Totals		\$18.957	-.004%	\$1.577	+10%	1443	-5.5%

Although the full list of 45 companies (which, incidentally, produce one-fourth of the entire gross national product) was down 5.5% in 1958 sales from 1957, the 7 electronics-active organizations almost maintained the status quo, falling off less than 0.5%. Two, AT&T and IBM, were actually up, and RCA held even.

Electronics looked even better in the profit picture. With the entire list down 16% in 1958 from 1957, the electronics group was up 10%. All showed profit increases except GE, General Dynamics and RCA. Biggest profit percentage increases were IBM's 42% and AT&T's 15%.

The 7 firms were in line on employe numbers. Their combined percentage of 5.5% fewer employees in 1958 than in 1957 compared with the full list's 6% drop.

'Fair Trade' Blasted: Heavy govt. guns were wheeled into House Commerce Committee hearings this week to lay down a barrage against a federal fair trade bill (HR-1253) sponsored by Chairman Harris (D-Ark.). Carrying on a broad Govt. assault on the legislation which was launched last week by the FTC (Vol. 15:12), the Justice Dept.'s anti-trust troubleshooter Robert A. Bicks said the retail pricing measure would: (1) Infringe on states' rights. (2) Damage free enterprise. (3) Cost consumers \$1 billion or more per year. (4) Repeal anti-monopoly laws covering a wide area of retail business. Arguing back, Harris said that the Justice Dept. seemed to favor "cut-throat" competition by cut-rate retailers which is unfair to legitimate dealers. But in the face of Administration opposition, the bill's chance of passing seemed dimmer than ever.

RCA celebrated the 5th anniversary of production of the first color set March 25 by cutting another \$20 off the full-year installation & service contract for receivers, bringing the price down to \$69.50. It also announced it has started production on a new color set, known as the "Anniversary model," in the intermediate price range (estimated retail price, somewhat below \$700). At a civic luncheon in Bloomington, Ind., site of RCA's color set plant, group exec. v.p. Charles M. Odorizzi said the new model will reach dealers in a few weeks, 4 months ahead of time because of "a shortage of some models." He added that the plant has had to step up its production schedule.

IRE—VAST & TINY: As big as outer space, and smaller than a pinhead—that describes tomorrow's electronics as previewed this week to a record 57,709 engineers & other interested observers at IRE's convention & Radio Engineering Show in N.Y. The most exciting & significant trends in technical papers & exhibits were the emphasis on space electronics—all the way from the biophysical problems of space travel to missile design—and on micro-miniaturization of electronic circuits.

While the convention now is devoted largely to military, space and industrial electronics, many of the developments shown & discussed will eventually find their way into consumer products. Take, for example, the sensational developments in the field of micro-miniaturization. These make Dick Tracy's wrist radio look like a 1927 Atwater-Kent.

Texas Instruments, for example, revealed it's working on a technique for bunching the functions of as many as 12 components into a complete solid circuit the size of a match head.

Engineers of Varo Mfg. Co., El Segundo, Cal., in a paper before the IRE, told of a new technique of building up circuits by depositing thin films of magnetic and other materials in a "glob"—and they've already succeeded in putting "a room-full" of components (1,000,000) into one cubic foot of space.

RCA, which has been working on micro-module circuit construction, says it's now developing a new concept of "integrated electronics" which in the next few years might cram 100 million components into a cubic foot—approaching the compactness of the human brain.

There were no startling innovations unveiled with immediate and direct bearing on TV-radio. Industrial TV again was in the limelight, with a number of high-definition cameras (including GPL's 1000-line) being shown. Dage showed a closed-circuit "dial-TV" console, which permits users to dial for visual data as easily as making a phone call. Dage also demonstrated an "automatic TV camera" with no operating controls—a book-size model which electronically adjusts itself for light level & temperature. Other industrial-TV devices include various TV memory or storage tubes, shown by several manufacturers.

RCA disclosed a new multi-unit transistor—diode & triode in a single case—which it says will make possible cheaper, simpler and more sensitive battery radios.

A new electronic consumer product was demonstrated in a working model—an ultrasonic home dishwasher, shown by Narda Ultrasonics Corp., which is said to cut the washing cycle in half without hot water.

First 1960 TV sets have been introduced by GE—7 new models in the "Designer" line with short-neck 110-degree picture tubes. The controls have been relocated and serviceability has been improved by stamping wiring diagrams on the component side of printed circuit boards. The portable & table-model line includes five 17-in. and two 21-in. sets.

Use of parametric amplifiers in TV sets (Vol. 15:9) could lead to the elimination of outdoor antennas, RCA Labs engineer K.K.N. Chang is quoted in March 24 *Electronic News*. He is said to be one of 5 RCA scientists who have developed 2 experimental parametric amplifier circuits for TV receivers.

Emerson Radio enters hi-fi components field with Custom Crafted line of stereo amplifier-speaker combination, speaker, stereo amplifier-record changer, record changer.

EIA REVAMPS SETUP: A major reorganization of EIA's parts div.—"to serve better the needs of all components manufacturers"—is under way, exec. v.p. James D. Secrest reported this week.

Under plans approved at EIA's spring conference in Washington (Vol. 15:12) by the parts div. exec. committee headed by W. S. Parsons, major subdivisions will be set up, grouping related component sections. At the same time, engineering dept. electronic component committees will be revised to form a parallel group.

Members of the parts div. will be asked to name representatives to all EIA sections which have product interests. They also will recruit non-members to work with the sections.

In another move, parts div. Chairman Parsons formed a magnetic tape section with the admission to EIA of Minn. Mining & Mfg. Co. and Reeves Soundcraft Corp.

The name of the technical products div. headed by Ben Adler has been changed to the industrial electronics div., subject to membership approval at the EIA's 35th annual convention in Chicago May 20-22, when the scope of its jurisdiction will be fixed. Leslie F. Muter is the convention committee chairman.

Newly-named to the EIA's board is v.p.-gen. mgr. Dr. Louis N. Ridenour of Lockheed's electronics & avionics div., replacing L. E. Root. Maj. Gen. W. Preston Corderman (USA-ret.), Litton Industries v.p., replaces Litton pres. C. B. Thornton as a member of the exec. committee of the military products div.

EIA membership now totals 341, with the addition of 16 companies approved by the EIA board at its spring conference in Washington (Vol. 15:12). New members are: American Bosch Arma Corp., Hempstead, N.Y.; Andrews Tower Inc., Ft. Worth; Boulevard Electronics Inc., Chicago; Electrons Inc., Newark; Ets-Hokin & Galvan, San Francisco; Frequency Standards Inc., Asbury Park, N.J.; General Electrodynamics Corp., Garland, Tex.; Lancaster Glass Corp., Lancaster, O.; Merrill Lynch, Pierce, Fenner & Smith Inc., N.Y.; Minn. Mining & Mfg. Co., St. Paul; Miratel Inc., St. Paul; Pan-Electronics Corp., Griffin, Ga.; Reeves Soundcraft Corp., Danbury, Conn.; L. F. Rothschild & Co., N.Y.; Spox Co., High Point, N.C.; and Ungar Electric Tools Inc., Los Angeles.

EIA-sponsored symposium on value engineering will be conducted Oct. 6-7 at the U of Pa. Chairman will be R. S. Mandelkorn of Philco's Lansdale Tube Co.

Tubes fight back: An Electron Tube Information Council was formed this week by 8 large tube manufacturers, who invited other tube makers to join with them in fighting inroads by other devices on the use of tubes. The objectives of the council: "(1) To promote the use of tubes in those electronic applications where they offer superior properties. (2) To emphasize the engineering factors involved in the selection of alternative electron valve-type devices. (3) To focus attention on new trends & developments in tube technology." Representatives on the council, under acting chairman Kenneth A. Waldron, GE: G. H. Gage, CBS-Hytron; William Peltz, Philco; G. J. Janoff, RCA; Julius Dorfman, Raytheon; R. P. Clausen, Sylvania; C.E. Coon, Tung-Sol; Louis Martin, Westinghouse.

Labeling of TV sets & other furniture to show whether wood or imitation wood is used is provided in a bill (HR-5778) introduced by Rep. Bray (R-Ind.)

Electronics Personals: D. Brainerd Holmes, promoted from operations mgr. to mgr., ballistic missile early warning system (BMEWS), RCA missile & surface radar div., Moorestown, N.J. M. J. Shuman, ex-Cambridge plant mgr., appointed personnel mgr., missile electronics & controls dept., Burlington, Mass., and Fred M. Link, ex-Du Mont Labs, appointed full time consultant to communications and industrial electronic products div., Camden, N.J. . . . W. J. McGinley reelected pres., Institute of Printed Circuits. R. G. Zens elected v.p., R. L. Swiggett, treas. . . . Lt. Gen. James D. O'Connell, Army Chief Signal Officer, retires April 30 after 4 years in post; his successor not yet nominated . . . Jack F. Lepre named to new post of v.p. in charge of industrial relations & special projects, Reeves Instrument Corp., wholly-owned subsidiary of Dynamics Corp. of America . . . James Girdwood named McGraw-Hill publisher of *Electronics & Nucleonics*.

Trade Personals: William S. Baltz, Admiral assoc. gen. counsel, elected pres., Federal Excise Tax Council . . . Clifton W. Phalen, exec. v.p. of AT&T, will become pres., N.Y. Telephone, May 1. Phalen, a former N.Y. Telephone v.p., will succeed Keith S. McHugh, resigned (Vol. 15:11) . . . George H. Gage, ex-GE, named product planning mgr., CBS-Hytron . . . John M. Meyer named parts & accessories sales promotion mgr., Motorola consumer goods div. . . . Oliver J. Greenway, formerly with Westinghouse and International Resistance, appointed gen. mgr., Collins Radio subsidiary Communication Accessories Co. . . . Kenneth F. Petersen named to new post of mktg. mgr., Du Mont Labs industrial electronics div. . . . William R. Brittle appointed Magnavox regional sales mgr., eastern Southern California territory . . . F. William Monge, ex-Electro Tec, appointed plant mgr., Farnsworth Electronics-Pacific div., wholly-owned ITT subsidiary . . . Charles D. Small, ex-Emerson Electric Co., named mgr. of Washington district office of GE's new defense systems dept., will establish quarters in Wyatt Bldg. . . . Albert Preisman resigns as v.p. in charge of engineering, Capitol Radio Engineering Institute, to devote full time to his consulting practice . . . Albert V. Klizas named entertainment tube products dept. marketing adm. mgr., RCA electron tube div. He was formerly budgets & sales administrator . . . Edward Diamond, ex-assoc. gen. counsel, Atomic Energy Commission, appointed secy.-gen. counsel, Stromberg-Carlson div., General Dynamics.

Distributor Notes: Admiral appoints Southern New England Distributing Corp. for the Albany area and E. T. Donohue, Inc. for Syracuse, N.Y. territory . . . Brightman Distributing Co., St. Louis and Springfield, Mo., named Admiral Corp. distributor in Kansas City, Mo. and surrounding area . . . American Elite has appointed General Electric Supply Co., Cleveland, Columbus, Akron and Canton, Ohio, and J. V. Electronics Co., East Haven, Conn., for the Telefunken line of hi-fi and stereo products . . . Hoffman appoints Tubbs Electric, Spokane, Wash., for TV, stereo hi-fi and radio . . . Graybar names P.D. Barber Midwestern district sales mgr., M. A. Hooper Butte, Mont. branch mgr., S. L. Dye Portland, Ore., branch mgr.

Obituary

Julius Finkel, 72, founder and pres. of JFD Mfg. Co., manufacturer of TV, radio and electronic parts, died March 23 at his home after a long illness. Surviving are his widow, 7 sons, a brother and 9 grandchildren.

Financial

CBS SUMS UP PEAK YEAR: Filling in the details of 1958 —when its sales of \$411,800,203 & net earnings of \$24,428,812 both set records (Vol. 15:9)—the annual report of CBS Inc. gives this breakdown of last year's business by its various divisions:

Owned TV stations: Increased their combined revenues by 18% in 1958, and now account for about half of the profit from CBS TV activities (stations, network, CBS-TV Spot Sales, CBS Films Inc.).

TV network: Enjoyed its most profitable year to date, advertising revenues increasing 4% over 1957. Extended Market Plan stations rose from 34 to 40.

Radio operations: Profits from CBS-owned stations "more than offset losses from network operations."

CBS-Hytron: Sales were up 10%, despite a 15% drop for the industry as a whole. The div. increased its share of industry's original-equipment tube sales by more than 15%. Nevertheless, it continued to operate at a slight loss. But CBS-Hytron pres. Arthur Chapman predicted modest profits for 1959.

Columbia Records: Profits were 2nd best in its history, exceeded only by 1957's earnings. Sales of LP records were 25% ahead of last year, although 45-rpm discs declined because of inroads by small manufacturers and Columbia's reluctance to attempt to meet the demand for rock-&-roll records.

CBS International: Reported highest sales & profits since its formation in 1954, sales running more than 50% ahead of 1957.

CBS Labs: "Expanded its activities and facilities." (CBS Labs pres. Peter Goldmark last week said that only 25% of its activity is now devoted to CBS projects, the remaining 75% to research & development for other companies and the Govt.)

National Theatres' takeover of NTA officially became effective March 23. Up to the close of business March 20, NT announced, the holders of 846,962 shares of NTA stock (75% of those outstanding) and of 182,135 NTA warrants (39%) had accepted its exchange offer. Delivery of National Theatres debentures, purchase warrants & exchange warrants to NTA stockholders will begin April 1. The exchange offer to NTA stockholders expires April 6.

Decca Records reports a decrease in sales & earnings for 1958. Its net income included undistributed earnings of Universal Pictures which amounted to \$1,227,871 in 1958 & \$675,999 in 1957. For the year ended Dec. 31:

	1958	1957
Net sales	\$26,837,423	\$31,774,276
Net income	2,776,382	3,972,514
Earned per share	1.82	2.48
Shares outstanding	1,527,401	1,602,501

Stockholders of AMI Inc., Chicago manufacturer of jukeboxes & hi-fi equipment, have approved a merger proposal whereby Automatic Canteen Co. of America (vending machines) will acquire all AMI assets. Ten shares of AMI common will be exchanged for each 5¼ shares of AMI held.

Desilu Productions, for 40 weeks ended Feb. 7, reports net income of \$141,730 (12¢ a share) vs. \$26,082 (2¢) for the comparable period the preceding year.

Siegler Corp. has sold its Baby-Mate Co. div., manufacturer of juvenile specialty products, and is negotiating to sell other "small divisions outside of the core of our major business." Going progressively deeper into electron-

Admiral Profits Up: Despite a decline in sales, Admiral's net earnings in 1958 were substantially higher than in 1957. Pres. Ross Siragusa, in the annual report, said the company increased its share of TV industry sales in 1958—and that Admiral's position also rose in the white goods industry. He added that the company's sales of radios increased in 1958 but imports of small Japanese radios have "seriously affected profitability of U.S. portable radios."

He said Admiral "is currently engaged in negotiations which are expected to lead to the production of the corporation's products, both electronic and appliance, in several additional foreign countries." He said the company's exports & sales of its products made in foreign plants continued to increase. Govt. orders rose more than 13% in 1958 and the backlog at the end of the year was 15% greater than a year earlier.

Siragusa predicted an increase in both sales and profits in 1959, due to an increased volume, the disposal of its unprofitable plastics div. and consolidation of domestic manufacturing plants. The 1958 net income includes a deduction of \$473,966 net loss on operations of the West Chicago plastics plant (sold this week to General Mills), and \$100,000 deduction for adjustment of prior years' federal income taxes. The 1957 figure includes deduction of \$451,945 loss on the plastics operation. Admiral's report for the year ended Dec. 31:

	1958	1957
Consolidated net income	\$170,777,126	\$172,663,167
Net income	1,375,017	965,067
Earned per share	58¢	41¢
Shares outstanding	2,372,476	2,362,096

British Industries Corp., importer of hi-fi & electronic products, reports record sales for the 6th successive year, record earnings for the 3rd year in a row, in its 1958 statement. The company is the U.S. sales agent for Garrard phonos & changers, Wharfedale speakers, Leak amplifiers, Multicore solder, and other British electronic items. Pres. Leonard Carduner said first-quarter 1959 "should be the best in the company's history." For the year ended Dec. 31:

	1958	1957
Net sales	\$8,120,809	\$6,998,340
Net income	532,399	464,243
Earned per share	1.77	1.55

Zenith officers-&directors remuneration in 1958, as listed in proxy statement for April 28 stockholders meeting: Pres.-gen. mgr. Hugh Robertson received \$50,000 salary plus \$235,874 bonus. Exec. v.p. James S. Wright, \$40,000 & \$105,841. V.p.-sales director Leonard C. Truesdell, \$40,000 & \$105,841. V.p.-treas. S. Kaplan, \$35,000 & \$105,841. Stockholders will vote on an executive stock-purchase plan & the previously announced 3-for-1 split.

Philco registered with SEC this week a proposed offering of \$20 million of 25-year convertible debentures, to be made through underwriters led by Smith, Barney & Co. Some of the proceeds will be used to reduce the debt of the company and its subsidiary Philco Finance Corp.

Residual payments to actors in TV films have reached a peak and are running 33% above last year, it was revealed in Hollywood by Screen Actors Guild national exec. sec. John L. Dales. SAG collected & funneled to members, from Nov. 1, 1958, to Feb. 28, 1959, the record figure of \$1,189,9904. This raises the total amount of TV film residuals distributed by the Guild to date to \$8,691,657. Residuals to TV film actors have now reached an annual rate of about \$3.5 million. During the 12-month period ended last Oct. 31, residuals for actors totaled \$2,711,134.

Texas Instruments Inc. stockholders, meeting in Dallas plant April 15, will vote on acquisition of Metals & Controls Corp., involving increase in authorized common stock from 4,000,000 to 6,000,000 & cumulative preferred from 300,000 to 750,000. Officers pay & holdings: J. Erik Jonsson, chairman, 1958 remuneration \$85,000, common stock-holdings 426,680 (out of 3,256,988 shares outstanding). Patrick E. Haggerty, pres., \$99,000 & 125,429. Mark Shepherd Jr., v.p.-semiconductor components, \$48,750. Cecil H. Green, v.p. & chairman of Geophysical Service Inc., \$46,200 & 314,310. Fred J. Agnich, pres. of Geophysical Service Inc., \$46,500 & 27,305. Carl J. Thomsen, v.p. & pres. of M&C, \$42,500 & 14,297. Except for Shepherd & Agnich, foregoing are also members of board, which also includes following (with stockholdings): Eugene McDermott, chairman of exec. committee, 322,168 shares. Emory G. Ackerman, N.Y. management consultant, 1000. Ewen C. MacVeagh, N.Y. attorney, 250. Lloyd V. Berkner, pres. of Associated Universities Inc., 20.

General Dynamics' electronics & missile business increased in 1958, but overall sales & earnings were down from record 1957. The report for the year ended Dec. 31:

	1958	1957
Sales	\$1,511,456,261	\$1,562,538,900
Net earnings	36,729,113	44,278,763
Earned per share	3.71	4.80

General Telephone & Electronics asked SEC this week (File 2-14865) to register 572,301 common stock shares issuable under General's restricted stock option plan, together with its options, and under various plans of Sylvania Electric Products & Argus Cameras, which were assumed by General when Sylvania merged with it March 5.

Barnes Engineering Co., Stamford, Conn. manufacturer of infrared & electro-optical components, filed a registration statement (File 2-14855) with the SEC this week for public sale of 110,000 common stock shares through Hayden, Stone & Co. Price & terms are to be supplied by an amendment to the statement.

A secondary offering of 100,000 shares of Amphenol-Borg at \$41.875 a share is being made by a group headed by Hornblower & Weeks. The stock is being sold for George W. Borg, chairman of the exec. committee, who will continue to own 3.8% of the company's outstanding stock.

General Transistor Corp. is offering 40,000 shares of common stock at \$66.50 a share to the public through an underwriting group headed by Kidder, Peabody & Co. and Hayden, Stone & Co.

Reports & comments available: Philips of Eindhoven, a study by Joseph Mayr & Co., 50 Broad St., N.Y. . . . Daystrom and United Artists, comments by A. M. Kidder & Co., 1 Wall St., N.Y. . . . P. R. Mallory, a memo by H. Hentz & Co., 72 Wall St., N.Y. . . . Westinghouse, a review by Pershing & Co., 120 Broadway, N.Y. . . . General Precision Equipment, analyses by A. M. Kidder & Co., 1 Wall St., and by Joseph Mayr & Co., 50 Broad St., N.Y.

Common Stock Dividends

<i>Corporation</i>	<i>Amt.</i>	<i>Payable</i>	<i>Stk. of record</i>
Arvin Industries	25% stk.	Apr. 27	Apr. 4
Columbia Pictures	(No action March 24)		
General Dynamics	\$0.50	May 10	Apr. 10
Gross Telecasting40	May 11	Apr. 24
Gross Testg. "B"07½	May 11	Apr. 24
Packard-Bell12½	Apr. 25	Apr. 10
Springfield TV Bcstrs. .	.10	Apr. 17	Apr. 2
Western Electric90	Mar. 31	Mar. 20

Foreign

More about

FOREIGN TV PICTURE: The growth of foreign TV sets-in-use is such that—unless the pattern changes drastically in the U.S.—set distribution overseas will finally outstrip this country, probably within 5 years. It may be expected, therefore, that the international activities of U.S. film & tape producers will continue to expand, and at briskly accelerating rate.

The tabulation below, excerpted from our forthcoming spring-summer FACTBOOK No. 28, documents the spread of sets and provides a solid background for the frequent reports of film producers who return from overseas with predictions of enormous markets:

Country	Stations	Sets	Country	Stations	Sets
Algeria	2	19,500	Korea	1	3,000
Argentina	1	250,000	Luxembourg ...	1	3,000
Australia	6	480,000	Mexico	15	450,000
Austria	14	65,000	Monaco	1	11,000
Belgium	5	300,000	Netherlands ...	6	325,395
Bermuda	1	6,800	Nicaragua	1	2,000
Brazil	7	850,000	Norway	1	1,000
Bulgaria	1	500	Panama ⁴	—	8,000
Canada	55	3,250,000	Peru	2	12,000
China			Philippines ...	2	20,000
(Mainland) ..	1	200	Poland	5	80,000
Colombia	6	150,000	Portugal	5	20,000
Cuba	24	315,000	Rumania	1	12,000
Curacao	—	2,000	Saudi Arabia ..	1	2,000
Cyprus	1	1,000	Spain	1	35,000
Czechoslovakia	6	340,000	Sweden	5	200,000
Denmark	6	220,000	Switzerland ...	12	52,000
Dominican			Thailand	2	30,000
Rep.	4	13,000	Turkey	1	1,000
El Salvador	2	7,000	United K'dom..	29	10,000,000
Finland	6	10,000	Uruguay	1	15,000
France	38	1,000,000	USSR	77	2,600,000
E. Germany ...	10	274,000	Venezuela	8	200,000
W. Germany ..	84	2,100,000	Yugoslavia	5	9,000
Guatemala	2	22,000			
Hong Kong ³ ...	1	2,550	FOREIGN		
Hungary	1	12,000	TOTAL	537	26,479,945
Iran	1	2,000	U. S.	548	51,000,000
Iraq	1	6,000	U. S. Military ¹	34	—
Republic of					
Ireland ²	—	20,000	GRAND		
Italy ⁵	25	1,010,000	TOTAL	1,119	77,479,945
Japan	43	1,660,000			

¹Sets-in-use estimate unavailable. ²Viewers tune to British stations.
³Closed-circuit cable system. ⁴Viewers tune to Armed Forces stations.
⁵Also 226 Satellite stations.

Australian Govt. announces Brisbane & Adelaide will have 2 commercial TV stations. Target dates for opening additional non-commercial stations: Brisbane, Nov. 1959; Adelaide, Feb. 1960; Perth, March 1960; Hobart, May 1960. Total licensed TV receivers as of Aug. 31 was 357,787.

Rio de Janeiro's new TV station, licensed to Sociedade Radio Emissora Continental, is due on air shortly, and when it gets under way, city's other stations will also have to conform to decree ordering 60-cycle field instead of present 50.

To discuss proposals of a national TV service in Ireland with several American groups now competing for installation & operation of the system, Judge James Augustine Murnaghan will head a 3-man Southern Irish TV commission to the U.S.

Marconi's of England has consolidated U.S. offices at 750 3rd Ave., N. Y. (Telephone Yukon 6-9855). In charge is resident representative J. S. V. Walton, formerly at 23-25 Beaver St., N.Y. Aviation representative E. J. Hird moves from 1346 Connecticut Ave., NW, Washington.

British Radio Industry Council schedules 26th National Radio & TV Exhibition, Earls Court, London, for Aug. 26-Sept. 5, 1959.

Two-thirds of the British people—24,500,000 out of an adult population of 37,800,000—had TV sets at home in the last quarter of 1958, BBC announced. The report said 7,500,000 adults still could receive only the non-commercial BBC programs—either because they hadn't converted their sets for the commercial ITA channels or because they were beyond the range of ITA transmitters. The 17,000,000 who could receive both BBC & ITA telecasts spent an average of 66% of their viewing time watching ITA, 34% watching BBC. Average viewing time per person was 12½ hours a week. In a separate report, the Post Office reported there were 8,899,067 TV receiver licenses at the end of 1958, an increase of 168,370 during December.

British commercial radio, competing with BBC for audience as Independent TV Authority does now, will be reality in 6 years, predicts chairman Roy H. Thomson of commercial contractor Scottish TV Ltd. He also is publisher of *Edinburgh Scotsman & Dispatch*, has TV interests in Canada and newspapers in Canada & U.S. (Vol. 14:42). Envisaging "multitude of small companies" operating commercial radios in United Kingdom "for reasonable profits on reasonable capital," Thomson told Glasgow Publicity Club that they could succeed despite TV's popularity. In fact, he said, he would be ready to bring in capital from Canada to enter radio field—but doesn't expect to do so. He said it's likely that "commercial radio will be given consideration" by TV-radio committee to be set up by British Govt.

Five-year plan to bring TV in Sweden to 1,380,000 sets, serving a population of more than 6,700,000 by mid-1964, is proposed by Board of Telecommunications. Report to Commerce Dept. states transmitters now in operation or expected by mid-1959 will reach 4,400,000 persons in most heavily populated sections of country. Licensed TV sets now number more than 150,000. Annual cost to bring 5-year plan to fruition is estimated at approximately \$2,500,000. An additional \$7,600,000 will be spent for buildings, including huge TV-radio center in Stockholm for which excavation already has begun.

Russian TV will cover areas in which more than ¼ of population lives by end of year, according to Boris Stepnov, deputy chairman of council of ministers' radio & TV committee, UPI reports from Moscow. He said at least 80,000,000 people will be within range of 62 "TV centers." Report gives no figures on set distribution; previous estimates put total at 2-2,500,000.

Commercial TV for Nairobi, Kenya, is proposed by Associated Broadcasting Co. (Africa) Ltd., which is also exploring possibilities of TV for other African countries and West Indies. Two of directors are Norman Collins, deputy chairman of Britain's Associated TV, and Leslie Knight, controller of ATV overseas div.

In a plea to ban fiction & cartoon films from Belgium's govt.-controlled TV network, theater owners cited a 2.5 million drop in Antwerp annual movie-theater attendance between 1956 & 1958. They stressed to Culture Minister Pierre Harmel that inasmuch as these film categories are cinema's backbone, TV could & should cover other areas, such as news, sports and quiz shows.

TV vs. movies, Japanese style: Govt. "white paper" evaluates impact of TV on nation's 6863 movie theatres, concluding: "A growing number of the theatres find it hard to make both ends meet, and the number has been falling off this year. By next spring, 108 TV stations will fill the air and will gravely hurt the movie houses."