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# Television Digest

with **ELECTRONICS REPORTS**

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DELAY IN ISSUANCE of portion of network study report probable as independent programmers challenge FCC's right to subpoena financial records (p. 5).

TRANSPARENT TUBE PHOSPHOR arouses industry interest, but engineers agree adaptation to TV is far off. Military use may be near at hand (p. 10).

SYLVANIA'S MITCHELL sees good year for sales & profits in reporting record first quarter sales, but profits off. TV factory sales "strongly ahead" (p. 13).

PURCHASE & SHIFT of WMUR-TV, Manchester, blocked indefinitely as FCC notifies parties hearing on renewal appears necessary. Few new grants (p. 5).

UHF IN LEBANON, Pa. reactivated by Triangle Publications after final FCC decision affirms purchase. Notes on upcoming stations (p. 6).

TV REVOLUTIONIZES family entertainment budget, govt. analysis shows; spending on TV-radio group soars 142% in 15 years, movies drop 36% (p. 14).

**UPDATED FINANCIAL DATA ON TV-ELECTRONICS:** Beleagured by subscribers for an updated version of our much-used Report "Financial Data on TV-Electronics Companies," we enclose it herewith to all subscribers as 16-page supplement, extra copies available. This is just the right time of year, we're advised, to compile the maximum amount of complete data on companies involved. Once again, compilation was made by Chicago financial consultants Edgar N. Greenebaum & Associates. And this time they hiked number of companies covered to total of 99.

Capitalization, sales, pre-tax earnings, net profit, dividends, total assets and price ranges are given for each year since 1950.

Document seems to fill special need of executives of companies involved, financial houses, brokers -- and just plain individual investors with sharp eye on the phenomenally growing electronics industry.

**EDWARD K. MILLS DUE FOR FCC APPOINTMENT:** FCC composition stood at critical point this week end when word leaked out that President Eisenhower was planning to appoint Edward K. Mills Jr., deputy director of General Services Administration, as replacement for chairman George C. McConaughy when latter leaves June 30.

Things really were up in the air when President failed to send Mills' name to Senate for approval. Holdup reportedly revolved around question whether Mills was to become chairman or a member. Understanding was that Mills originally was offered chairmanship; that opposition developed; that Mills was then offered only membership; that he was undecided about whether to accept.

Some industry forces apparently don't want Mills as chairman, much prefer one of incumbent GOP commissioners -- Doerfer, Lee or Hyde -- with greatest support behind Doerfer and with Lee & Hyde pretty much out of the picture. Most influential industry figures seem to consider Doerfer soundest bet -- much to be preferred to an unknown quantity such as Mills.

As things stand now, it's expected that Mills will take membership; that Doerfer will be lined up for chairman.

Mills' selection was out of the blue; his name never had been mentioned in the speculation -- and apparently none of the FCC members, not even Chairman McCon-

naughey, knew him. But that's not unusual. President has frequently picked an unrumored name for Commission appointment.

Native of Morristown, N.J., Mills is 51-year-old lawyer who was member of Morristown firm of Mills, Jeffers & Mountain before he joined GSA in May 1956. At GSA, he's been in charge of govt.'s transportation and public utilities services. In 1939-40, he was chief of CAB opinion section. He was Air Force pilot during war. Education: Princeton U and Yale Law School. He's married, has 2 daughters.

As an early Eisenhower enthusiast, Mills had been chairman of Morris County Citizens for Eisenhower Committee -- and Administration believes he has done outstanding job at GSA. He's been cleared with N.J. Republican Senators H. Alexander Smith and Clifford P. Case and his GOP Congressman Peter Frelinghuysen Jr. His friends describe his political texture as "enlightened Republicanism."

**GOVT. SEEKS TO STRIP NBC OF PHILA. STATIONS:** Justice Dept. will ask court to revoke licenses of NBC's WRCV-TV & WRCV, Philadelphia -- but at the same time will make it clear that it will be satisfied with court order forcing network to sell the stations and prohibiting NBC from making any future purchases of vhf stations in Philadelphia, Detroit, Boston, San Francisco or Pittsburgh without permission of court.

For first time, Govt. blocked out specific relief it is seeking in anti-trust suit it filed last December against RCA-NBC, charging illegal restraint of trade in NBC's swap of its Cleveland TV-AM facilities for Westinghouse's Philadelphia outlets and \$3,000,000 (Vol. 12:49,51). Demands were contained in 36-page brief filed this week by Justice Dept. in Philadelphia District Court as partial answer to lengthy interrogatory filed several months ago by RCA-NBC.

Revocation of NBC's Philadelphia licenses is Govt.'s stated goal in the new document, Justice Dept. declaring that it "seeks a judgment ordering and/or decreeing that the licenses of NBC's Philadelphia stations be revoked and that all rights under such licenses shall thereupon cease." But the brief points out that Govt. is pushing for this "necessary and indispensable" -- or basic minimum -- relief:

"(1) Divestiture of WRCV-TV & WRCV, Philadelphia, by sale to a non-network purchaser; (2) Approval of this court before any future acquisition is made by NBC of a vhf TV station in any of the 8 primary markets [NBC already owns outlets in 4 of them, including Philadelphia]; (3) Injunctive relief (a) against any future illegal use by NBC or RCA of NBC's network power to force or require a non-network station owner to sell its broadcasting station to NBC, and (b) against the use of such power to force or require any non-network station to permit the NBC Spot Sales div. to represent it in the sale of national spot advertising."

\* \* \* \*

New document answering RCA-NBC request for details of charges, definitions, etc., gives history and dates of alleged meetings between RCA-NBC and Westinghouse Broadcasting Co., officials, summaries of conversations, so-called "threats," etc. Much of material was previously alleged before Celler subcommittee, but some new charges and data are supplied. Original complaint, for example, accuses RCA-NBC of conspiring illegally to obtain vhf stations in 5 of the 8 largest U.S. markets, without further elaboration. Some light is shed on this charge in new brief, which alleges top RCA-NBC officials, including Brig. Gen. David Sarnoff, contacted these leading stations "to ascertain the availability for sale to NBC" -- acts which Govt. says were done "pursuant to...the alleged combination or conspiracy:"

Triangle Publications' WFIL-TV, Philadelphia, said to have been approached in March 1954; Detroit News' WWJ-TV, May 1954; San Francisco Chronicle's KRON-TV, July 1954; RKO Teleradio's WNAC-TV, Boston, Aug. or Sept. 1954. Brief adds that during fall of 1954, Sarnoff "may have" approached Dr. Allen B. DuMont with view toward the possible purchase of his WDTV, Pittsburgh (now Westinghouse's KDKA-TV).

Alleged pressure put on Westinghouse to give up its Philadelphia outlets is detailed in new document. For example, brief purports to describe Nov. 5, 1954 meeting between NBC & WBC officials at which NBC is alleged to have stated it could not assure affiliation for Westinghouse in Pittsburgh unless Westinghouse agreed to

Philadelphia-Cleveland station swap. At this point NBC v.p.'s Joseph V. Heffernan & Charles R. Denny are said to have suggested:

"That, in addition to the trade of Cleveland for Philadelphia plus cash, NBC would affiliate [future WBC stations] at Pittsburgh (vhf), Buffalo (vhf or uhf), Ft. Wayne (uhf), Toledo (uhf), & would look into the situation at Portland, Ore. (vhf). They also stated that, in return for the exchange of stations, they would make no approach to Boston, NBC-WBC relationships would be stabilized for the long-term future, that new affiliation contracts would be signed for 2 years in all locations, and that WBC would have physical protection for its Boston station because it had been determined that NBC's fifth vhf outlet would be in San Francisco."

**FCC POWER OVER ILLEGAL BOOSTERS AFFIRMED:** FCC won fight against illegal boosters this week -- though Court of Appeals actually technically reversed Commission in long-awaited decision on Bridgeport, Wash. case (Vol. 12:10).

FCC victory wasn't quite as complete as it would like, but unanimous Court of Appeals decision really gave Commission what it was looking for -- assurance that boosters couldn't operate without FCC license. What Commission doesn't like is the court's assertion that boosters shouldn't be knocked off air with cease-&-desist orders until they have a new "home" in the spectrum.

Because Commission has actually provided booster operators with such a new abode, in form of uhf translators, authorized since case first went to court, FCC spokesmen hope they won't have any trouble persuading court that its mandate has already been carried out in advance.

What is probable now is that Commission will permit boosters to continue a "reasonable" time until they apply for and build uhf translators. There is one hitch: FCC still hasn't concluded an old rule-making proceeding which weighed the possibility of permitting low-powered vhf boosters similar to those now operated illegally. Aim now is to wind up that affair quickly -- and tightly.

If operators of unauthorized boosters seek to continue fight, their argument is likely to be that court means FCC should find them vhf channels, not uhf.

Judges Washington, Danaher & Bastian, in decision written by Danaher, were obviously sorry for booster operators and people they serve, quite miffed that Commission was so abrupt in trying to pull switch on operations. "We are satisfied," they said, "that the sweep of the Commission's authority includes the booster station here involved. But it is equally clear that Sec. 301 of the Act reflected the intention of Congress to provide 'for the use of such channels.'"

Commission is not at all bound to knock unlicensed operations off air, the court said, rather: "We suggest...that the Commission may well get on with the rule-making proceedings apparently contemplated in its Docket 11331 and in its Docket 11611 in which is to be examined the feasibility of 'booster,' or translator stations, or possible other devices, as a means of filling in the service area of television stations." In concurring opinion, Judge Washington stated: "The present situation is a harsh one. The Commission might well have been better advised to ignore the existence of booster stations such as this until the time when it is prepared to deal with them on some basis more equitable than mere repression."

Three new Armed Forces TV stations—all of them uhf—are now on air. First stations in Germany, Ch. 24 at Spandahlem Air Base in the Eifel Mountains and Ch. 20 at Landstuhl Air Base near Ramstein, began operation April 28 with initial combined TV set circulation estimated at 600 U. S.-standard receivers—and sets were reported selling like hot cakes at PX's. Beyond reach of German TV stations, the 2 new outlets have 1-kw Dage transmitters. Other new station is at Ramey Air Force Base, Puerto Rico (Ch. 21), which was inaugurated March 31, with 150-watt transmitter—also beyond service area of existing stations. All 3 outlets were packaged by Dage TV div., Thompson Products. Planned next by AFTV is 5-station "network" in Korea, with originating outlet in Seoul feeding 4 satellites. This installation has July 1 target.

CBS filed complaint with NLRB this week against IBEW Local 1212, one of 2 unions whose jurisdictional disputes over handling of lighting resulted in cancellation of last week's scheduled telecast of American Theatre Wing's award ceremonies over New York's WCBS-TV (Vol. 13:17). Network hopes to get from NLRB a basis for definitive rule as to whether IBEW or IATSE electricians are entitled to handle lighting for remote shows.

Tighter govt. control of U. S. broadcasting should be abhorred as step toward "European system" of censorship, FCC Comr. Doerfer said in speech prepared for May 5 meeting of Catholic Institute of the Press in Plaza Hotel, N. Y. "Free broadcasting is a power for good," he said; Americans who "languish for stricter programming controls . . . have nothing to gain but much to lose."

**V**IDEOTAPE recordings can be edited and spliced—but it can't be classed as a simple job yet. That's non-technical summary of technical paper by Ampex Corp. engineer Kurt R. Machein at session devoted to videotape—one of heavily attended highlights of 81st semiannual SMPTE convention in Washington this week.

Splicing of Ampex tape, Machein explained, is complicated by fact that the "control track" of tape must retain constant relationship with the other 2 channels—video & audio. He stated that best place to cut and splice tape is during vertical blanking interval, which occurs once every quarter-inch. Since interval can't be readily located, Ampex is experimenting with methods to make it easier to find—such as introduction of pre-recorded "editing pulse," to be detected by special editing meters, or systems to make blanking interval on tape visible to eye.

While splices can be made with conventional splicing tape, he said, this method causes momentary "rocking" or horizontal displacement of picture. To avoid this condition, company is experimenting with tape welding process. Despite drawbacks, he said, Ampex engineers have made many splices successfully without interrupting picture. "Even with the naked eye and a razor blade," he added,

FM auto radios, once the dream of enthusiasts only, now are being marketed by foreign companies and there is strong indication that American firms will introduce them soon. At press conference in Phoenix, Ariz. this week, Motorola pres. Robert W. Galvin answered a question about his company's intentions thus: "I can't confirm at this time that Motorola will introduce an FM car radio. The industry will definitely be moving into this within 12 months. [We] feel that it would be a small-volume, but big-promotion type item." Meanwhile, Washington consulting engineer and early FM experimenter James C. McNary petitioned FCC to change FM rules to permit vertical polarization for FM station antennas to provide better reception in automobiles on the usual vertical whip-type receiving antenna. He noted that Telefunken and Becker are selling FM auto receivers on U. S. market. Most deluxe German auto receivers have FM band, since FM is now widely used in Germany—virtually supplanting AM in many locations.

Moscow reception by Premier Nikolai Bulganin was given 18 American women broadcasters May 3. Led by Bea Johnson, women's dept. director of KMBC-TV, Kansas City, group turned up in Russian capital in time for May Day parade, got red carpet treatment from Soviet officials from start of visit. Miss Johnson, elected a director of American Women in Radio & TV last week end, told UP informal invitation for trip was given by Soviet newsmen at 1955 Geneva summit conference. She forgot about it until few months ago. Then she put 3 telephone calls through to Moscow from Kansas City, wrote several letters, finally was told by Soviet tourist agency: "Please come, all your requests have been granted."

Damage suit against AFM, seeking \$2,100,000 and aimed at voiding union's 5% TV film royalty policy, was filed in Hollywood this week by Los Angeles musicians—who named 66 co-defendants, including the 3 TV networks and TV film producers. Plaintiffs charged that royalty policy had caused 90% of nation's TV film producers to discontinue employment of "live" American musicians. Similar suits against AFM on royalty trust fund issue were filed previously, involving union's policies for motion picture and phonograph industries—bringing total claims against AFM to \$15,660,850.

"5 out of 7 splices were satisfactory." In another paper at videotape recording session, Ampex professional products marketing mgr. Robert A. Miner predicted that the \$45,000 recorders could be made to pay for themselves and return small profit after operating costs during first year in many local stations through their use in (1) pre-recording and rescheduling network shows to enable station to program more sponsored local shows, (2) advance recording of local programs and spots for maximum utilization of studio space and camera crews, (3) remote recording of news events, (4) monitor-recording of rehearsals.

Other TV highlights of SMPTE convention: (1) Society pres. Barton Kreutzer told opening session that production of TV film programming will cost about \$90,000,000 this year. (2) Theatre Network TV pres. Nathan L. Halpern said more than 100 organizations have spent \$15,000,000 on closed-circuit presentations in last 3 years before total audience of at least 4,000,000 in 200 U. S. & Canadian cities. (3) Novel wide-screen TV system, with 8x3 aspect ratio instead of conventional 4x3, was described by Seymour Rosin & Madison Cawein of Scanoptic Inc., N. Y., using anamorphic lens with vidicon camera that transmits squeezed image to special receiver which un-squeezes it electronically. System requires 9-mc band—twice standard 4.5-mc—and paper's authors suggested it as ideal system to use with Kaiser-type "flat" TV tube.

Radio station sales and transfers approved by FCC: WPEO, Peoria, by WPEO Inc. (John J. Livingston, pres.) to Dandy Bestg. Corp. for \$170,000. New co-equal owners from Kansas City: adman Merritt Owens, attorney Les Vaughn and WHB salesmen Kenneth R. Greenwood & Rogert E. Sharon (Vol. 13:14). WBOW, Terre Haute, by group headed by Alvin Eades to WBOW Inc., controlled by Jerome W. O'Connor, for \$108,000 (Vol. 13:13). KOWB, Laramie, Wyo. by John Alexander and George Dent to Richard P. McKee, ex-WINS, N. Y. for \$75,000 (Vol. 13:10). KBIF, Fresno, 51% by John Poole to David T. Harris and Ephram Bernstein, both from KMJ, Fresno, for \$40,800 (Vol. 13:9). WGFS, Covington, Ga. by James Whatley and J. L. Coley to R. William Hoffman and wife for \$30,000 (Vol. 13:5).

Purchase of 80% control of WAPA-TV, San Juan (Ch. 4) by Winston-Salem Bestg. Corp., buying out Jose Ramon Quinones interests for \$320,000 (Vol. 13:13), was approved this week by FCC. Remaining 20% held by Goar Mestre interests is not affected, with new ownership also to pay off \$431,733 in obligations, all but about \$74,000 to be refinanced. Winston-Salem (James W. Coan, pres.) operates WTOB-TV, Winston-Salem (Ch. 26) and WTOB; WSGN, Birmingham, Ala.; WLOW, Portsmouth, Va.

Garfield C. Packard received \$36,666 for his 1/3 of KICA-TV, Clovis, N. M. (Ch. 12) & KICA, it's disclosed in application filed this week for approval of transaction whereby other 2 owners, Mae Straus and Frank Lesley, will increase holdings to 50% each. Meanwhile, Packard seeks approval of his purchase of KTRC, Santa Fe, from J. Gibbs Spring for \$50,000 (Vol. 13:14).

Option to take over off-air KPTV, Portland, Ore. (Ch. 27) has been exercised by attorney-oilman George Haggarty (Vol. 13:6, 17), who is now using its studios and call letters for Ch. 12 (formerly KLOR). He's paying \$1,183,921 plus assumption of certain contracts for NBC-TV affiliated KPTV, already has FCC approval for purchase of KLOR for \$1,794,865.

UP radio clients now total 1662 in U. S.—gain of 80 in year—and more than 130 TV stations subscribe to Unifax picture service, v.p. & gen. sales mgr. LeRoy Keller reported at annual meeting in N. Y. Foreign radio clients total 285, up from 274.

**C**HALLENGE OF FCC's right to subpoena financial data from independent program producers may well delay a portion of Commission's network study group report past the June 30 deadline, network study chief Roscoe Barrow conceded this week. The 7 TV programmers, subpoenaed to New York hearing this week (Vol. 13:17) argued that FCC has no power to demand intimate financial details of their operation. After 2 days of argument, chief hearing examiner James D. Cunningham allowed producers and network study group until May 17 to submit briefs on the subpoena issue.

"It could delay the issuance of the report on some issues under study," Dean Barrow told us later. "There are numerous areas in the inquiry where this information is not necessary, and we expect at least that part of the report to be ready by the specified time. There are areas where this material is specifically pertinent or we would not be making an effort to obtain it. We are hopeful that there will not be great delay, but it is conceivable that a portion of the report may have to come later in the summer."

The independent producers, through Paul A. Porter—spokesmen for their attorneys—argued at New York hearing: "The broad scope of the questions asked, and their irrelevance to the network study, indicate that the committee's purpose is to investigate independent program producers themselves and not just the networks. But the Commission has no authority to investigate independent program producers as such."

FCC attorney Ashbrook P. Bryant countered that the information was necessary if study group is to consider the entire TV broadcasting picture, including activities of both network and non-network groups in production field.

The 7 producers were among companies which had refused to answer some questions in FCC questionnaire sent to some 200 independent program sources. Among information asked was statistical rundown of number of markets in which each program was exhibited in past 5 years, gross billings, price of top programs in each of 239 markets, etc.

The 7 programmers challenging subpoena are Entertainment Productions Inc., MCA-TV, Official Films, Revue Productions, Screen Gems, TPA and Ziv.

The weird and protracted Edward Lamb hearings (Vol. 11:2 et seq.) reverberated again in Washington Federal Court this week when prison sentence of turnabout witness Marie Natvig was suspended by Judge Holtzoff with some criticism of the rules of evidence employed by FCC at the marathon 1955 hearing. Free on bond since she was convicted of lying after she reversed her testimony to deny that she had knowledge of Communist associations by Ohio industrialist-broadcaster Edward O. Lamb, she told Judge this week that she had changed her testimony because she was "confused" and "terrified" by detailed cross-examination. Holtzoff suspended prison sentence, said she was "unstable" and apparently "emotionally destroyed by the harassing cross-examination, which delved into every detail of her life, and which would have been impossible in the Federal Courts." FCC has not yet issued final decision on Lamb case, but has instructed staff to draft decision in his favor (Vol. 13:3).

Govt. regulation of TV-radio should be held to minimum—and "no control, direct or indirect" should be imposed on program content—U. S. Chamber of Commerce resolved at 45th annual convention in Washington this week.

**S**TORER BCSTG. CO.'s projected purchase of WMUR-TV, Manchester, N. H. (Ch. 9), with move to site nearer Boston, appears to be blocked indefinitely by application filed for Ch. 9 in Manchester by new organization—TV for New Hampshire Inc. Latter had asked to be considered competitively for channel, now that WMUR-TV's license renewal is due. FCC wrote all parties, told them it looks like hearing will be necessary.

New-station starts with temporary facilities are definitely thing of the past, FCC indicated this week, when it denied CBS's request to get going with new KMOX-TV, St. Louis (Ch. 11) with interim facilities.

New-facility activity of Commission was slight. It finalized Ch. 19 CP in Victoria, Tex. to Alkek TV Co., granted educational Ch. 7 in Corvallis, Ore. to Ore. State Board of Higher Education. In addition, it authorized 4 translators: Ch. 72, Bullhead City, Ariz.; Ch. 70, Likely, Cal.; Ch. 80, Truth or Consequences, N. M.; Ch. 73, Redmond, Ore.

Canadian allocations, which seldom change, underwent shift this week on completion of U. S.-Canadian agreement: Ch. 7 was substituted for Ch. 2 in Vernon, B.C., Ch. 2 for Ch. 13 in Kelowna, B.C., while Ch. 13 was added to Penticton, B.C.

In U. S., FCC finalized swap of Ch. 31 & Ch. 29 between Kokomo & Marion, Ind. while proposing to: (1) Add Ch. 13 to Cartter, Ill. (2) Add Ch. 3 to Carbondale, Ill. (3) Substitute Ch. 8 for Ch. 22 in Harrisburg, Ill.

There were these petitions for channel changes filed: (1) Add Ch. 17 to Bakersfield, Cal., by KJEO (Ch. 47). (2) Add Ch. 12 to Mankato, Minn., substitute Ch. 17 for Ch. 12 in Brainerd, by KNUJ, New Ulm. (3) Add Ch. 12 to Farmington, N. M., by prospective applicant Four Corners Bestg. Co. (4) Add Ch. 2 to Tacoma, Wash., by KTNT-TV, now operating on Ch. 11.

"Aesthetic standards" of station owners aren't responsibility of FCC, hearing examiner Herbert Sharfman said April 29, rejecting protest by minority stockholder Lawrence M. C. Smith against sale by The Good Music Station Inc. of radio WGMS & WGMS-FM, Washington, to RKO Teleradio Pictures (Vol. 13:2,5,11). Smith had charged "fraud" in license transfer, alleging station's "good music" policy was sacrificed in deal. But in 19-page initial decision Sharfman said philosophically that Commission "does not sit as an Academy" or "act as an impresario"; that it can't tell operators "Thou shalt play Beethoven, not bebop." FCC "has exercised a very real restraining & affirmative influence" in lifting programming standards generally, Sharfman said, but he observed that station owners remain "a cross-section of the financially more successful portion of the population . . . brilliant & dull (if shrewd & acquisitive), refined & crude, liberal & reactionary." Washington newspapers delighted to quote Sharfman, who, along with several of his examiner colleagues (notably H. Gifford Irion and Thomas H. Donahue), gets huge bang out of lightening his decisions with lively phrases.

Another broadcasting probe was proposed this week, American Civil Liberties Union asking Chairman Magnuson (D-Wash.) of Senate Commerce Committee to look into TV-radio handling of "controversial issues." ACLU exec. director Patrick Murphy Malin said investigation of broadcasters' policies—but not of program content—would show whether Communications Act needs changes to help FCC "promote diversity of opinion & freedom of expression on the air." Malin cited recent examples of what he said was "negative attitude" by broadcasters in religious & other programming (Vol. 13:14). Magnuson is sending ACLU proposal to FCC for comment & report on what Commission does now in policy area.

**New and Upcoming Stations:** Protested purchase by Walter Annenberg's Triangle Publications of WLBR-TV, Lebanon, Pa. (Ch. 15) was finally approved by FCC May 1—and next day station, off air since Oct. 16, 1954, was back in operation. On-air box score now stands at 499 (92 uhf).

Sustaining initial recommendations by examiner, Commission rejected objections by Harrisburg's 3 uhf outlets—WHP-TV (Ch. 55), WCMB-TV (Ch. 27), WTPA (Ch. 71)—and WHUM-TV, Reading (Ch. 61) that Annenberg ownership of WLBR-TV would concentrate communications control in area (Vol. 11:39, 45, 53). FCC said whole record of Triangle stations & publications showed they were operated "substantially independently of each other."

Triangle (4 TV & 5 radio stations, *Philadelphia Inquirer*, *TV Guide*, *Daily Racing Form*, etc.) bought WLBR-TV from *Lebanon News* in \$240,000 deal first approved by FCC Nov. 2, 1955, at time when station, started 2 years earlier, already had been off air about year. It had been closed since—pending outcome of Commission proceedings. Decision brought immediate steps to reactivate station, which for next 2-3 weeks will depend largely on film for programming under new gen. mgr. Frank B. Palmer, brought in from WSEE, Erie. Leonard Savage, from radio WLBR, was named operations mgr.

In Honolulu, KHVH-TV (Ch. 13) was set to start regular programming May 5 after Court of Appeals denied stay requested by KULA-TV (Ch. 4).

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

WTIC-TV, Hartford, Conn. (Ch. 13) has 50-kw RCA transmitter due shortly and plans Aug. 1 test patterns, Sept. 1 programming, writes Bernard Mullins, public relations v.p. for Travelers Bcstg. Service Corp. It will be 4th outlet in area where CBS operates WHCT (Ch. 18); NBC has WNBC (Ch. 30); Triangle Publications operates WNHC-TV, New Haven (Ch. 8). Sixth floor of Grove St. & Central Row Bldg. of Travelers Insurance Co. in downtown Hartford is being remodeled to add TV to AM-FM facilities, including 2 studios, one 40 x 60. Present radio transmitter house on Talcott Mt., Avon, Conn. is adequate to house TV. It will use 531-ft. Ideco tower. Rep will be Harrington, Righter & Parsons.

"Color from the ground up" was theme stressed by NBC as cornerstone was laid May 2 for \$4,000,000 studios of WRC-TV, Washington, due for fall occupancy. Officials attending ceremonies, which were carried on *Today* 8:40 a.m., constituted imposing list—including Vice President Nixon, 4 Senators headed by minority leader Knowland (R-Cal.), 13 Congressmen headed by minority leader Martin (R-Mass.), 6 FCC commissioners. Brief remarks were made by Nixon, NBC pres. Robert W. Sarnoff, FCC Chairman McConaughy. Alluding to color TV, Nixon said it means "we can keep no secrets at all as to our feelings," since a speaker's flush is revealed on screen if "he happens to say something that is a little embarrassing."

GE shipped 50-kw transmitter April 26 to WJTV, Jackson, Miss. (Ch. 12); 35-kw amplifier April 29 to KRGV-TV, Weslaco, Tex. (Ch. 5); 100-watt Ch. 30 transmitter April 18 to Toledo U, not a TV grantee, although Greater Toledo Educational TV Foundation is applicant for Ch. 30 there.

Technical handbook for operators of small TV stations is *Low Power Telecasting*, by Harold E. Ennes, Dage technical editor & systems engineer (Howard W. Sams, Indianapolis, 106 pp., \$2.95), with chapters on allocations, antennas & coverage, transmitters, vidicon tube, lens, live camera chain, film cameras, station installations.

KPLO-TV, Reliance, S. D. (Ch. 6) has Butler steel building ready, but 10-kw RCA transmitter won't be wired until June, when station is due on air as semi-satellite of parent KELO-TV, Sioux Falls (Ch. 11), which also operates satellite KDLO-TV, Florence, S. D. (Ch. 3), reports principal N. L. Bentson. Foundations are ready and 6-section superturnstile antenna is on hand for 700-ft. Stainless tower on which work began this week. Construction of microwave to Sioux Falls, 146 mi. away, is to start in 2 weeks. Charles Delperdang, ex-KELO-TV, will be engineering supervisor; C. J. Johnson, ex-KDLO-TV, sales mgr. KELO-TV base hour is \$450. Rep is H-R Television.

KXLJ-TV, Helena, Mont. (Ch. 12), planned as low-power satellite of parent KXLTV, Butte, Mont. (Ch. 4), has ordered Sarkes Tarzian equipment for July delivery, plans summer test patterns, fall programming, writes pres.-gen. mgr. Ed Craney. It will have 80-ft. Fisher tower in city on site near Intermountain College. KXLJ-TV will be sold as bonus to KXLTV, which has \$200 base hour. Rep is Walker.

WEEQ-TV, La Salle, Ill. (Ch. 35) plans July 15 test patterns, Aug. 1 programming, reports Fred C. Mueller, gen. mgr. of owner WEEK-TV, Peoria (Ch. 43), which plans to operate WEEQ-TV as satellite. GE transmitter has been ordered for June 30 delivery, construction plans are completed, and 400-ft. Stainless tower will be used. WEEK-TV hour is \$475. Rep is Headley-Reed.

WETV, Atlanta, Ga. (Ch. 30, educational) has ordered 12-kw GE transmitter for mid-May delivery, plans Aug. 15 test patterns, Oct. 1 programming, reports Haskell Boyter, TV-radio education director for Atlanta Board of Education. It has studio-transmitter building 75% complete, plans June start on footings for 470-ft. Truscon tower. T. W. Cowan Jr. will be chief engineer.

Battle Mountain, Nev. translator K72AF began April 27 repeating KOLO-TV, Reno, reports Ray A. Foote, pres. of Battle Mountain TV Club. Needles, Cal. translator K72AE began April 20 on interim basis repeating KLRJ-TV, Henderson-Las Vegas, writes Paul C. Griswold, pres. of Needles Community TV Club. Greenville, Cal. translator K70AM has Adler transmitter due May 4, plans May 8 start repeating KCRA-TV, Sacramento, reports Raymond F. Linn, secy. of Indian Valley TV Co.

George Polk Memorial Award goes to ABC commentator Cecil Brown for "best press, radio or TV interpretation of foreign affairs within the U. S." Other TV-radio awards, to be presented May 6 by Overseas Press Club at dinner in Waldorf-Astoria, N. Y.: Gerald Schwartzkopff (CBS), best photo-journalism abroad; Irving R. Levine (NBC), best reporting abroad; Daniel Schorr (CBS), Gary Stindt (NBC) & Frank Kearns (CBS), citations for reporting abroad. CBS-TV was cited previously for network roundup last Nov. on foreign crises (Vol. 13:14).

Revolution in agricultural expositions will be *Farm-erama-57*, "the world's fair of agriculture," Aug. 30-Sept. 2 at Huntley, Ill. The 4-day event, expected to host agricultural delegations from all over world, is different from previous farm show in that every event (demonstrations, judging, awards, etc.) will be presented to attendees via large-screen projection closed-circuit TV. *Farmerama* will be co-managed by *Farm-erama Inc.* and *WGN Inc.* (WGN-TV & WGN).

Ohio State U institute on educational TV & radio opens May 8 at Deshler Hilton Hotel, Columbus, with "Great Issues in Broadcasting—1957" as theme. Key-note of 4-day sessions of 27th annual meeting will be Westinghouse Bestg. Co. pres. Donald H. McGannon.

**Personal Notes:** Lewis M. Marcy resigns as director of NBC-TV sales development & presentations to join Sylvester L. (Pat) Weaver Jr.'s new Program Service in sales capacity . . . Louis J. Riggio, ex-Hilton & Riggio, joins CBS Radio as special consultant in network sales development . . . Adolf N. Hult, ex-Screen Gems, joins RKO Teleradio Pictures as national TV sales consultant . . . Perry B. Bascom promoted to national radio sales mgr. for Westinghouse stations . . . Wm. R. Valle, ex-Benton & Bowles, named Teleprompter operations director . . . George Rice, ex-WABC-TV, N. Y., and WBKB, Chicago, appointed program director of KGO-TV, San Francisco . . . Ray Lukshis promoted to program director of KTLA, Los Angeles; Hal Dabach to program supervisor . . . Raymond F. Guy promoted from NBC director of radio frequency & allocations engineering to senior staff engineer . . . Richard E. Jones, from KXLY-TV, Spokane, takes over May 4 as gen. mgr. of KELP-TV (formerly KILT) & KELP, El Paso, which he and other owners of KXLY-TV purchased earlier this year (Vol. 13:12) . . . Robert O. Paxson, ex-KTVH, Hutchinson-Wichita, joins upcoming KETV, Omaha, as sales mgr. . . Neil Cline, ex-station mgr. of WHAS-TV, Louisville, named mgr. of Chicago office for AM rep Henry I. Christal Co. . . Ralph J. Tangney, ex-KETC, St. Louis, and WGBH-TV, Boston, named program mgr. of educational WQED, Pittsburgh, succeeding John W. Ziegler, who becomes asst. to gen. mgr. for special projects . . . Fergus Mutrie promoted to TV operations director for Ont. by CBC; John Kannawin to radio director . . . Lester Sturgill resigns as chief engineer of WLWD, Dayton . . . Bill Alcine promoted to film director of KNXT, Los Angeles, succeeded by Alberta Hackett as production mgr. . . Lou Frankel resigns as promotion director of WATV & WAAT, Newark-N. Y. . . Harry J. Feeney promoted to CBS-TV trade & business news mgr. . . Wayne Wille, ex-*Chicago Sun-Times*, joins WBBM-TV, Chicago, as press information director . . . Wm. A. Shepler resigns as public relations director of WFBM-TV & WFBM, Indianapolis, to become director of state's Dept. of Commerce, Agriculture, Industry & Public Relations . . . James W. Evans, ex-WXEX-TV, Richmond, named promotion mgr. of WSOC-TV, Charlotte . . . Ed L. Teer, mgr. of KAVE-TV, Carlsbad, N. M., resigns; Don Husted from radio KAVE named asst. gen. mgr., Eddy Carey promoted to program director . . . George DeMartini, ex-Cohen, Simonson brokerage firm, joins Guild Films as v.p. & treas. . . Gertrude V. Casey promoted to Transfilm sales mgr. . . Lou Kravitz & Tom Ryan named v.p.'s of Fred A. Niles Productions; James Magee appointed creative director . . . Daniel G. Endy, Daniel M. Wise, Bosh Pritchard elected v.p.'s of Tel Ra Productions . . . Larry Clement, ex-Bank of America in Los Angeles, where he was negotiations officer in financing independent TV-movie producers, joins AB-PT Pictures Corp. as asst. treas. & comptroller . . . Ross M. Sutherland, ex-John Sutherland Productions, joins MPO Productions (filmed commercials) as midwestern sales mgr. . . Mortimer Becker named national counsel for AFTRA, succeeding Henry Jaffe, resigned . . . George J. Beier, ex-Scott Radio Labs & Philco, named market research director for John Meek & Staff . . . John J. Gaskell and Frank G. Uriell, latter recently exec. asst. to SEC chairman, named partners in Chicago law firm Pope & Ballard; Robert P. Howington Jr. joins firm . . . Sally Ball Kean, editor of publications, and Patricia Kielty, special feature editor, leave NARTB.

Brand Names Foundation this week elected RKO Teleradio chairman Thomas F. O'Neill as new chairman, succeeding Motorola exec. v.p. Edward R. Taylor. It re-elected Henry Abt, pres.; CBS Radio v.p. Louis Hausman, treas.; Robert MacNeal, Curtis Publishing, vice chairman.

**ADVERTISING AGENCIES:** Ben Gedalecia, Ralph H. Major Jr., Henry J. Payne elected v.p.'s of BBDO; Herminio Traviesas promoted to TV-radio dept. mgr. . . . Stanley Goodman promoted to exec. v.p. & gen. mgr. of Sterling Adv. . . . Marketing Associates, 70 E. 56th St., N. Y., is formed by Jack M. Kayne, Norman Skier, Ernest Socolov . . . Creative Merchandising Co., 535 Fifth Ave., N. Y., specializing in TV packaging & production, is formed by H. Pierson Mapes & Gene Schiess, ex-Hutchins Adv. . . . New name of Franklin Bruck Adv. Corp. is Heineman, Kleinfeld, Shaw & Joseph Inc.—Mort Heineman, pres.; M. J. Kleinfeld, chairman; Joseph Shaw & Julius Joseph Jr., v.p.'s.

TV-radio fellows picked by CBS Foundation in its first grants for year's study at Columbia U are: Ernest F. Andrews Jr., asst. professor of journalism, State U of Iowa & WSUI news director; Wm. B. Crawford, news director, CBS-TV, N. Y.; Wm. Arthur Eames, news director, KBOI-TV & KBOI; Wm. Ray Mofield, director of news & special events, WPAD, Paducah; Joseph L. Morrison, assoc. professor of journalism, U of N. Carolina; John Meredith Patterson, asst. news director, WDBJ-TV & WDBJ, Roanoke; Robert Bruce Taber, news writer, CBS, N. Y.; Avram Robert Westin, director of news & public affairs, CBS, N. Y. Awards, worth about \$8000 each for 36-week fellowship year, were open to news & public affairs employes of CBS, affiliate stations, non-commercial TV-radio stations licensed to colleges & universities, teachers of TV-radio news & public affairs in colleges & universities.

American Women in Radio & TV elected these 2-year directors April 28 at 6th annual convention in Chase Park-Plaza Hotel, St. Louis: Jeanne Bacher, radio KGST, Fresno, Cal.; Ruth Goldberg, Assn. of American Soap & Glycerine Producers, N. Y.; Bea Johnson, KMBC-TV & KMBC, Kansas City; Henrietta Kieser, Bozell & Jacobs Inc., Omaha; Martha Rupprecht, CBS, N. Y. Officers headed by pres. Edythe Fern Melrose, WXYZ-TV & WXYZ, Detroit, continue another year.

Horatio Alger Awards, to be presented May 9 at Waldorf-Astoria Hotel, N. Y. by American Schools & Colleges Assn., include these recipients: Westinghouse chairman-pres. Gwilym A. Price; Young TV Corp. pres. Adam Young; Alliance Mfg. Co. pres. John Bentia. Presentations will be made by 2 previous winners: RCA chairman Brig. Gen. David Sarnoff and Dr. Norman Vincent Peale.

**Obituary**

James M. Mathes, 68, chairman of J. M. Mathes Inc. and early promoter of radio advertising, died April 28 at home in Greenwich, Conn. He started career with N. W. Ayer & Son, helped set up its radio dept., was associated in 1923-29 with National Carbon Co.'s *Eveready Hour*, handled such other early radio accounts as E. R. Squibb & Sons and Shur-On Optical Co., started own agency in N. Y. in 1933. He boasted several radio "firsts," including sponsored drama, sound effects, paid guest stars, original script show. He was a director & member of exec. committee of Canada Dry Ginger Ale Inc., which he and P. D. Saylor bought in 1924. Widow, 3 daughters survive.

Leonard H. Hole, 49, director of NBC-TV program development, veteran of 25 years in TV & radio, died April 30 in Regent Hospital, N. Y. after long illness. He was associated with DuMont & CBS before joining NBC-TV as program procurement supervisor & production mgr. in 1950. He became TV-radio production director for NBC in 1952, program development director in 1955. This season he was network's production supervisor for *Perry Como Show* & Ray Bolger's *Washington Square*. Surviving are his widow, a daughter, his mother, a brother.

**Telecasting Notes:** Hollywood movies have grossed some \$150,000,000 from TV showing, May 1 *Variety* figures, noting that there's plenty more to come and calling these big-money deals "phenomenal—for these are the theatricals which had been written off on film company books—\$1 nominal assets which bounced back in another medium to earn millions" . . . In breakdown of total Hollywood feature film grosses from TV, *Variety* gives these estimates: MGM, about \$42,000,000 so far in 44 markets; AAP (Warner Bros. pictures), \$20,000,000; C&C TV (RKO), about \$25,000,000, including International Latex time-for-films barter deals; Republic, more than \$11,000,000; Columbia's Screen Gems, \$9,700,000; NTA, \$9,500,000; United Artists, \$2,800,000 . . . Cinderella story: Critics liked NBC-TV's Royal Ballet version of the tale even better than CBS-TV's Rodgers-Hammerstein version. But the word "ballet" still scares away some of mass audience. New Nielsen gives CBS's "Cinderella" total audience rating of 60.6, average audience of 49.1 (No. 1 in both cases). Trendex for this week's ballet on NBC averaged 12.4 vs. 33.4 for *Lucy* occupying part of same period on CBS-TV . . . If "Cinderella" ballet didn't sell color sets, nothing will. Those fortunate enough to see the NBC spectacular were treated to color at its very finest. As John Crosby summed up: "'Cinderella' was an enchanting visual experience on color TV . . . conceivably the prettiest thing I have ever seen on it yet. [In] their pastel colors, the dancers floating through what seemed like acres of space, the scenes were like Christmas cards in motion" . . . NTA Film Network pointing with pride to 15-city Trendex of first movie ("Suez") in its weekly *Premiere Performance* series; pres. Ely Landau cited average 10.1 for the new show vs. 38.9 for all competitors (including networks) combined . . . Universal's pre-1948 backlog TV sale or lease reported imminent—presumably to Sy Weintraub group composed of TV stations (said to include Westinghouse & Storer); Weintraub's Flamingo Films are not involved . . . Jackie Gleason's *Honeymooners* 1955-56 filmed 30-min. shows to be syndicated by CBS film div. . . . Revue Productions (MCA) boasts firm commitments for \$21,000,000 worth of TV film series for next season . . . Predicts Loew's Inc. pres. Joseph Vogel: "As much as 95% of TV programming [eventually] will be on film."

First TV popularity poll of *N. Y. Herald Tribune* readers (Vol. 13:11) included these top choices in 27,000 ballots: Perry Como (NBC-TV), Dinah Shore (NBC-TV), vocalists; Sid Caesar (NBC-TV), Lucille Ball (CBS-TV), comedy; Ed Sullivan (CBS-TV), variety; John Daly (ABC-TV), news; *Playhouse 90* (CBS-TV), drama; *Mickey Mouse Club* (ABC-TV), children's; *Meet the Press* (NBC-TV), forum; *Omnibus* (ABC-TV), educational; *Twenty-One* (NBC-TV), quiz; *What's My Line?* (CBS-TV), panel.

Medical journalism awards for 1956 were presented to CBS Public Affairs & WCBS-TV, N. Y., by Albert & Mary Lasker Foundation May 1 at luncheon in Ambassador Hotel, N. Y. Joint winners of 8th annual Lasker prize, network was cited for "Out of Darkness," 90 min. filmed drama on mental illness first shown March 18, station for "The Wassaic Story," 30-min. documentary on N. Y. state training school for mentally retarded, first shown Oct. 21.

Alfred P. Sloan awards for exceptional public service in highway safety, given at N. Y. dinner this week: WLW, Cincinnati; KSEL, Lubbock, Tex.; WKAR, E. Lansing, Mich.; WWJ-TV, Detroit; WTTW, Chicago; sponsors Esso, Reynolds Tobacco, Sinclair, Montgomery-Stubbs Motors (Silver Spring, Md.), Hardware Mutuals, Hedges Oil. Armed Forces Radio-TV Service received special award for traffic safety work overseas.

Romance between TV & newspapers at last week's American Newspaper Publishers' Assn. in N. Y. is theme of May 1 *Variety* story by TV-radio editor George Rosen which notes end of nearly 10 years of "TV is a dirty word" attitude. He said corridor talk indicated overwhelming acceptance of TV as a major force in communications field and meeting "was marked by a new and wholesome approach to the whole problem of rival media—as though at long last recognition had come that TV, whatever the virtues of its electronic journalism razzmatazz, is here to stay and the publishers have learned to live with it." Rosen also called attention to the "underlying awareness . . . of TV's unique role today as the No. 1 circulation builder for America's newspapers—both daily and Sunday."

Religious broadcasters can defeat themselves by ignoring requirements of competitive programming, Sig Mickelson, CBS v.p. in charge of news & public affairs, and Edward Stanley, NBC mgr. of public service programs, warned World Conference on Christian Radio-TV this week in Frankfurt, Germany. Mickelson said churches "will often propose and strenuously support programming policies which if followed very far would destroy that large audience which is now available to them." Stanley reminded Conference that TV has no "captive audience," unlike congregation at worship.

Movie vs. parody copyright case involving "Gaslight" feature, owned by Loew's Inc., and TV-radio "Autolight" version, written for Jack Benny, will be decided by Supreme Court. It agreed April 29 to hear Benny's appeal from Circuit Court ruling for Loew's that burlesque of copyrighted work is no different from any other infringement. Comedian, sponsor American Tobacco Co. and CBS argued that decision "will have a stifling effect on parody & burlesque [and] authors of parodies [will] have no alternative but to abandon their art."

Advertisers spent \$46,806,000 on ID's during 1956—amounting to 11.8% of total of \$397,606,000 spent in spot TV during year, TvB announced this week in releasing list of the 155 companies which spent \$50,000 or more on ID's last year (available on request from TvB, 444 Madison Ave., N. Y. 22).

TV producer Jack Denove has filed \$2,115,000 suit in Los Angeles Superior Court against Sol Lesser, Norman Freeman and Sol Lesser Productions, charging they defrauded him out of producer's fee and participation interest in upcoming *Tarzan* TV film series and asking appointment of a receiver to take over the films.

"Art for Radio" prizewinning painting in 1956 competition sponsored by Radio Advertising Bureau was presented this week as gift to John W. Kluge in Washington office by executives of his radio stations. Presentation of painting, "The Oracle" by abstract artist Ernest R. Smith, marked Kluge's 10th anniversary in radio.

Viewing rate continues to hit new highs, TvB reports, citing Nielsen data showing average advertisers in first 3 months reaching 20% more homes in evening, 9% more in daytime, compared with first quarter 1956. Compared with 1955, current rate is up 41% for evening shows, 28% for daytime.

Rating note: Sunday night services in Rev. G. Westerdale Bowker's church at Steventon, England, will be conducted in afternoon instead—because pews have been emptied since ITA began showing *I Love Lucy*. Minister doesn't own TV set, hasn't seen show.

TV-radio summer school at Stanford U opens 8-week sessions June 24 at Stanford, Cal., enrollment limited to 50. Cooperating in classes, including new course in educational TV, are KQED, KPIX & radio KNBC, San Francisco.

**Network Accounts:** Long-rumored big Ford-network deal shaped up this week into \$5,500,000 package wrapped up by CBS Radio thru J. Walter Thompson. On verge of final signatures at week's end, deal runs 52 weeks, includes Arthur Godfrey, Bing Crosby, Rosemary Clooney, Edward R. Murrow. Ford also is buying alt. sponsorship of *Crisis* on NBC-TV starting Sept. 9, Mon. 10-11 p.m., also thru J. Walter Thompson . . . Sylvania cancelling *The Buccaneers* on CBS-TV Sat. 7:30-8 p.m. at end of summer, substituting new situation comedy, *The Real McCoys* starring Walter Brennan, on ABC-TV starting Oct. 3, Thu. 8:30-9 p.m., thru J. Walter Thompson . . . Whitehall Pharmacal & Helene Curtis buy alt. sponsorship of summer drama *S. R. O. Playhouse* series on CBS-TV starting May 11, Sat. 9:30-10 p.m., former thru Ted Bates, latter thru Earle Ludgin; premiere stars Keenan Wynn in "Two-Bit Gangster" . . . Revlon to sponsor singer Guy Mitchell in new variety show on ABC-TV starting Sept. 21, Sat. 10-10:30 p.m., thru Emil Mogul . . . Bulova buys one-third sponsorship (with Greyhound & Drackett Co.) of *Steve Allen Show* on NBC-TV May 19 & June 2, Sun. 8-9 p.m. . . . Gold Seal Glass Wax & Sheaffer Pen sponsor *I Love Lucy* reruns on CBS-TV Wed. 7:30-8 p.m. . . . Procter & Gamble planning to reduce sponsorship of 30-min. daytime *Edge of Night* and *As the World Turns* on CBS-TV by half; too many of own products crowding each other competitively on same shows . . . Mennen buying O. S. S. on ABC-TV next fall, Thu. 9:30-10 p.m., thru McCann-Erickson . . . Kellogg joins Pillsbury for alt.

sponsorship of *The Big Record* on CBS-TV starting in fall, Wed. 8-9 p.m. . . . General Mills replaces B. F. Goodrich as sponsor (with Carnation) of *Burns & Allen* on CBS-TV in fall, Mon. 8-8:30 p.m., thru Knox Reeves, Minneapolis . . . Lever Bros. drops plans for sponsorship of *Slezak & Son* on CBS-TV in fall, Tue. 8:30-9 p.m. . . . Purex buys alt. sponsorship of *Perry Mason*, starring Raymond Burr in Erle Stanley Gardner detective stories, on CBS-TV starting in fall, Sat. 7:30-8:30 p.m., thru E. H. Weiss . . . American Dairy Assn. & Knomark (Esquire shoe polish) buy one-third alt. sponsorship of *The Perry Como Show* on NBC-TV starting in Sept., Sat. 8-9 p.m., former thru Campbell-Mithum, latter thru Emil Mogul . . . Chesebrough-Pond's may join Lever Bros. as alt. sponsor of *Life of Riley* on NBC-TV Fri. 8-8:30 p.m. . . . Prudential Insurance sponsors return of *You Are There* on CBS-TV starting May 12, Sun. 6:30-7 p.m., thru Reach, McClinton . . . Buick buys alt. sponsorship of *Tales of Wells Fargo* on NBC-TV starting Sept. 9, Mon. 8:30-9 p.m., thru Kudner . . . Timex buys 6 Bob Hope 60-min. variety shows on NBC-TV next season, starting date & time period undetermined, thru Peck . . . American Tobacco Co. agrees to renew same time for *Your Hit Parade* on NBC-TV Sat. 10:30-11 p.m. after trying for different period . . . National Assn. of Insurance Agents to sponsor \$2,000,000 partic. campaign, including network TV . . . American Petroleum Institute to sponsor TV programs in 1959 celebrating 100th anniversary of start of U. S. oil industry, thru BBDO.

Rate increases: KSTP-TV, St. Paul, May 1 raised base hour from \$1550 to \$1650, min. \$320 to \$360. KCOP, Los Angeles, May 1 raised hour from \$1250 to \$1350, min. \$250 to \$350. WJAR-TV, Providence, May 1 raised hour from \$1200 to \$1300, min. \$240 to \$310. WTVJ, Miami, added Class AAA hour (8-10 p.m. daily) at \$1100, 20 sec. at \$280, Class AA hour remaining \$1000. WCIA, Champaign, Ill. May 15 raises hour from \$800 to \$900, 20 sec. \$160 to \$190. KBET-TV, Sacramento, April 1 raised hour from \$700 to \$850, min. \$175 to \$200. KARD-TV, Wichita, April 1 raised hour from \$550 to \$650, min. \$125 to \$150. WCTV, Thomasville-Tallahassee, April 1 added Class AA hour (8-10 p.m. daily) at \$300, min. \$80, Class A hour going from \$250 to \$275. KSIX-TV, Corpus Christi, May 1 added Class AA hour (7-9:30 p.m. daily) at \$300, min. \$75, Class A hour remaining \$250. KCSJ-TV, Pueblo, July 1 adds Class AA hour (6-10 p.m. Mon.-Sat., 5-10 p.m. Sun.) at \$225, Class A hour going from \$155 to \$135.

There's no "hard shell" consumer resistance to "volume, vigor & velocity" of advertising, Grey Adv. maintains in *May Grey Matter*. To the contrary, it's become "way of life" and public "wants to be exposed to advertising probably as eagerly as advertisers want to provide the exposure," even though it comes "at him every minute of his waking day." Only thing is, it "must exude credence & confidence" and "need for great advertising has never been greater."

Success story of *TV Guide*, now running 5,300,000 circulation just 4 years after Triangle Publications turned it into national publication—and guaranteeing 6,300,000 by fall of 1958—is outlined in "Corporate Close-Up" of pres. Walter H. Annenberg in April 19 *Sales Management Magazine*. He says 1957 advertising gross should double last year's \$3,750,000—which was 84.5% gain over 1955—and he "wouldn't be surprised" if *TV Guide* becomes biggest Triangle operation by 1965.

New Nielsen brochures on TV-radio markets include graphs showing size of audience, viewing-listening patterns, network & local potentials.

Color TV is 4th choice on buying list of 1000 N. Y. men & women asked by Pulse: "If you were unexpectedly given \$1000 to spend on other than necessities, what would you spend it for?" Survey published by April 22 *Television Age* shows these answers: Vacation, 405; payment on new car, 221; clothing, 133; color TV, 116; washing machine, 92; hi-fi, 73; air conditioner, 58. Most in poll (55.7%) thought price would be main reason for not buying color TV now, but more than half hadn't seen it. Of 424 who had, 174 were "satisfied" with quality, 295 "did not like it." If & when they buy, most thought they'd want 21-in. set at \$250-\$350.

Merger of WGR Corp. with Transcontinent TV Corp. has been approved by both firms, according to Transcontinent pres. David C. Moore and WGR Corp. pres. George F. Goodyear. Ownership of WGR Corp., operator of WGR-TV, Buffalo (Ch. 2) & WGR, interlocks with Transcontinent, which owns 100% of WROC-TV, Rochester, N. Y. (Ch. 5) and 50% of WWSA-TV, Harrisonburg, Va. (Ch. 3) & WWSA.

Annual license fee for British TV sets will be increased to £4 (\$11.20) from £3 (\$8.40) Aug. 1, covering homes with both TV & radio receivers. Fee for owners of radios only will remain at £1 (\$2.80). None of the extra revenue will go to BBC, which is supported by proceeds of licenses, but will be used instead to offset changes in entertainment taxes. "Purchase tax" on TV sets remains at 30%, despite pleas from industry for reduction.

TV coverage of Fla. House of Representatives was authorized April 30 by legislature's rules committee which empowered chairman to halt TV crews if they interfere with floor proceedings and voted down proposal to restrict them to gallery.

British Marconi TV equipment has been ordered by Danish Post & Telegraphs Dept. for new stations at Aalborg, Vestjylland & Naestved. Equipment includes 4-kw vision, 1-kw sound transmitters. Denmark has 3 operating stations.

KCRG-TV, Cedar Rapids, April 1 changed to Weed from Blair TV Assoc.

**INDUSTRY EVALUATES TRANSPARENT CRT POTENTIAL:** That new transparent-face picture tube invented by Naval Research Lab physicist Dr. Charles Feldman (Vol. 13:17) is getting the close attention of tube and equipment makers. We saw tube demonstrated this week and talked to top research and engineering people of leading tube and set makers to get their evaluation of its significance. The near-unanimous consensus:

New phosphor application principle may well represent a major breakthrough, and it probably will have important applications soon in military instrumentation where cost and mass-producibility are not overriding objectives.

As for future TV applications, nobody is pooh-poohing the principle -- for the relatively far future. But, like most inventions in TV field, the new process immediately raises these questions in minds of TV engineers: (1) Is it capable of being practically and inexpensively mass-produced? (2) How many other new inventions will be required to adapt new principle to TV?

For use in color tube, new transparent phosphor system would require plenty of new companion inventions and developments, since it involves a new method of exciting different color phosphors -- by varying deflection voltage -- a method often proposed but never possible until transparent phosphor was developed.

Production costs, etc. are still unknown. But at present, most of the transparent phosphors developed by Feldman must be applied under such intense heat that a special, more expensive, glass must be used for screen.

In black-&-white, Feldman tube can be used interchangeably with conventional tube -- and could result in tremendous increase in contrast, far better viewability in bright light, with possible advantages for use in battery-operated transistorized portable sets, since adequate contrast level can be maintained with far lower beam current than in conventional tube.

Method of applying transparent phosphor has been sought in tube industry for many years -- with GE particularly active in field. Naval Research Lab attempted the project in connection with its aircraft instrument reduction program. Phosphor is designed for use with developmental Kaiser flat (2-4 in. thick) tube, which in turn is designed to be mounted on aircraft windshield so pilots may see instrument data on screen and at same time look right through CR tube into the wild blue yonder.

\* \* \* \*

Dr. Feldman, the 33-year-old govt. scientist who owns all commercial rights to new principle, arranged demonstration for us this week at NRL. The experimental models he showed us -- both color and monochrome -- were 5-in. oscilloscope tubes, though Liberty Mirror div. of Libby-Owens-Ford is currently making 19-in. version for developmental use with Kaiser flat tube (RCA also has ordered sample screens from Liberty Mirror).

Monochrome sample was mounted alongside conventional-phosphor tube of same size, fed same signal. With an off-the-air TV picture on tubes in normal artificial room light, difference between images wasn't significant. However, with the lights turned up brightly, Feldman tube retained sharp contrast while conventional tube picture washed out. With sine wave on tube instead of picture, image was plainly visible even with photoflood lamp held couple inches from faceplate and shining almost directly into tube -- while image on conventional tube was completely lost. Under normal lighting conditions, picture on Feldman tube was far sharper than on conventional tube, though not actually brighter.

Faceplate is truly transparent, which is why contrast is so great -- the room light being lost in blackened interior of tube instead of being reflected by faceplate. With no picture on tube, gun can be seen plainly from tube face.

We viewed 2-color version of tube, too -- which had 2 layers of transparent phosphor -- yellow (2 microns thick) and blue (.2 microns). Color could be shifted

from yellow to deep blue, including all blends and hues in between. We were also shown various developmental red & green phosphors -- but not white. The monochrome pictures we saw were displayed on tubes with green trace.

Feldman maintains his phosphors are longer lasting, can stand higher beam current. Method of application of phosphor to glass is somewhat similar to aluminization of present tubes or coating of optical lenses -- employing vacuum deposition process followed by high-temperature baking in vacuum or gas.

Among companies sending top engineers and scientists to watch demonstrations have been RCA, Sylvania, Rhilco, DuMont, Westinghouse, GE, Litton Industries.

**Transistor TV:** Fully transistorized sets in 2 years, transistorized portables somewhat later, were envisioned by Sylvania engineers W.F. Palmer & George Schiess in paper delivered before AIEE meeting in Pittsfield, Mass. this week. Noting that transistors are now available for many TV sockets, they said balance should be ready in 2 years. Scheiss acknowledged that sets would cost more initially but said there would also be such advantages as longer life of transistors, perhaps simpler circuits. And he noted such developments hold possibility of "true portables" (Vol. 13:12) because of lower power requirements. During Phoenix press conference this week, Motorola pres. Robert W. Galvin also foresaw possibility of transistorized portables in 3-4 years.

**Production:** TV output was 81,408 week ended April 26, compared with 78,269 preceding week and 138,256 in corresponding week one year ago. It was year's 17th week and brought TV production for year to date to about 1,831,000, compared with 2,394,264 in same period of 1956. Also this week, RETMA placed official first quarter production at 1,474,729 compared with 1,844,632 in first quarter year ago. March production was 559,842 (62,815 uhf), compared with 464,697 (68,219) in Feb., 450,190 (67,079) in Jan. and 680,003 (82,805) in March 1956. Radio production was 275,067 (96,517 auto) week ended April 26, compared with 266,707 (94,406) preceding week and 269,544 (74,333) in corresponding week year ago. Radio output for 17 weeks totaled about 5,072,000 (2,022,000) vs. 4,525,225 (1,734,784) in same 1956 period. First quarter production was placed at 3,959,367 compared with 3,532,243 in similar period last year. March production totaled 1,609,073 (597,532 auto) compared with 1,264,765 (522,859) in Feb., 1,085,529 (521,624) in Jan. & 1,360,113 in March 1956.

**Retail Sales:** TV set sales at retail for the first quarter were 1,682,911, says RETMA, down slightly from 1,689,178 sold in 1956 similar period. For March alone, sales amounted to 534,115 compared with 544,411 in March 1957. Radio sales at retail, excluding auto sets, totaled 1,818,976 compared with 1,513,722 sold in 1956 first quarter. Sales in March amounted to 730,584 vs. 527,649 in March 1956.

"Spot wobble" technique of eliminating picture lines, much discussed in England, is getting new attention at Westinghouse, engineer Francis T. Thompson told SMPTE convention in Washington this week. "This so-called 'spot wobble' actually dates back several years," he said, "but heretofore the methods for accomplishing it have involved considerable equipment and have not been entirely satisfactory. The system we have devised eliminates the problems by taking advantage of the 'split grid' structure inside the TV picture tube itself. The split focusing grid still serves its regular function of sharply concentrating the electron beam on the screen, but at the same time allows us to apply a fluctuating voltage which wobbles the beam up and down about 15,000,000 times per second. The 'wobbling' voltage is supplied by a single electronic tube fitted to a socket into which the TV picture tube is plugged." He added that Westinghouse's work hasn't reached commercial stage.

Sonora Radio assets were sold at Internal Revenue Service auction to 2 Chicago buyers—Business Assets Corp. paying \$165,000 for equipment & trade name rights, etc.; Goldblatt Bros. giving \$112,000 for finished products. Govt. has \$556,000 tax lien against Sonora which is in Chapter XI proceedings (Vol. 13:14).

Picture tube sales by manufacturers totaled 2,322,306, valued at \$41,577,018, compared with 2,638,503 tubes worth \$49,867,451 in first quarter year ago. RETMA reports sales in March of 833,088 worth \$14,847,798, compared with 728,363 valued at \$13,134,778 in Feb. Receiving tube sales for the quarter were 125,041,000 worth \$104,808,000 vs. 120,420,000 valued at \$96,919,000 in similar 1956 period. March receiving tube sales amounted to 43,010,000 (\$37,007,000) vs. 44,460,000 (\$36,631,000) in February.

Transistor sales in first quarter totaled 5,125,300, valued at \$14,612,000, more than 2.7 times last year's first quarter volume of 1,898,000 worth \$5,688,000. For March, RETMA figures show sales of 1,904,000 valued at \$5,321,000 compared with 1,785,300 at \$5,172,000 in Feb.

Ways of improving relations between corporations and their engineers, as outlined at San Diego IRE meeting by Packard-Bell pres. Robert S. Bell: (1) profit sharing; (2) corporate compactness; (3) small work groups for quick recognition; (4) promotions from ranks; (5) delegation of authority and responsibility; (6) stressing civic and professional society activities; (7) insistence on personal responsibility and loyalty to company and supervisor.

**Trade Personals:** James H. Jewell, Westinghouse sales v.p., named v.p.-marketing; John F. Myers, v.p., appointed gen. mgr. of subsidiary, Westinghouse Electric Supply Co., replacing Victor D. Kniss, resigned . . . Nicholas Maltz elected pres. of Webeor, moving up from exec. v.p., to succeed Titus Haffa who continues as chairman . . . Francis W. Crotty promoted to Zenith v.p. for patents . . . Gwilym A. Price, Westinghouse chairman-pres., speaks at Bucknell U commencement June 10 . . . W. H. Sahloff, v.p. of GE housewares & radio div., elected v.p. & exec. committee member of National Housewares Mfg. Assn. . . . Donald C. Power, General Telephone pres., and Robert E. Lewis, Sylvania v.p. & pres. of Argus Cameras div., elected Sylvania directors . . . Stanley Rendell promoted to Hallcrafters works mgr.; Frederick Trowbridge, quality control director, adds duties of director of service operations . . . E. N. Rauland, pres. of Rauland Corp., elected a director of parent Zenith . . . Robert M. Jones, Philco director of industrial relations for areas outside Philadelphia, promoted to public relations director, succeeding Wm. Wight, resigned; Joseph D. Lydon promoted to sales development director; Wm. T. Quillen Jr. becomes sales training mgr. . . . Robert H. Dolbear, ex-DuMont Labs, named sales mgr. of industrial & military products of GE's CR tube dept. . . . John A. Witherell promoted to Motorola national sales training mgr., Charles Blezer to field sales training mgr. . . . Edwin Whittaker, Canadian Admiral v.p.-gen. sales mgr., elected to board, succeeding Wm. M. Hummel, ex-v.p.-treas. . . . Wm. Connor, ex-Ferres Adv., named adv. mgr. of Canadian Westinghouse; he succeeds K. J. Farthing who becomes public relations mgr. in place of Clifford Hale, resigned to open publicity firm . . . J. W. Farrow, ex-Stromberg-Carlson, named Ampex Audio marketing director . . . Peter L. Leeb resigns as Sylvania northern Cal. sales mgr. for TV-radio-phonos . . . Arnold Platt, ex-Roto-Broil, named Pilot adv.-sales promotion mgr., succeeding Marvin Haas, now Lily-Tulip Cup adv. mgr.

Excise tax of 10% on TV-radio-phonos is left unchanged—probably for this session—as House Ways & Means Committee approved draft of excise tax revision bill (HR-7125). Measure puts wire & tape recorders and record players under same 10% tax for first time despite protests from RETMA, Phonograph Mfrs. Assn. and the industry generally (Vol. 12:11, 19-21). Committee must now write report sending bill to House; Senate Finance Committee, then Senate would have to act favorably before measure goes to President. Congress sources doubt final action on bill this year.

Funds for foreign trade statistics were endorsed by RETMA international dept. director Ray C. Ellis of Raytheon in letter to Senate Appropriations subcommittee, asking restoration of \$120,000 cut by House from Census Bureau budget request. Same committee is scheduled to hear testimony May 9 from RETMA exec. v.p. James D. Secrest in effort to get Senate restoration of \$3,650,000 House cut for 35 industry divisions of Commerce Dept.'s Business & Defense Services Administration (Vol. 13:15).

Increased cabinet demand has resulted in recall of furloughed employes at Philco's Watertown, Pa. plant and provided some new jobs. Spokesman pegged upswing to growing hi-fi and portable phono cabinet uses plus prospects of good TV volume.

Use of 110-degree tubes in Motorola 1958 line was disclosed by pres. Robert W. Galvin at news conference this week in Phoenix in conjunction with opening of \$3,000,000 military electronics plant.

Hotpoint introduces two 14-in. portables (108 sq. in., 24 lb.) and two 17-in. (154 sq. in., 30 lb.), both with 110-degree tubes (Vol. 13:15).

**DISTRIBUTOR NOTES:** Sylvania appoints Modern Distributing Co., ex-Crosley & Bendix, replacing Cincinnati Appliance Wholesalers . . . Delmonico Distributors of N. Y. elects Philip P. Geth pres. . . . Kuba Import Co. Ltd., Washington (German hi-fi) appoints as exec. v.p. & gen. sales mgr. Martin L. Scher, ex-Delmonico International; he'll headquarter in N. Y. . . . DuMont Illinois (Chicago) promotes John J. Frawley to gen. mgr., succeeding John A. Chichester; Norwin J. Eisenman promoted to midwest sales mgr. . . . D. A. Sjolseth, ex-Philco Distributors, Los Angeles, named western sales mgr. for Easy Laundry appliances.

Salute to National Radio Week, May 5-11, by RETMA pres. W. R. G. Baker calls attention to the "nearly 150,000,000 radio sets in the United States—far exceeding the number of radios in any other nation on earth" and set production running 10% ahead of last year. Observance also is sponsored by NARDA, NARTB & RAB—and RETMA of Canada is supporting similar efforts. RAB pres. Kevin B. Sweeney adds endorsement with speeches May 6 in Hollywood, Cal., following day in Washington; NARTB pres. Harold E. Fellows on ABC radio May 10, 1:15-1:30 p.m.; ABC Radio pres. Robert Eastman on May 8, 9-9:25 p.m.

Semiconductors Ltd. has been formed by Philco and Plessey Co., United Kingdom's largest electronics component maker, to produce transistors and other semiconductors in England. Licensed under Philco patents, it will use Philco equipment to mass produce transistors, production to start in early 1958. Firm is to have 500,000 shares of stock, Plessey holding 51%, Philco 49%.

Muntz ads for Westinghouse laundry equipment brought storm of protests this week from Baltimore dealers against combining Westinghouse name with "Factory Sales," name of Muntz dealer. Similar set-up is in works for Washington where spokesman says Westinghouse washers already are on display at Muntz subsidiary, Julnor Inc.

Hi-fi sound system for motels is offered by Stromberg-Carlson under leasing plan which includes system, installation, service. Basic unit can be tailored to fit needs such as hi-fi radio or recorded music in every room, alarm system, 2-way communication, maid-locating service, etc.

DuMont Labs advertising account goes from Campbell-Ewald to Page, Noel, Brown, Inc., to be handled by pres. Elliott Nonas and account exec. John Mazey. Lescarbourea Adv. will continue to handle technical & tube divs.

Olympic reports TV unit sales up 14%, hi-fi 335%, in first quarter—compared with similar 1956 period.

New 21-in. combination at \$470 is being shipped by Dominion Electrohome Ltd.

RCA southeastern office moves to 1121 Rhodes Haverty Bldg., Atlanta.

Wm. J. Halligan, Hallcrafters chairman-pres., recently gave formal reception at his Lake Shore Drive home for Dublin Mayor Robert T. Briscoe and his wife, with some 200 prominent Chicagoans as guests. Mr. & Mrs. Halligan had been guests at Briscoe home last summer.

RCA Victor radio-phono div. sets up market development group—under Wm. G. Frick—to step up retail sales and product training. Three area chiefs were named; Edward S. D'Agostino, Boston; Laurance C. Phister, Philadelphia; Wade J. Brightbill, Atlanta.

### Obituary

Edward R. Rutledge, 59, Videola Erie sales mgr., ex-Hallcrafters and Stewart-Warner, died May 1 in Brooklyn. Surviving are his widow and son.

## Financial Data on Television-Electronics Companies

**Statistical Summaries of Reports of Leading Publicly-Owned Companies**  
Including Major Component Parts Makers and Broadcasters

Compiled as of May 1, 1957 for *Television Digest* by

Greenebaum & Associates, Financial Consultants in Electronics,  
135 So. LaSalle St., Chicago 3, Ill., Financial 6-2137

NYSE—New York Stock Exchange

ASE—American Stock Exchange  
Pacific—Pacific Coast Stock Exchange

Midwest—Midwest Stock Exchange

**ADMIRAL CORP. (NYSE)**

Capitalization  
Debt: \$12,500,000  
Common: \$1 par, 2,362,096 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$230,397,662	\$37,775,281	\$18,767,554	\$7.95	\$1.00	\$ 67,960,665	39¼ - 17¼
1951	185,925,058	18,725,621	9,586,833	4.06	.88	68,756,734	29¾ - 20¼
1952	190,724,326	18,942,133	8,711,133	3.69	.83	87,530,549	32¾ - 24¾
1953	250,931,605	21,340,965	8,213,165	3.48	1.00 + 20% stk.	107,642,418	32¾ - 18½
1954	219,565,089	15,581,974	6,547,974	2.77	1.00	109,126,766	29¼ - 18¼
1955	202,361,797	5,752,144	2,282,144	.97	1.00	104,823,433	30¼ - 20¼
1956	182,046,168	2,002,915	1,037,274	.44	1.00	103,296,571	22½ - 12½
1957	.....	.....	.....	....	none	.....	14¾ - 10¾

**AEROVOX CORP. (Unlisted)**

Capitalization  
Debt: \$4,076,452  
Common: \$1 par, 868,720 shares

1950	\$23,751,172	\$3,428,572	\$1,749,418	\$2.51	\$ .30	\$11,682,140	12¼ - 4½
1951	22,574,370	1,610,182	779,353	1.11	.60	12,640,361	10½ - 6½
1952	22,460,917	1,987,215	940,440	1.35	.60	12,633,317	10½ - 6½
1953	27,064,814	2,185,824	1,074,582	1.54	.60	14,314,803	12¾ - 9
1954	28,016,539	1,520,120	860,828	1.04	.45	15,266,982	12 - 8½
1955	25,480,214	994,003	480,956	.55	5% stk.	15,896,999	137½ - 8
1956	25,095,656	1,633,693 (d)	909,893 (d)	1.05 (d)	none	15,379,924	8¾ - 4
1957 (3 mo.)	5,629,000	226,365	201,000	.23	none	.....	6 - 4

(d) Deficit.

**AIRBORNE INSTRUMENT LABORATORY, INC. (Unlisted)**

Capitalization  
Mortgage: \$300,000  
Common: \$1 par, 199,322 shares

1950	\$ 3,764,000	\$ 181,000	\$ 96,000	\$ .51	none	N.A.	.....
1951	3,264,000	122,000	76,000	.40	none	N.A.	.....
1952	4,641,000	25,000	19,000	.10	none	N.A.	.....
1953	6,614,208	151,000	77,313	.41	none	N.A.	.....
1954	10,387,400	550,226	270,226	1.44	none	\$4,251,502	.....
1955	9,255,950	1,143,265	568,265	2.87	5% stock	3,696,000	.....
1956	10,478,535	619,925	306,925	1.54	none	4,898,440	49 - 29½
1957	.....	.....	.....	....	none	.....	39½ - 33

N.A. Not available.

**AIRCRAFT RADIO CORP. (Unlisted)**

Capitalization  
Note: \$700,000  
Common: \$1 par, 296,112 shares

1950	\$3,360,292	\$ 596,214	\$ 296,414	\$1.06	\$ .60	\$2,852,417	6¾ - 5
1951	7,444,324	1,731,828	348,856	1.25	.70	6,364,882	9 - 6½
1952	8,995,835	1,464,897	389,897	1.39	.75	6,094,349	8¾ - 7¾
1953	9,424,869	1,590,611	390,611	1.40	.75	6,510,587	10 - 8
1954	8,460,347	1,551,127	576,127	2.05	1.05	5,507,435	17 - 7½
1955	7,479,731	888,994	434,994	1.49	.90	6,176,995	21 - 12¼
1956	8,685,054	1,181,784	581,784	1.96	.90	8,847,272	19 - 12
1957 (3 mo.)	2,559,562	.....	187,617	.63	.20	.....	227½ - 16¼

**ALTEC COMPANIES, INC. (Unlisted)**

Capitalization  
Common: \$1 par, 335,000 shares

1950	N.A.	.....	.....	.....	.....	.....	.....
1951	\$6,570,417	\$ 808,915	\$ 311,881	\$1.54	\$ .40	N.A.	N.A.
1952	6,188,656	680,401	294,260	.98	.66¾	N.A.	N.A.
1953	9,472,527	1,310,651	463,451	1.04	.66¾	N.A.	N.A.
1954	6,222,730	1,161,065	541,325	1.80	.66¾	N.A.	N.A.
1955	5,529,534	811,669	348,884	1.04	.80	\$3,500,343	.....
1956	5,255,852	799,773	419,723	1.25	.80	3,895,235	13 - 10
1957	.....	.....	.....	....	.20	.....	12¾ - 14¼

N.A. Not available.

# Financial Data

## AMERICAN BOSCH ARMA CORP. (NYSE)

### Capitalization

Debentures: \$1,614,000, 3 $\frac{3}{4}$ s, due Nov. 1964

Preferred: 5% cumulative serial preferred Series A & B, \$100 par, 19,875 shares

Common: \$2 par, 1,863,629 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$35,643,481	\$5,200,242	\$2,545,242	\$1.88	1.05	\$22,135,487	20 - 10 $\frac{1}{4}$
1951.....	75,898,047	7,894,820	2,607,820	1.91	1.20+20% stk.	45,580,299	17 $\frac{1}{2}$ - 12 $\frac{3}{4}$
1952.....	90,539,243	8,460,048(d)	509,708(d)	.54(d)	.90+2% stk.	48,983,258	15 $\frac{3}{8}$ - 10 $\frac{3}{8}$
1953.....	79,367,771	3,648,439	1,678,439	1.02	none	43,783,734	12 $\frac{3}{4}$ - 6 $\frac{1}{4}$
1954.....	74,416,211	4,938,370	2,570,370	1.58	4% stk.	39,951,806	15 $\frac{1}{4}$ - 9
1955.....	73,805,025	6,533,568	3,383,568	1.86	1.00+2% stk.	44,290,499	22 $\frac{1}{4}$ - 14 $\frac{1}{4}$
1956.....	122,237,735	9,666,357	4,626,357	2.43	1.00+5% stk.	54,593,088	23 $\frac{1}{8}$ - 16 $\frac{1}{2}$
1957 (3 mo.).....	31,380,571	.....	1,341,615	.70	.25	.....	26 $\frac{1}{4}$ - 19 $\frac{3}{8}$

(d) Deficit.

## AMERICAN BROADCASTING-PARAMOUNT THEATRES, INC. (NYSE)

### Capitalization

Debt: \$45,636,886

Preferred: 5% cumulative preferred, \$20 par, 348,999 shares

Common: \$1 par, 4,145,809 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950*.....	\$ 45,879,660	\$ 132,605	\$ 84,605	\$.05	none	\$ 26,491,261	14 $\frac{1}{4}$ - 7 $\frac{7}{8}$
1951*.....	58,983,129	741,943	368,943	.22	none	31,025,927	14 $\frac{1}{8}$ - 10 $\frac{1}{8}$
1952.....	167,136,730	13,578,802	6,961,113	1.34	\$1.25	141,124,092	21 $\frac{1}{4}$ - 11 $\frac{1}{2}$
1953.....	172,018,661	8,980,587	4,376,626	2.14	1.00	137,754,108	15 $\frac{3}{8}$ - 12 $\frac{3}{8}$
1954.....	188,795,705	9,826,142(a)	4,721,787	1.11(a)	1.00	138,376,649	25 $\frac{1}{4}$ - 14 $\frac{1}{2}$
1955.....	198,330,068	16,011,623(a)	8,218,017(a)	1.89(a)	1.20	138,593,905	33 $\frac{1}{2}$ - 22 $\frac{1}{8}$
1956.....	206,915,705	15,724,544(a)	7,734,545(a)	1.78(a)	1.30	146,192,447	32 $\frac{1}{2}$ - 21 $\frac{3}{8}$
1957 (3 mo.).....	.....	3,677,000	1,743,000	.40	.25	.....	24 $\frac{1}{8}$ - 20 $\frac{3}{8}$

Merger of ABC and United Paramount Theatres, Inc. effective Feb. 1953. \* 1950 and 1951 figures for ABC only.

(a) Excluding capital gains.

## AMERICAN ELECTRONICS, INC. (ASE)

### Capitalization

Debentures: \$1,090,000 convertible 5s, 1967

Common: \$1 par, 647,860 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$ 340,000	.....	.....	.....	none	.....	.....
1951.....	1,510,000	.....	.....	.....	none	.....	.....
1952.....	2,518,964	\$245,118	\$ 62,774	\$.12	none	.....	.....
1953.....	3,900,300	452,489	180,879	.36	none	.....	.....
1954.....	6,109,380	583,957	297,783	.59	\$.22 $\frac{1}{2}$	\$3,204,561	15 $\frac{1}{4}$ - 4
1955.....	5,935,104	519,013	265,013	.51	.50	4,110,513	17 - 10 $\frac{1}{2}$
1956.....	10,379,641	758,109	376,128	.73	.50	7,879,677	13 $\frac{3}{4}$ - 11
1957.....	.....	.....	.....	.....	.12 $\frac{1}{2}$	.....	14 - 11

## AMERICAN MACHINE & FOUNDRY CO. (NYSE)

### Capitalization

Debentures and Notes payable: \$67,480,400

Preferred: 3.90% cumulative, \$100 par, 65,960 shares

5% cumulative, \$100 par, 18,456 shares

Common: \$7 par, 3,181,911 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$ 27,577,242	\$ 3,405,846	\$2,015,846	\$1.53	\$.80	\$ 30,470,533	17 $\frac{1}{4}$ - 12 $\frac{3}{4}$
1951.....	54,203,434	5,989,962	3,352,962	2.31	.80+2 $\frac{1}{2}$ % stk.	53,855,489	20 $\frac{3}{8}$ - 14 $\frac{1}{8}$
1952.....	105,821,447	8,647,077	4,167,077	2.05	.80+5% stk.	78,872,791	24 $\frac{3}{8}$ - 16 $\frac{3}{4}$
1953.....	139,200,765	9,790,611	5,275,611	2.44	1.00+5% stk.	89,541,324	24 $\frac{1}{8}$ - 19 $\frac{1}{8}$
1954.....	126,507,387	7,868,022	4,023,022	1.64	1.00+2 $\frac{1}{2}$ % stk.	105,826,171	28 $\frac{3}{8}$ - 21 $\frac{3}{8}$
1955.....	145,000,977	9,789,016	4,774,016	1.66	1.00+2% stk.	132,788,863	35 $\frac{1}{8}$ - 23 $\frac{1}{4}$
1956.....	198,057,542	18,976,676	8,975,676	3.03	1.05+4% stk.	182,549,484	40 $\frac{3}{4}$ - 24 $\frac{1}{4}$
1957 (3 mo.).....	59,000,000	.....	3,490,000	1.06	.30	.....	38 $\frac{1}{8}$ - 31 $\frac{5}{8}$

## AMERICAN TELEPHONE AND TELEGRAPH CO. (NYSE)

### Capitalization

Debt: \$4,617,986,400

Subsidiary preferred: \$17,904,300

Common: \$100 par, 63,032,000 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$3,261,528,032	\$ 587,720,864	\$346,962,051	\$12.12	\$9.00	\$11,575,966,607	161 $\frac{3}{4}$ - 146 $\frac{1}{4}$
1951.....	3,639,462,365	704,221,388	364,874,176	11.00	9.00	12,774,216,000	161 $\frac{1}{8}$ - 150
1952.....	4,039,644,218	798,087,900	406,661,306	10.43	9.00	13,997,345,000	161 $\frac{3}{8}$ - 150 $\frac{7}{8}$
1953.....	4,416,729,614	937,599,573	478,512,265	11.32	9.00	15,434,549,000	161 $\frac{1}{4}$ - 152 $\frac{1}{8}$
1954.....	4,784,500,427	1,058,836,919	549,931,223	11.42	9.00	16,515,526,000	178 $\frac{1}{4}$ - 156
1955.....	5,297,043,174	1,291,183,107	664,243,416	12.27	9.00	14,479,641,983	187 $\frac{3}{8}$ - 172 $\frac{3}{4}$
1956.....	5,825,297,685	1,451,160,747	755,933,854	12.02	9.00	16,206,571,233	187 $\frac{1}{8}$ - 165
1957 (3 mo.).....	.....	180,100,000	165,990,000	2.63	4.50	.....	179 $\frac{1}{8}$ - 170 $\frac{1}{2}$

## AMP, INCORPORATED (Unlisted)

### Capitalization

Notes: \$1,300,000, 4 $\frac{1}{2}$ % Promissory Note due 1969

Common: \$1 par, 1,939,900 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$ 5,480,538	\$1,342,201	\$ 590,201	\$.31	none	.....	.....
1951.....	10,188,612	1,776,868	458,868	.23	none	.....	.....
1952.....	11,545,957	1,509,646	342,646	.17	none	.....	.....
1953.....	15,312,235	1,644,021	409,561	.21	none	.....	.....
1954.....	16,040,373	2,102,032	902,032	.46	none	.....	.....
1955.....	21,647,301	3,709,128	1,605,588	.83	none	\$12,108,805	.....
1956.....	32,299,301	6,587,742	3,227,742	1.66	none	15,411,029	19 $\frac{1}{2}$ - 16 $\frac{1}{4}$
1957.....	.....	.....	.....	.....	\$.12 $\frac{1}{2}$	.....	29 $\frac{3}{4}$ - 17

## AMPEX CORPORATION (Unlisted)

Year ending April 30

### Capitalization

Debenture: \$1,400,000 convertible subordinated 4 $\frac{1}{2}$ s, due 1969

Common: 50 cents par, 721,754 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$ 387,514	.....	\$ 60,601(d)	\$.25(d)	none	.....	.....
1951.....	968,472	\$ 129,931	114,931	.48	none	.....	.....
1952.....	2,301,707	167,823	76,823	.32	none	.....	.....
1953.....	3,548,593	202,020	88,520	.37	none	\$2,156,234	.....
1954.....	5,418,373	70,191	25,691	.06	none	3,769,231	.....
1955.....	8,163,663	762,622	365,736	.69	none	4,749,525	20 - 14 $\frac{1}{4}$
1956.....	10,196,967	607,275	311,275	.58	none	6,301,532	43 - 17
1957 (6 mo.).....	5,717,000	59,000	29,000	.04	none	.....	42 - 29 $\frac{1}{2}$

(d) Deficit.

**AMPHENOL ELECTRONICS CORP. (Unlisted)**

Capitalization  
Debt: \$1,400,000, 4½% notes, due 1987  
Common: \$1 par, 500,560 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$12,944,833	\$2,020,833	\$ 920,833	\$2.30	\$.70	\$ 7,757,607	10¾- 6½
1951.....	25,495,624	3,441,866	941,868	2.35	.80	14,621,200	12¼- 9
1952.....	36,406,697	5,687,347	1,279,290	3.19	.90	16,065,195	17¾- 10¾
1953.....	32,023,107	1,963,272	801,223	2.00	1.00	16,637,597	19 - 13
1954.....	25,584,049	1,269,491	679,491	1.70	.75	15,066,063	15½- 9
1955.....	23,263,702	1,669,687	952,687	2.38	.57½	13,540,996	19 - 12¾
1956.....	27,318,319	2,557,987	1,257,987	2.51	.95	15,705,915	19½- 15¼
1957.....	.....	.....	.....	.....	.55	.....	24½- 18¾

**ARVIN INDUSTRIES INC. (NYSE)**

Capitalization  
Debt: \$1,000,000  
Common: \$2.50 par, 896,510 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$53,684,138	\$6,940,369	\$3,605,126	\$4.05	\$1.67	\$23,565,630	30¾- 18½
1951.....	63,997,212	7,482,755	2,691,063	3.02	2.00	26,578,148	28¾- 22¾
1952.....	64,289,781	5,310,512	2,209,733	2.48	2.00	27,364,995	32¾- 25½
1953.....	73,395,197	5,311,720	2,255,001	2.53	2.00	27,135,716	32¾- 25½
1954.....	53,372,759	4,630,593	2,231,198	2.50	1.60	27,978,690	27 - 21
1955.....	67,421,583	8,445,322	4,052,091	4.55	1.70	32,033,832	34 - 24
1956.....	64,612,775	7,875,165	3,784,639	4.22	2.00	32,122,082	31¾- 26¾
1957 (3 mo.).....	17,962,721	1,980,005	951,432	1.06	.50	.....	33½- 28½

**ASTRON CORP. (Unlisted)**

Capitalization  
Debt: \$139,375  
Preferred: 4% cumulative preferred, \$10 par, 3,900 shares  
Common: 10 cents par, 645,000 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1951.....	\$1,461,687	N.A.	\$ 33,331	\$.05	(b)	(b)	(b)
1952.....	2,421,216	N.A.	100,648	.05	(b)	(b)	(b)
1953.....	3,164,983	N.A.	118,252	.18	(b)	(b)	(b)
1954.....	3,421,760	\$569,231	287,431	.44	(b)	\$ 2,076,074	(b)
1955.....	4,101,170	607,639	296,339	.46	\$.20	2,174,924	5 - 3½
1956.....	5,128,525	460,519	227,519	.35	.40	2,281,279	4½- 3
1957.....	.....	.....	.....	...	.05	.....	3½- 2

N.A. Not available.  
(b) Privately owned.

**AVCO MANUFACTURING CORP. (CROSLY) (NYSE)**

Year ending Nov. 30  
Capitalization  
Debt: \$26,781,000  
Preferred: No par cumulative conv. 132,927 shares  
Common: \$3 par, 9,066,046 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$256,966,971	\$28,735,633	\$12,835,633	\$1.47	\$.50	\$222,980,159	9½- 5¾
1951.....	286,598,113	22,089,214	10,089,214	1.10	.60	186,877,718	8½- 6¾
1952.....	326,585,641	21,578,927	11,028,927	1.20	.60	167,434,839	8¼- 6¾
1953.....	414,783,527	5,868,598	3,368,598	.34	.30	143,787,065	8¾- 4½
1954.....	375,405,920	7,509,436	3,639,436	.37	.10	200,878,864	7 - 4½
1955.....	299,332,434	2,168,311	758,311	.05	.20	198,417,760	8¼- 5½
1956.....	320,556,285	18,112,847(d)	18,112,847(d)	1.84(d)	none	181,728,051	7½- 5
1957 (3 mo.).....	83,194,479	3,119,876	3,119,876	.34	none	.....	7 - 5½

(d) Deficit.

**BECKMAN INSTRUMENTS, INC. (NYSE)**

Year ending June 30  
Capitalization  
Debt: 4½% note, \$2,500,000  
4% note, \$900,000  
Common: \$1 par, 1,287,227 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950*.....	\$ 5,207,856	\$1,431,353	\$ 694,853	\$.69	\$.13	.....	(b)
1951*.....	8,215,712	1,918,190	628,090	.58	none	\$ 5,990,000	(b)
1952(a).....	5,785,740	1,326,848	326,848	.30	none	7,148,028	17¾- 10½
1953.....	16,447,382	1,991,089	756,089	.70	none	10,247,769	17 - 11½
1954.....	18,652,870	2,320,280	920,280	.85	none	12,726,495	27½- 13¾
1955.....	21,330,598	2,539,050	1,322,050	1.06	none	16,930,012	29¾- 19¾
1956.....	29,362,131	3,344,856	1,744,856	1.36	3% stk.	21,859,411	43½- 25½
1957 (6 mo.).....	17,644,173	1,441,011	708,011	.55	none	.....	42 - 35½

\* 12 months ending Dec. 31. (a) 6 months to June 30. (b) Privately owned.

**BELOCK INSTRUMENT CORP. (ASE)**

Year ending Oct. 31  
Capitalization  
Debt: \$867,051  
Preferred: 6% cumulative, \$100 par, 1,870 shares  
Common: 50 cents par, 774,457 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	Incorporated Nov. 14, 1950	.....	.....	.....	.....	.....	.....
1951(a).....	\$ 907,308	.....	\$196,062(d)	\$.27(d)	none	.....	(e)
1952.....	3,542,365	.....	78,319	.09	none	.....	(e)
1953.....	8,154,821	\$ 289,371	155,251	.19	none	.....	(e)
1954.....	10,259,380	745,810	348,375	.45	none	\$4,746,583	(e)
1955.....	14,896,878	1,426,310	679,443	.89	none	7,423,344	27¾- 11½
1956.....	13,801,336	977,763	457,403	.58	3% stk.	9,447,002	19½- 12½
1957.....	.....	.....	.....	.....	3% stk.	.....	13½- 9¼

(a) 10 months to Oct. 31. (d) Deficit. (e) Privately owned.

**BENDIX AVIATION CORP. (NYSE)**

Year ending Sept. 30  
Capitalization  
Debt: \$1,615,000, notes  
Common: \$5 par, 4,812,844 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$219,419,794	\$30,599,434	\$16,954,116	\$4.00	\$2.37½	\$143,366,391	26¾- 17¼
1951.....	340,540,415	32,037,957	11,818,601	2.79	2.25	209,534,918	30 - 23¼
1952.....	508,701,892	50,660,972	15,295,159	3.61	1.87½	259,320,862	32 - 22½
1953.....	638,244,637	61,758,844	17,352,710	4.10	1.50	328,746,687	34½- 25
1954.....	607,711,607	61,796,575	25,537,771	5.62	2.00+7% stk.	285,430,724	52¾- 30
1955.....	567,249,923	58,717,287	25,888,599	5.66	2.10	278,064,860	59½- 45
1956.....	581,418,734	48,348,993	24,278,263	5.04	2.40+5% stk.	321,783,177	64¾- 48½
1957 (3 mo.).....	161,059,692	12,730,082	6,004,883	1.25	.60	351,414,939	64¾- 57½

# Financial Data

## CLAROSTAT MFG. CO. INC. (ASE)

Capitalization  
Common: \$1 par, 417,993 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$5,985,241	\$772,999	\$406,780	\$.99	\$.16	\$2,199,374	6 <sup>1</sup> / <sub>8</sub> - 2 <sup>1</sup> / <sub>4</sub>
1951	5,914,310	968,763	316,265	.76	.30	2,336,293	6 <sup>5</sup> / <sub>8</sub> - 4 <sup>1</sup> / <sub>8</sub>
1952	5,584,513	506,115	235,282	.56	.30	2,468,194	6 <sup>1</sup> / <sub>4</sub> - 4 <sup>1</sup> / <sub>2</sub>
1953	7,255,606	625,345	247,556	.59	.10	2,452,220	7 - 4 <sup>3</sup> / <sub>8</sub>
1954	5,682,093	107,823	57,920	.14	.25	2,309,990	7 <sup>1</sup> / <sub>2</sub> - 5 <sup>3</sup> / <sub>8</sub>
1955	6,415,740	338,315	164,235	.39	none	2,680,205	8 - 4 <sup>1</sup> / <sub>8</sub>
1956	7,468,492	467,539	227,924	.55	.20	2,565,910	5 - 3 <sup>1</sup> / <sub>8</sub>
1957	.....	.....	.....	.....	.05	.....	5 - 3 <sup>3</sup> / <sub>8</sub>

## COLLINS RADIO CO. (Unlisted)

Year ending July 31

Capitalization  
Debt: \$5,891,536; convertible subordinated debentures, due 1977, \$7,917,000, to be offered stockholders in May 1957  
Preferred: 4% Convertible preferred, \$50 par, 122,500 shares  
Common: \$1 par, Class A and B, 1,504,317 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$12,613,821	\$1,143,877	\$543,877	\$.36	\$.17	\$8,523,681	3 <sup>7</sup> / <sub>8</sub> - 1
1951	19,330,319	1,098,186	737,683	.48	none	19,125,921	4 <sup>3</sup> / <sub>8</sub> - 3
1952	64,130,371	5,834,073	1,685,651	1.04	.17+25% stk.	31,116,050	6 <sup>3</sup> / <sub>4</sub> - 3 <sup>7</sup> / <sub>8</sub>
1953	80,028,767	6,686,078	1,953,613	1.20	.17+10% stk.	34,399,396	7 <sup>5</sup> / <sub>8</sub> - 5 <sup>1</sup> / <sub>4</sub>
1954	90,300,464	7,385,729	3,390,306	1.77	.17+15% stk.	42,794,136	23 - 6 <sup>3</sup> / <sub>8</sub>
1955	108,164,689	7,194,942	3,474,942	2.32	.35	47,558,771	28 <sup>1</sup> / <sub>2</sub> - 17 <sup>3</sup> / <sub>4</sub>
1956	125,141,055	6,506,001	3,126,001	1.92	.35	59,127,377	32 <sup>1</sup> / <sub>4</sub> - 21 <sup>3</sup> / <sub>4</sub>
1957 (6 mo.)	64,283,279	4,887,035	2,345,035	1.48	none	65,089,656	28 <sup>1</sup> / <sub>2</sub> - 22

## COLUMBIA BROADCASTING SYSTEM, INC. (NYSE)

Capitalization  
Notes: \$48,666,000, Mortgage: \$3,886,445  
Class A: \$2.50 par, 4,215,715 shares  
Class B: \$2.50 par, 3,435,731 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$124,105,408	\$9,555,329	\$4,105,329	\$.80	\$.53	\$53,833,265	13 <sup>3</sup> / <sub>8</sub> - 8 <sup>3</sup> / <sub>8</sub>
1951	192,384,608	13,618,942	6,360,097	.91	.53	101,481,809	11 <sup>3</sup> / <sub>2</sub> - 5 <sup>5</sup> / <sub>8</sub>
1952	251,594,490	15,938,724	6,445,506	.92	.62	111,720,900	13 <sup>3</sup> / <sub>8</sub> - 11
1953	313,908,771	22,687,288	8,894,642	1.27	.62	136,040,997	16 <sup>1</sup> / <sub>8</sub> - 12 <sup>3</sup> / <sub>4</sub>
1954	373,380,139	23,214,645	11,414,645	1.59	.63	169,298,915	29 <sup>1</sup> / <sub>2</sub> - 13 <sup>7</sup> / <sub>8</sub>
1955	316,572,766	29,897,427	13,397,427	1.83	.77+2% stk.	180,089,502	32 - 22 <sup>1</sup> / <sub>2</sub>
1956	354,779,843	35,083,462	16,283,462	2.17	.90+2% stk.	196,097,774	34 <sup>1</sup> / <sub>2</sub> - 22 <sup>5</sup> / <sub>8</sub>
1957 (3 mo.)	.....	.....	.....	.77	.25	.....	35 <sup>5</sup> / <sub>8</sub> - 27 <sup>3</sup> / <sub>4</sub>

## CONSOLIDATED ELECTRODYNAMICS CORP. (NYSE)

(Formerly Consolidated Engineering Corp.)

Capitalization  
Debt: \$5,880,309  
Common: 50 cents par, 949,828 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$2,808,571	\$654,801	\$364,604	\$.72	\$.30+15% stk.	.....	13 <sup>1</sup> / <sub>4</sub> - 9 <sup>1</sup> / <sub>8</sub>
1951	5,614,550	1,062,591	437,591	.67	.40	\$5,081,798	14 <sup>5</sup> / <sub>8</sub> - 13 <sup>1</sup> / <sub>8</sub>
1952	8,000,841	1,028,512	501,512	.56	.40	12,201,268	17 <sup>1</sup> / <sub>2</sub> - 10 <sup>3</sup> / <sub>4</sub>
1953	14,074,064	1,919,906	510,406	.57	.40	11,796,346	15 <sup>1</sup> / <sub>4</sub> - 10 <sup>5</sup> / <sub>8</sub>
1954	15,644,520	1,633,363	842,863	.74	.40	13,096,930	31 <sup>1</sup> / <sub>2</sub> - 13 <sup>1</sup> / <sub>2</sub>
1955	17,124,429	1,489,912	803,696	.85	.40	15,885,633	31 <sup>1</sup> / <sub>4</sub> - 20
1956	25,036,689	2,208,263	1,283,263	1.35	.50	23,535,513	37 - 21
1957	.....	.....	.....	.....	.10	.....	43 <sup>3</sup> / <sub>4</sub> - 31 <sup>1</sup> / <sub>4</sub>

## CONSOLIDATED ELECTRONICS INDUSTRIES CORP. (NYSE)

Year ending September 30

Capitalization  
Debt: \$26,000  
Common: \$1 par, 787,500 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950*	\$14,759,568	.....	\$716,365	\$2.45	\$.50	.....	13 <sup>1</sup> / <sub>2</sub> - 8 <sup>3</sup> / <sub>4</sub>
1951*	12,432,733	\$517,208	222,208	.78	.90	\$4,460,578	11 <sup>1</sup> / <sub>2</sub> - 7 <sup>7</sup> / <sub>8</sub>
1952*	7,203,564	299,035(d)	299,035(d)	1.06(d)	.15	3,373,604	10 <sup>1</sup> / <sub>2</sub> - 6 <sup>1</sup> / <sub>8</sub>
1953*	7,581,023	486,953(d)	486,953(d)	1.74(d)	none	3,380,371	9 <sup>7</sup> / <sub>8</sub> - 4 <sup>5</sup> / <sub>8</sub>
1954	6,824,076	202,190(d)	202,190(d)	.72(d)	none	2,913,557	26 <sup>7</sup> / <sub>8</sub> - 5
1955	11,018,537	1,755,488	861,989	1.30	none	10,074,593	44 <sup>1</sup> / <sub>8</sub> - 23 <sup>7</sup> / <sub>8</sub>
1956	27,892,951	4,556,597	2,156,597	3.12	none	15,294,178	36 <sup>1</sup> / <sub>2</sub> - 26 <sup>1</sup> / <sub>2</sub>
1957 (3 mo.)	8,110,400	1,448,022	692,672	.88	none	14,972,862	35 <sup>1</sup> / <sub>2</sub> - 28 <sup>3</sup> / <sub>4</sub>

\* Consolidated Electronics was formerly Reynolds Spring Co. (1950-53). (d) Deficit

## COOK ELECTRIC CO. (Unlisted)

Year ending June 30

Capitalization  
Debt: \$875,000, 4<sup>1</sup>/<sub>4</sub>% notes.  
Common: \$5 par, 280,514 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$4,496,000	\$332,000	\$202,000	\$.72	\$.66	.....	.....
1951	6,390,000	880,000	335,000	1.20	.38	.....	.....
1952	11,396,052	1,647,839	447,839	1.60	.50	\$5,419,995	34 <sup>1</sup> / <sub>4</sub> - 15
1953	12,459,152	1,389,558	427,058	1.52	.38+10% stk.	6,593,552	15 - 14
1954	14,103,369	1,216,664	511,664	1.82	.60+10% stk.	7,292,342	33 <sup>1</sup> / <sub>2</sub> - 30
1955	15,253,052	506,386	251,386	.90	.30+3% stk.	7,492,651	34 - 21 <sup>1</sup> / <sub>2</sub>
1956	15,218,090	208,101	103,101	.37	.20	7,819,576	29 - 17
1957 (9 mo.)	17,569,614	.....	618,908	2.19	none	10,276,536	29 <sup>1</sup> / <sub>2</sub> - 23

## CORNELL-DUBILIER ELECTRIC CORP. (NYSE)

Year ending September 30

Capitalization  
Debentures: \$3,475,000, 3<sup>7</sup>/<sub>8</sub>% 1972  
Cumulative Pfd: \$.25 (no par) 10,399 shares  
Common: \$1 par, 512,390 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$23,927,117	\$2,888,524	\$1,747,524	\$3.07	\$.78	\$13,664,008	14 <sup>1</sup> / <sub>4</sub> - 8 <sup>3</sup> / <sub>4</sub>
1951	33,082,683	4,986,023	1,649,163	3.06	.83	17,514,482	16 <sup>7</sup> / <sub>8</sub> - 10 <sup>7</sup> / <sub>8</sub>
1952	35,496,041	5,078,616	1,539,831	2.86	1.04	21,581,027	18 <sup>3</sup> / <sub>4</sub> - 15 <sup>1</sup> / <sub>2</sub>
1953	43,630,816	5,578,491	1,666,696	3.12	1.35+10% stk.	23,049,255	26 <sup>5</sup> / <sub>8</sub> - 18 <sup>1</sup> / <sub>4</sub>
1954	37,149,778	3,799,640	1,729,640	3.25	1.90	21,456,679	36 - 21 <sup>1</sup> / <sub>2</sub>
1955	34,955,172	3,909,002	1,809,002	3.41	2.10	21,769,804	37 <sup>3</sup> / <sub>8</sub> - 29
1956	33,107,016	2,375,047	1,085,047	2.01	1.40	20,405,875	40 <sup>1</sup> / <sub>2</sub> - 20
1957 (3 mo.)	8,506,345	.....	279,693	.52	.30	.....	27 <sup>1</sup> / <sub>2</sub> - 21 <sup>5</sup> / <sub>8</sub>

**CRAIG SYSTEMS, INC.** (Unlisted)  
Year ending July 31

Capitalization

Common: \$1 par, 744,380 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950(a)	\$ 802,207	\$ 91,835	\$ 56,573	\$ .11	none	(c)	(c)
1951(a)	1,952,471	187,197	69,559	.14	none	(c)	(c)
1952(a)	4,192,332	386,402	111,616	.22	none	(c)	(c)
1953(a)	4,591,654	354,323	104,989	.21	none	(c)	(c)
1954(a)	4,887,828	512,081	209,435	.42	none	(c)	(c)
1955(b)	11,506,053	1,431,113	696,913	.95	none	\$5,835,985	(c)
1956(d)	9,570,015	975,173	463,673	.64	.40+2% stk	6,511,853	9 - 7
1957 (6 mo.)	6,613,375	781,176	372,276	.50	.10	6,273,314	8 3/4 - 6 7/8

(a) Craig Machine Co. only. (b) Pro-Forma. Year ending Nov.30.

(c) Privately owned until Feb. 7, 1956. (d) Consolidated; includes LeFebure Corp., from Feb. 10, 1956, date of acquisition.

**DAYSTROM, INC.** (NYSE)

Year ending March 31

Capitalization

Debt: \$1,960,000, 3 1/2% installment note, due 1959  
Debture: \$8,000,000, convertible, subordinated 4 3/4s, 1977

Mortgage: \$348,000

Common: \$10 par, 888,793 shares

1950	\$32,763,201	\$1,829,136	\$1,174,136	\$1.88	\$1.25	\$21,800,160	16 1/2 - 10 3/4
1951	42,397,508	5,432,331	2,436,331	3.90	1.50	25,487,642	20 1/4 - 15
1952	38,592,157	1,779,854	770,854	2.03	1.00	38,198,973	16 3/8 - 13 1/2
1953	46,155,154	2,946,154	1,405,300	2.25	1.00	45,821,250	16 1/8 - 11 1/2
1954	62,472,896	3,106,924	1,458,924	2.33	1.00	44,156,237	23 1/4 - 11 1/2
1955(a)	73,816,645	3,581,216	1,716,216	2.61	1.35	32,120,760	32 1/2 - 23
1956	63,192,498	3,544,181	1,784,181	2.01	1.20	40,244,242	30 3/8 - 22
1957 (9 mo.)	53,765,000	3,157,000	1,838,000	2.07	.30	42,570,242	37 1/2 - 29 5/8

(a) Weston Electrical Instrument Corp. merged into Daystrom May 16, 1955

**DuMONT BROADCASTING CORP.** (Unlisted)

Capitalization

Common: \$1 par, 1,259,234 shares. (Stock issued to holders of DuMont Laboratories' common stock on basis of one share for each 2 1/2 held.)

1950							
1951							
1952	\$2,830,742	\$834,525(d)	\$834,525(d)	\$ .88(d)	none		
1953	4,534,401	84,433(d)	84,433(d)	.09(d)	none		
1954	5,384,053	161,386(d)	161,386(d)	.17(d)	none	\$ 2,732,416	
1955(a)	2,697,185	222,359(d)	222,359(d)	.24(d)	none		7 3/8 - 5 7/8
1956(b)	5,355,149		899,593(d)	.95(d)	none		7 5/8 - 5
1957 (3 mo.)	1,413,688		73,092(d)	.08(d)	none	16,158,432(c)	10 - 6 1/2

(a) 27 weeks to July 17. (b) 52 weeks to December 29. (c) Pro-forma as of January 26, 1957. (d) Deficit.

**DuMONT (ALLEN B.) LABORATORIES, INC.** (ASE)

(Officially separated from DuMont Broadcasting Corp. Oct. 10, 1955 and recapitalized at that time.)

Capitalization

Mortgages Payable: \$845,185

Preferred: 5% cumulative convertible; \$20 par, 122,016 shares

Common: \$1 par, 2,361,092 shares

1950	N.A.	N.A.			\$1.00		27 - 13 1/8
1951	N.A.	N.A.			.25		19 - 14 1/4
1952	\$73,997,6200	\$3,732,428		\$ .72	.25		19 3/4 - 15
1953	72,305,000	3,177,795	\$1,544,000	.62	none		17 3/8 - 8 1/2
1954	71,457,950	1,739,102	870,273	.35	none	\$63,251,041	16 3/8 - 9 1/8
1955	57,826,809	3,674,397(d)	3,674,397(d)	1.56(d)	none	45,103,385	17 1/8 - 9 1/8*
1956	46,646,878	5,230,441(d)	3,886,734(d)	1.65(d)	none	39,349,410	10 - 4 3/8*
1957	10,059,000	353,000(d)	353,000(d)	.20(d)	none		6 1/8 - 4 5/8*

N.A. Not available. (d) Deficit. \* EX DuMont Broadcasting Stock.

**DYNAMICS CORP. OF AMERICA** (ASE)

Capitalization

Debt: \$8,724,000

Preferred: \$1 cumulative convertible, \$2 par, 400,584 shares

Common: \$1 par, 2,651,139 shares

1950	\$14,780,757	\$1,287,895	\$1,287,895	\$ .51	none	\$13,751,583	7 1/8 - 17 1/8
1951	20,876,762	1,938,851	1,938,851	.77	none	19,549,402	5 3/4 - 3 3/4
1952	35,660,419	4,005,285	2,559,285	1.02	none	24,983,569	6 - 4 1/4
1953	40,719,686	4,402,468	1,402,468	.54	\$ .20+5% stk.	27,089,811	5 3/4 - 3
1954	36,440,014	3,289,575	1,451,575	.55	.40	28,457,912	8 3/8 - 4
1955(a)	41,894,958	4,038,398	2,012,071	.61	.40	29,714,532	9 7/8 - 6 1/2
1956 (6 mo.)	22,036,032		947,771	.28	.40		8 3/8 - 5 5/8
1957					.10		7 5/8 - 5 3/4

(a) Reeves-Ely Laboratories merged into Dynamics Corp. Jan. 20, 1956; effective for accounting purposes Dec. 31, 1955

**EITEL-McCULLOUGH, INC.** (Unlisted)

Capitalization

Common: \$1 par, 785,973 shares

1950	\$ 7,944,472	\$2,408,717	\$1,170,925	\$1.55	none		
1951	7,099,430	748,021	378,680	.30	none		
1952	10,137,692	1,531,646	613,094	.81	none	\$5,597,669	
1953	11,576,674	1,132,166	596,871	.79	none	5,511,877	
1954	9,452,689	1,263,099	622,761	.75	\$ .18	5,562,560	
1955	8,950,179	1,351,810	645,844	.86	none	6,553,905	
1956	13,879,779		1,245,488	1.58	.25+5% stk.		35 - 15 1/2
1957					none		36 1/2 - 32 1/4

# Financial Data

## ELECTRONIC ASSOCIATES, INC. (Unlisted)

### Capitalization

Debt: \$1,500,000, convertible subordinated debenture 5s, due 1971  
 \$56,580, 5% note, due 1960; \$51,870, 5½% note, due 1966  
 \$28,125, mortgage, due 1964  
 Common: \$1 par, 287,784 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950 N.A.							
1951	\$ 989,461	N.A.	\$ 75,668	\$.78	none	N.A.	N.A.
1952	1,069,849	\$ 175,115	96,758	.49	none	\$2,684,882	4½ - 2½
1953	4,273,726	260,804	130,686	.59	\$.10	2,728,241	7½ - 4½
1954	4,059,927	498,037	244,558	1.00	.12½	3,676,912	14½ - 5½
1955	5,484,287	1,012,548	491,523	1.83	.25	4,480,672	37 - 27
1956	8,816,953	2,018,529	929,811	3.23	.25+5% stk.	8,447,474	66 - 31½
1957 (3 mo.)	1,538,021	408,038	201,358	.70	none	9,320,627	73½ - 54½

N.A. Not available

## ELECTRONIC COMMUNICATIONS, INC. (ASE)

(Formerly Air Associates, Inc.)

### Capitalization

Notes: \$47,322  
 Preferred: 6% cumulative convertible, \$10 par, 61,691 shares  
 Common: \$1 par, 235,933 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 6,113,201	\$ 32,734	18,014	\$.07	\$.10	\$ 3,558,563	7 - 37½
1951	11,494,502	86,363	83,971	.22½	.30+stk.	7,884,861	9½ - 3¼
1952	16,244,452	112,695	46,695	.03	.40	12,227,422	9½ - 5½
1953	19,034,877	141,659	141,659	.44	none	9,555,147	8½ - 6¼
1954	18,233,740	688,311	344,311	1.31	none	8,219,234	13¾ - 7½
1955	12,587,052	84,051	54,051	.07	none	7,898,622	12¾ - 7¾
1956	14,204,675	219,986	95,986	.25	none	9,131,950	13½ - 9
1957					none		11¾ - 8

## ELECTRONICS CORPORATION OF AMERICA (ASE)

### Capitalization

Debt: \$3,900,000 notes  
 Preferred: \$100 par 6% non-cumulative 4,586 shares  
 Common: \$1 par, 707,428 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 1,536,217	\$ 41,379	\$ 36,520	\$.05	none		(b)
1951	1,836,768	85,283	36,207	.05	none		(b)
1952	3,627,215	191,342	76,884	.11	none		(b)
1953	4,636,565	349,031	190,906	.27	none	\$2,943,858	(b)
1954	5,590,209	375,956	159,899	.19	none	4,749,828	16¼ - 11
1955	11,302,456	876,840	446,840	.59	none	7,487,253	23 - 11½
1956	6,973,306	1,024,152(d)	476,467(d)	.71(d)	none	9,536,045	24½ - 9½
1957					none		12¾ - 9½

(b) Privately owned.

(d) Deficit.

## EMERSON RADIO & PHONOGRAPH CORP. (NYSE)

Year ending October 31

### Capitalization

Debt: \$6,925,000  
 Common: \$5 par, 1,953,373 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$74,188,297	\$11,969,778	\$6,514,716	\$3.70	\$1.10	\$27,320,398	18¾ - 7¾
1951	55,797,963	6,875,877	3,592,397	1.86	1.00	36,527,980	16¼ - 12¾
1952	57,664,201	4,651,625	2,262,556	1.17	.70	26,148,595	15¾ - 11¾
1953	75,926,546	6,499,485	2,983,432	1.54	.50	38,344,638	14 - 10
1954	80,559,994	3,449,209	1,884,976	.97	.60	40,971,196	15½ - 9½
1955	87,383,028	4,770,140	2,468,063	1.28	.60	43,559,520	16¾ - 11¾
1956	73,882,029	331,748	84,852	.04	.30+1% stk.	44,280,455	13½ - 5¼
1957 (3 mo.)			196,509	.10	none		6¾ - 5¼

## ERIE RESISTOR CORP. (Unlisted)

### Capitalization

Debt: \$1,500,000, 4% notes, due 1973.  
 Preferred: \$1.20 convertible \$20 par, 62,478 shares to be replaced by 200,000 shares \$12.50 par convertible.  
 Common: \$2.50 par, 554,498 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$10,490,919	\$1,715,272	\$826,104	\$1.49	(b)	\$5,303,827	(b)
1951	9,317,724	660,989	383,292	.62	\$.31¼	4,989,653	6¾ - 5½
1952	10,750,936	845,476	450,333	.81	.40	5,356,564	7 - 5¾
1953	12,845,735	1,160,239	595,511	1.01	.40	6,531,130	7¾ - 6¾
1954	14,866,836	700,418	317,767	.44	.40	9,951,069	8½ - 6½
1955	22,358,644	1,771,490	959,433	1.60	.20	11,609,028	8¾ - 5¼
1956	23,300,749	1,793,147	956,452	1.59	.40	13,261,328	11½ - 7¾
1957					.20+stk.		11 - 9

(b) Privately owned.

## FRIDEN CALCULATING MACHINE COMPANY, INC. (Pacific)

### Capitalization

Notes: \$2,000,000  
 Common: \$1 par, 1,020,882 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$16,467,239	N.A.	\$1,582,152	\$2.07	\$.44	N.A.	
1951	15,795,488	\$5,880,695	1,846,608	2.41	.50	\$14,234,704	
1952	21,923,873	4,294,249	1,775,916	2.32	.50	14,113,067	
1953	23,004,213	3,223,112	1,540,000	2.01	.50	14,744,864	
1954	25,616,663	3,773,208	1,850,144	2.42	.50	16,714,680	
1955	31,437,755	4,828,659	2,376,982	3.11	.65+2% stk.	19,387,179	35 - 23
1956	50,624,940	7,641,694	3,591,625	3.60	.95	30,481,834	50½ - 34½
1957					.25+1½% stk.		51 - 38

N.A. Not available.

## GABRIEL CO. (NYSE)

### Capitalization

Debt: \$408,577, 4¼% 5-year notes, due 1958  
 Preferred: \$5 cumulative pfd. \$10, par, 50,963 shares  
 Common: \$1 par, 520,538 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$12,670,521	\$1,591,672	\$824,272	\$2.20	\$.55+10% stk.	\$ 6,331,749	8½ - 7¾
1951	15,795,488	1,009,112	591,992	1.07	.45	10,382,992	9½ - 7¾
1952	17,888,893	21,127	13,927	.04(d)	.50	11,165,324	8 - 6
1953	21,976,182	376,642	214,642	.35	none	9,974,912	7 - 4½
1954	18,310,269	51,291(d)	23,891	.11(d)	.30	8,486,682	7¾ - 4¾
1955	15,295,612	531,923	262,923	.45	.15	8,808,983	9½ - 5¾
1956	19,209,638	793,203	378,203	.68	.60	10,186,071	9½ - 6¾
1957 (3 mo.)	5,784,916	381,087	182,922	.34	.15		7¾ - 6¾

(d) Deficit.

**GENERAL DYNAMICS CORP. (NYSE)**  
(Merger with Stromberg-Carlson effective in July, 1955)

Capitalization  
Debt: \$12,361,550  
Debentures: \$39,767,000, 3½s, due 1975  
Mortgage: \$4,945,000, due 1968  
Common: \$1 par, 7,781,368 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$ 78,947,256	\$ 4,141,672	\$ 2,370,672	\$ .51	\$.42	\$ 51,963,237	10½- 8
1951.....	116,270,550	9,284,381	4,557,980	1.51	.33	62,917,034	137½- 87½
1952.....	182,649,610	14,083,176	6,157,922	1.91	.75	94,715,067	227½- 121¼
1953.....	271,886,140	17,801,111	7,886,111	2.34	.75	110,690,126	233½- 151½
1954.....	712,150,670	48,027,226	22,777,226	3.07	1.08	234,446,340	411½- 18
1955.....	687,274,182	44,254,386	21,254,386	2.82	1.43	294,816,011	533½- 247½
1956.....	1,047,818,510	61,570,397	31,946,995	4.14	1.60	434,573,574	595½- 373¼
1957 (3 mo.).....	334,607,000	.....	8,793,767	1.13	1.00	.....	68½- 54¾

**GENERAL ELECTRIC CO. (NYSE)**

Capitalization  
Debt: \$300,000,000 3½% debentures, due 1976; other liabilities, \$85,095,156  
Common: No par, 87,162,264 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$2,233,800,000	\$397,100,000	\$179,700,000	.....	\$1.27	\$1,335,415,000	163¼- 139¼
1951.....	2,619,600,000	434,100,000	143,700,000	.....	.95	1,588,070,000	211½- 161½
1952.....	2,993,400,000	447,000,000	164,900,000	.....	1.00	1,579,523,878	241¼- 181½
1953.....	3,510,600,000	497,500,000	173,800,000	.....	1.33	1,696,588,736	303¼- 221½
1954.....	3,334,708,206	407,164,027	204,371,317	\$2.36	1.47	1,691,979,938	481½- 377½
1955.....	3,463,734,419	385,203,709	208,908,054	2.41	1.60	1,727,553,319	573¼- 461¼
1956.....	4,090,015,685	423,756,849	213,756,849	2.46	2.00	2,221,146,920	651½- 523¼
1957 (3 mo.).....	1,048,850,000	131,306,000	64,006,000	.73	1.00	.....	64¾- 52¾

**GENERAL INSTRUMENT CORP. (NYSE)**

Year ending February 28.  
Capitalization  
Debt: \$1,992,000, 4% notes, Mar. 1, 1958-Mar. 1, 1962  
Common: \$1 par, 1,373,273 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$13,634,582	\$ 107,184(d)	\$ 107,184(d)	\$.22(d)	\$.40	\$ 8,749,655	13½- 81¼
1951.....	25,850,231	2,639,099	1,229,099	2.02	.25	9,093,442	115½- 71¼
1952.....	18,527,974	1,158,558(d)	993,558(d)	1.63(d)	.20	8,349,061	111½- 61¼
1953.....	30,407,530	1,986,332	1,275,864	2.10	.25	10,185,345	141½- 99¼
1954.....	32,502,305	1,695,559	926,903	1.13	.25	11,278,619	121¼- 81½
1955.....	22,795,029	839,140(d)	412,220(d)	.50(d)	.37½	8,749,655	13 - 7½
1956.....	28,928,604	570,127	285,474	.21	.37½	12,386,859	101½- 63½
1957 (9 mo.).....	25,398,628	700,729	337,146	.24	none	.....	81½- 61¼

(d) Deficit.

**GENERAL PRECISION EQUIPMENT CORP. (NYSE)**

Capitalization  
Debt: \$22,705,776  
Preferred: \$4.75 Cum Pfd., no par, 105,904 shares.  
Preferred: \$1.60 convertible, 59,225 shares.  
Common: \$1 par, 1,125,806 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$ 27,072,360	\$ 1,591,899	\$1,141,098	\$1.45	\$1.00	\$ 26,371,314	213½- 121½
1951.....	29,872,429	1,056,546	1,010,042	.99	1.00	33,671,209	273½- 171½
1952.....	54,326,849	2,955,278	1,255,278	1.88	1.00	47,620,429	241½- 167½
1953.....	87,763,925	7,840,349	3,436,349	5.09	1.00	57,101,143	273½- 211½
1954.....	123,332,634	11,725,090	5,488,089	5.54	1.90	91,357,754	521¼- 25
1955.....	133,337,819	5,363,758	2,530,758	2.05	2.40	100,887,108	711½- 361½
1956.....	153,261,864	5,194,729	2,394,729	1.73	2.40	119,117,579	531½- 341½
1957.....	.....	.....	.....	.....	.60	.....	43¾- 361½

**GENERAL TELEPHONE CORP. (NYSE)**

Capitalization  
Debentures: \$53,000,000, convertible, due 1971  
Funded debt: \$356,730,000  
Preferred: \$2.20 convertible, \$50 par, 8,605 shares  
\$2.37½ convertible, \$50 par, 9,140 shares  
\$2.12½ convertible, \$50 par, 238,862 shares  
Subsidiary preferred: \$96,504,000  
Common: \$10 par, 13,283,000

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$ 70,080,262	\$12,961,343	\$ 4,135,727	\$1.17	\$.89	\$306,606,171	133½- 107½
1951.....	84,796,003	18,478,234	5,528,812	1.17	.89	373,751,529	141¼- 12
1952.....	102,004,210	26,168,493	8,763,425	1.45	.89	369,288,813	157½- 131½
1953.....	127,946,088	38,753,190	13,952,116	1.77	.98	419,646,338	201¼- 151½
1954.....	188,517,000	59,964,000	24,052,000	1.84	1.07	613,075,000	243¼- 193¼
1955.....	209,813,000	76,178,000	31,007,000	2.62	1.31	693,453,000	453½- 231½
1956.....	237,370,000	68,634,000	40,416,000	3.05	1.65	869,662,000	46 - 38
1957(a).....	40,975,000	.....	6,982,000	.53	.45	.....	45½- 39½

(a) 2 months to Feb. 28.

**GENERAL TIRE & RUBBER COMPANY (NYSE)**

Year ending November 30  
Capitalization  
Debt: \$1,370,000 4¼% subordinated debentures due 1981.  
\$2,927,600 4¾% notes due 1981.  
\$1,310,000 5% subsidiary notes.  
\$48,000,000 subsidiary notes.  
Preferred: 5½% cumulative; par \$100, 111,408 shares  
4½% cumulative, convertible, par \$100, 82,000 shares  
\$5.00 cumulative, \$100 par, 98,933 shares.  
Common: \$2.50 par, 1,465,500 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$125,375,837	\$15,718,416	\$ 8,557,616	\$6.31	\$1.36	\$ 75,027,859	155½- 81½
1951.....	170,771,522	19,992,236	7,016,641	5.08	1.59	98,452,324	273¼- 151½
1952.....	185,914,247	12,378,477	6,147,918	4.38	1.80	113,206,476	30 - 22½
1953.....	205,371,098	10,010,134	6,275,158	4.46	1.80	120,241,084	315½- 205½
1954.....	216,986,110	7,542,980	4,502,645	2.89	1.80	150,811,696	427½- 261½
1955.....	295,731,096	19,738,731	9,704,731	6.29	2.00+10% stk.	183,243,797	643¼- 411½
1956.....	390,471,772	21,823,129	10,800,129	6.90	2.00	237,908,652	663¼- 471¼
1957 (3 mo.).....	95,497,316	6,000,400	3,250,400(e)	1.95(e)	.50+4% stk.	.....	82¾- 55¼

(e) Includes RKO Teleradio Pictures Inc.

# Financial Data

## GIANNINI (G. M.) & CO. (Unlisted)

### Capitalization

Preferred: 5½% cumulative convertible \$20 par, 50,000 shares.  
Common: \$1 par, 300,000 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 952,418	.....	\$ 83,990 (d)	\$.89 (d)	none	.....	.....
1951	2,571,379	.....	194,619	1.46	none	.....	.....
1952	4,704,034	\$827,909	263,726	1.91	none	\$2,191,793	.....
1953	4,334,195	328,247	103,247	.39	none	1,873,305	.....
1954	4,308,467	222,617 (d)	52,617 (d)	.27 (d)	none	2,138,192	.....
1955	6,436,330	620,787	290,787	.94	none	2,845,110	9½ - 4½
1956	9,510,091	715,521	339,521	1.05	.25 + 200% stk.	4,253,037	13¾ - 9½
1957	.....	.....	.....	.....	none	.....	18 - 11¾

(d) Deficit.

## GLOBE-UNION INC. (ASE)

### Capitalization

Debt: \$4,570,000  
Mortgage: \$207,813  
Common: \$5 par, 824,055 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$41,348,440	\$5,399,747	\$2,699,747	\$4.22	\$1.90	\$22,531,771	25½ - 11
1951	40,686,581	2,743,136	1,508,136	2.25	1.00	20,864,200	30¼ - 20½
1952	45,877,113	3,254,071	1,608,071	2.40	1.25	22,921,907	27 - 19¾
1953	48,180,147	3,392,276	1,682,276	2.35	1.10 + 2½% stk.	23,359,305	27¾ - 22
1954	44,106,364	1,209,280	569,280	.79	1.20	20,125,253	24 - 19½
1955 (a)	56,622,579	3,800,510	1,671,996	2.03	1.20	23,595,716	24¾ - 20
1956 (a)	58,667,310	2,366,383	1,166,383	1.42	1.20	27,315,879	22 - 16½
1957	.....	.....	.....	.....	.30	.....	20¾ - 16½

(a) Includes WICO Electric Co. acquired June 14, 1956, for both years.

## GROSS TELECASTING, INC. (Unlisted)

### Capitalization

Common: \$1 par, 200,000 shares; Class B, \$1 par, 200,000 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 515,317	N.A.	\$107,149	\$.27	none	N.A.	.....
1951	906,524	N.A.	196,508	.49	none	N.A.	.....
1952	1,452,531	\$ 749,599	357,077	.89	none	N.A.	.....
1953	1,857,326	927,933	419,891	1.05	none	N.A.	.....
1954	2,241,589	1,320,464	639,464	1.60	none	\$2,992,157	.....
1955	2,607,530	1,499,947	724,947	1.81	\$.90	3,268,490	.....
1956	2,815,408	1,568,926	741,926	1.85	1.30	4,015,248	20 - 15
1957	.....	.....	.....	.....	.40	.....	20¾ - 17¼

N.A. Not available.

## HAZELTINE CORP. (ASE)

### Capitalization

Common: No par, 716,586 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 4,078,000	\$2,783,741	\$1,428,431	\$2.04	\$.87½	.....	12½ - 8
1951	6,957,344	4,938,790	1,459,490	2.09	.87½	\$25,090,342	23½ - 11¾
1952	9,237,190	6,578,732	2,006,790	2.87	1.50	25,862,549	26½ - 17¾
1953	10,057,032	7,256,906	2,085,706	2.98	1.50	26,266,608	30 - 19
1954	8,525,768	5,733,264	2,666,264	3.81	2.00	25,560,204	59¾ - 26½
1955	5,947,166	3,531,824	1,604,824	2.24	2.00	22,798,931	59¾ - 36½
1956	6,918,475	4,106,162	1,873,162	2.61	1.40 + 2½% stk.	27,535,758	48 - 32
1957	.....	.....	.....	.....	.35	.....	41¾ - 30½

## HOFFMAN ELECTRONICS CORP. (NYSE)

### Capitalization

Debt: \$2,670,000  
Common: 50 cents par, 730,295 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$29,580,510	\$3,804,053	\$1,923,053	\$3.37	\$.80	\$10,720,620	21¾ - 7½
1951	20,487,258	318,266	340,066	.60	.50	11,936,215	14 - 7½
1952	36,566,955	3,662,318	1,756,272	2.40	.25	16,543,902	15½ - 10½
1953	50,415,146	3,068,655	1,199,655	1.64	1.00	15,657,392	16¾ - 13
1954	42,647,008	3,202,513	1,485,513	2.03	1.00	16,272,669	24 - 13¾
1955	44,416,673	3,241,596	1,560,596	2.13	1.00	22,472,037	31¾ - 20½
1956	46,580,279	3,330,883	1,601,974	2.19	.75	18,446,923	25¼ - 18½
1957 (3 mo.)	11,493,599	1,079,968	512,802	.70	.50	.....	20½ - 17¾

## HYCON MANUFACTURING CO. (Unlisted)

Year ending January 31

### Capitalization

Debt: \$450,000 5% debentures due 1965; \$80,000 4½% notes due 1958  
Preferred: 5½% Cum. conv. pfd., \$10 par, 120,000 shares  
Common: 10 cents par, 2,745,990 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1951	\$ 1,880,906	\$ 30,768	.....	\$.10	none	.....	.....
1952	4,154,039	203,196	.....	.02	none	.....	.....
1953	3,953,000	192,282	\$ 82,282	.07	none	\$2,115,124	2 - 7½
1954	12,115,300	124,433	67,733	.03	none	4,829,717	7¾ - 1½
1955	11,943,793	982,592	443,592	.21	none	6,806,110	10¾ - 6½
1956	8,946,386	190,217	80,217	.01	none	6,622,694	7½ - 3
1957	7,950,170	3,488,433 (d)	2,882,337 (d)	1.05 (d)	none	6,782,079	3¾ - 2½

(d) Deficit.

## INDIANA STEEL PRODUCTS CO. (Midwest)

### Capitalization

Debt: \$70,000, 1st 5s, due 1963  
\$1,125,000, 4½% notes  
Common: \$1 par, 293,298 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$6,071,293	\$1,075,740	\$500,740	\$1.76	\$.40	\$3,115,307	5 - 3¾
1951	7,840,671	1,836,326	586,326	2.06	.62½	3,365,448	9¼ - 9½
1952	6,385,912	888,565	308,565	1.08	.55	3,666,359	8¾ - 6
1953	8,092,637	1,463,866	335,925	1.18	.68¾	3,806,534	12¼ - 7¼
1954	7,055,158	1,307,854	587,854	2.07	.75	4,129,037	19½ - 9
1955	9,402,753	1,711,945	766,945	2.70	.95	4,744,532	23 - 18½
1956	11,329,592	1,714,336	764,336	2.61	1.20	6,729,812	25¼ - 19½
1957 (3 mo.)	.....	475,000	201,300	.69	.30	.....	27¾ - 19¾

## INTERNATIONAL BUSINESS MACHINES CORP. (NYSE)

### Capitalization

Debentures: 2½%, due 1965, \$20,000,000  
 Debt: 3½% note, due 1971, \$50,000,000  
       3% note, due 1968, \$35,000,000  
       3¾% notes, due 1974, \$30,000,000  
       3¾% notes payable, \$195,000,000  
 Common: No par, 10,502,236 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$214,916,717	\$ 61,101,309	\$33,301,309	\$3.25	1.60+4% stk.	\$299,952,591	96 - 74
1951	266,798,483	77,292,090	27,892,090	2.72	1.60+4% stk.	394,119,472	92½ - 79¾
1952	333,728,245	78,474,541	29,374,541	2.92	1.60+4% stk.	428,228,982	98½ - 74¾
1953	409,989,104	92,319,210	34,119,210	3.41	1.60+4% stk.	520,438,451	101½ - 93¾
1954	461,350,278	98,336,625	46,536,625	4.54	1.60+4% stk.	565,475,154	150 - 78¾
1955	563,548,792	148,672,633	55,872,633	5.45	1.60	629,510,998	180 - 139¾
1956	734,339,780	143,784,510	68,784,510	6.55	1.80+2½% stk.	769,049,451	225 - 298
1957 (3 mo.)	.....	39,065,407	18,745,607	1.79	.50	.....	302½ - 249

## INTERNATIONAL RESISTANCE CO. (ASE)

### Capitalization

Debt: \$1,408,650  
 Common: 10 cents par, 1,353,298 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$11,085,109	\$2,209,584	\$1,056,638	\$1.01	\$.30	\$7,550,975	6 - 2½
1951	12,973,170	2,134,675	754,675	.71	.40	6,465,078	6½ - 4½
1952	11,778,836	1,372,017	577,877	.44	.30	6,394,361	5¾ - 4
1953	12,755,041	1,083,348	508,058	.38	.20	7,438,253	5½ - 3¾
1954	13,207,649	1,254,817	603,320	.45	.30	7,750,524	5½ - 3¾
1955	15,684,722	1,043,138	533,296	.40	.20	9,131,582	12¾ - 5
1956	16,787,913	1,208,599	523,416	.39	.20	8,821,231	8¼ - 4½
1957(a)	.....	270,297	117,845	.09	.05	.....	6½ - 4¾

(a) 15 weeks to April 14.

## INTERNATIONAL TELEPHONE & TELEGRAPH CO. (NYSE)

### Capitalization

Debt: \$19,000,000, 15-yr. 3% debentures, due May 15, 1961  
 Subsidiary Debt: \$68,841,268  
 Subsidiary preferred: \$10,870,054  
 Common: No par, 7,176,677 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$253,100,000	.....	.....	\$2.38	none	.....	16 - 9¼
1951	298,000,000	.....	.....	2.60	\$.60	.....	19½ - 13½
1952	397,562,175	.....	\$22,147,753	3.09	.80	\$579,705,657	20¾ - 15
1953	408,029,558	.....	22,377,611	3.12	1.00	602,761,430	20¼ - 13¾
1954	372,638,805	\$51,863,576	20,063,525	2.80	1.00	636,969,623	26¾ - 17¾
1955	448,378,128	62,851,571	23,070,327	3.21	1.30	687,451,677	31½ - 23¼
1956	501,405,379	73,347,000	28,109,946	3.92	1.70	760,837,677	37¾ - 29¼
1957	.....	.....	.....	.....	.90	.....	34½ - 29½

## JEFFERSON ELECTRIC CO. (Unlisted)

### Capitalization

Debt: \$2,120,000, 3¾% promissory note, due Aug. 1, 1968  
 Common: \$5 par, 396,925 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$12,444,850	\$1,468,730	\$718,730	\$6.05	\$2.00	\$7,016,500	23¾ - 16½
1951	13,947,432	1,426,516	459,516	3.87	2.50	7,198,125	27½ - 20¾
1952	11,438,103	551,475	370,475	.93	1.50	8,052,106	11 - 10
1953	14,666,906	712,736	171,222	.18	.60	9,533,434	10¾ - 5¾
1954	14,298,178	155,878	93,878	.24	.40	8,487,076	8¼ - 5¼
1955	15,761,194	698,750	348,750	.88	.20	9,079,994	7¼ - 5
1956	18,357,841	1,604,901	774,901	1.95	.30	9,584,121	12 - 7
1957 (3 mo.)	4,292,273	.....	186,252	.47	.15	.....	12 - 10¾

## JERROLD ELECTRONICS CORP. (Unlisted)

Year ending February 28

### Capitalization

Debenture: \$2,750,000, convertible subordinated 6s, due 1975  
 Common: \$1 par, 1,098,570 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1951	\$ 840,808	N.A.	\$ 18,609	\$.02	none	N.A.	N.A.
1952	984,209	N.A.	18,696	.02	none	N.A.	N.A.
1953	1,280,851	\$ 67,804	24,514	.02	none	N.A.	N.A.
1954	2,483,639	335,456	167,663	.15	none	N.A.	N.A.
1955	2,816,634	405,784	202,226	.18	\$.10	\$4,645,300	4 - 2½
1956	3,703,065	248,474	169,422	.15	none	4,579,566	3¾ - 1¾
1957 (6 mo.)	2,140,326	32,927(d)	47,372(d)	.04(d)	none	.....	3¾ - 1½

N. A. Not available. (d) Deficit.

## LEAR, INC. (ASE)

### Capitalization

Debt: \$3,000,000, 4¼% subordinated debentures, due 1970  
 Common: 50 cents par, 2,327,844 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 7,952,666	\$ 22,132(d)	\$ 22,132(d)	\$.01(d)	none	\$ 7,617,298	4½ - 1 13/16
1951	21,227,093	1,703,631	803,631	.40	none	10,978,105	6¾ - 3¼
1952	44,065,980	3,873,543	1,097,543	.53	none	16,455,709	4½ - 2½
1953	49,120,910	4,450,373	1,193,373	.56	none	28,179,410	5¼ - 2¾
1954	54,435,637	5,002,227	2,305,727	1.05	\$.30	24,395,795	9¾ - 3¾
1955	54,600,273	4,360,811	2,115,811	.93	.30	27,109,187	13¾ - 7¼
1956	63,900,786	3,406,018	1,977,799	.85	.30	33,526,685	10¼ - 7¾
1957	.....	.....	.....	.....	.15	.....	8¾ - 7¼

(d) Deficit.

## LEEDS & NORTHRUP CO. (Unlisted)

Year ending May 31

### Capitalization

Debt: \$4,000,000, 3¾% notes, due 1972  
 Preferred: 5% cumulative convertible, series A, \$25 par, 129,060 shares.  
       5% cumulative convertible, series B, \$25 par, 41,543 shares  
 Common: 50 cents par, 623,244 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$14,750,000	\$ 954,000	\$ 570,000	\$.65	\$.50	N.A.	N.A.
1951	21,327,000	2,706,000	1,015,000	1.41	.63	N.A.	N.A.
1952	30,974,000	4,422,000	1,092,000	1.43	.50	N.A.	N.A.
1953	31,913,450	3,287,832	929,134	1.12	.41	N.A.	N.A.
1954	30,488,550	2,654,539	875,186	1.02	.44	\$17,292,748	N.A.
1955	27,688,440	1,901,535	800,439	.94	.44	17,734,747	14 - 12½
1956	30,725,239	2,267,816	1,163,816	1.52	.45	22,443,345	27½ - 13½
1957 (9 mo.)	26,678,000	2,518,500	1,138,500	1.64	.30	.....	31½ - 24½

N.A. Not available.

# Financial Data

## LITTON INDUSTRIES, INC. (ASE) Year ending July 31

### Capitalization

Long-term debt: \$2,312,000.

Preferred: 5% cumulative convertible, \$100 par, 903½ shares

Common: 10 cents par, 1,132,345 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1953.....	Incorporated Nov. 2, 1953						
1954(a).....	\$ 2,980,051	\$ 347,420	\$ 154,420	\$.28	none	\$ 4,200,176	.....
1955.....	8,774,273	679,413	436,413	.44	none	7,647,918	15 - 9½
1956.....	14,920,050	1,995,703	1,019,703	.97	none	10,826,182	32½ - 14¾
1957 (6 mo.).....	12,462,000	1,533,000	811,000	.72	none	14,317,000	40¾ - 29½

(a) 9 months to July 31

## MAGNAVOX CO. (NYSE) Year ending June 30

### Capitalization

Debt: \$6,000,000, 4¼% installment notes, due 1969

Mortgage: \$227,000

Preferred: 4¾% cumulative convertible, \$50 par, 119,980 shares

Common: \$1 par, 845,832 shares

1950.....	\$31,716,630	\$3,207,982	\$2,007,982	\$2.55	\$.46	\$12,625,236	24¼ - 107¾
1951.....	44,177,645	5,624,883	2,233,237	2.73	1.13	17,256,171	18¼ - 12½
1952.....	36,837,503	2,638,775	1,343,760	1.62	1.36	18,854,075	22½ - 15½
1953.....	57,959,669	4,548,337	2,238,337	2.65	1.36	29,824,144	22¼ - 15½
1954.....	62,974,430	5,332,530	2,102,530	2.51	1.36	28,543,292	24¼ - 16½
1955.....	55,071,765	4,571,087	2,426,087	2.90	1.38	31,728,825	41¾ - 23
1956.....	70,529,646	6,220,442	3,100,442	3.54	1.50+5% stk.	41,567,963	41 - 31½
1957 (6 mo.).....	46,395,187	4,496,539	2,276,539	2.52	.37½+5% stk.	.....	39¼ - 35

## P. R. MALLORY & CO. (Unlisted)

### Capitalization

Debt: \$13,000,000 notes

Preferred: 5% cumulative convertible, series A, par \$50, 89,960 shares.

Common: \$1 par, 1,201,790 shares.

1950.....	\$39,158,150	\$5,403,758	\$2,553,758	\$2.82	\$.63	\$19,079,931	157½ - 8¾
1951.....	45,286,925	4,758,314	1,923,314	2.13	.80	23,531,305	201½ - 137½
1952.....	53,443,117	4,607,773	1,897,773	2.08	.67	29,166,043	28½ - 17¾
1953.....	70,874,347	7,897,813	2,547,813	2.50	1.13	33,084,094	31 - 26
1954.....	54,630,091	2,396,803	1,071,803	.80	1.34	33,032,115	32¾ - 25½
1955.....	63,931,811	4,960,649	2,225,649	2.04	1.13	38,467,453	39 - 28½
1956.....	68,356,203	5,815,108	3,065,108	2.60	1.40	51,329,388	42½ - 31¼
1957 (3 mo.).....	19,636,408	.....	875,764	.66	.35	.....	49¾ - 39½

## MAXSON (W. L.) CORP. (Unlisted)

### Year ending September 30

### Capitalization

Debt: \$158,371

Common: \$3 par, 737,985 shares

1950.....	\$ 3,229,917	.....	\$ 211,364	\$.41	\$.20	.....	4¼ - 1¾
1951.....	7,453,985	\$ 770,496	614,012	.96	.125+4% stk.	5,742,010	5¾ - 3¾
1952.....	15,923,380	1,351,494	526,494	.91	.6% stk.	11,168,817	7 - 4
1953.....	34,377,128	2,160,502	1,085,502	1.78	.10 +6% stk.	13,755,827	9¾ - 6¾
1954.....	37,143,323	3,246,353	1,496,353	2.27	.40 +8% stk.	16,161,773	17½ - 9¾
1955.....	24,625,281	2,068,120	930,120	2.09	.375+2% stk.	12,670,505	22¼ - 11
1956.....	16,648,454	1,725,109(d)	720,109(d)	.97(d)	.10 +2% stk.	13,155,109	16¼ - 5¾
1957 (6 mo.).....	.....	.....	125,973	.17	none	.....	9¼ - 6

(d) Deficit.

## MEREDITH PUBLISHING CO. (Unlisted)

### Year ending June 30

### Capitalization

Notes Payable: \$1,400,000

Common: \$5 par, 1,294,138 shares

1950.....	\$24,469,838	\$5,041,376	\$3,117,560	\$2.42	\$1.75	\$16,151,715	159¼ - 12¾
1951.....	29,277,838	6,580,696	2,934,841	2.28	.67½	18,852,617	18 - 14
1952.....	33,587,255	7,416,949	2,938,616	2.28	.80	31,724,336	16¼ - 14
1953.....	39,009,361	8,022,751	3,349,153	2.60	1.07½	32,717,314	20¼ - 15½
1954.....	41,298,782	7,887,860	3,682,470	2.85	1.20	34,390,026	25¼ - 19¼
1955.....	42,753,555	7,628,356	3,623,865	2.81	1.35	35,049,149	32 - 22
1956.....	48,459,633	8,343,617	4,047,146	3.14	1.60	38,484,600	31 - 24
1957 (9 mo.).....	.....	.....	3,771,686	2.91	.45	.....	31½ - 26½

## MINNEAPOLIS HONEYWELL REGULATOR CO. (NYSE)

### Capitalization

Debentures: \$5,300,000, 2¾s, due 1965

\$13,700,000, 3.10% due 1972

\$25,000,000, 3¾s, due 1976

Common: \$1.50 par, 6,616,744 shares

1950.....	\$109,281,673	\$25,866,656	\$12,500,656	\$2.39	\$1.25	\$ 82,696,070	21¼ - 15½
1951.....	135,150,517	26,877,210	9,277,510	1.58	1.12½	112,963,041	28¾ - 20½
1952.....	165,710,384	20,605,003	9,081,003	1.50	1.12½	123,910,675	31¼ - 26¾
1953.....	214,018,825	28,687,825	10,329,825	1.65	1.12½	133,127,715	34¼ - 26¾
1954.....	229,401,837	32,713,703	15,345,203	2.42	1.30	145,710,134	54¾ - 33½
1955.....	244,482,068	40,512,648	19,278,648	2.98	1.50	164,333,867	70 - 48¼
1956.....	287,944,462	47,375,257	22,463,657	3.40	1.75	213,899,754	90½ - 58
1957 (3 mo.).....	76,307,511	.....	5,255,199	.79	.40	.....	92½ - 73½

## MOTOROLA INC. (NYSE)

### Capitalization

Debt: \$20,060,404

Common: \$3 par, 1,935,131 shares

1950.....	\$177,104,670	\$26,669,569	\$12,809,247	\$7.28	\$2.05	\$ 55,008,726	257½ - 105½
1951.....	135,285,087	14,689,231	7,289,102	4.12	.98	61,818,769	57¾ - 40¼
1952.....	168,734,853	15,576,165	7,012,700	3.62	1.50	81,162,847	44¾ - 36
1953.....	217,964,074	15,512,489	7,076,335	3.66	1.50	86,871,213	43½ - 29¼
1954.....	205,226,977	16,523,889	7,572,024	3.91	1.50	94,531,084	53¾ - 30¼
1955.....	226,653,593	18,740,426	8,490,539	4.39	1.50	104,431,218	60¾ - 44¼
1956.....	227,562,168	16,887,834	7,966,817	4.12	1.50	113,721,148	51¾ - 37½
1957.....	.....	.....	.....	.....	.75	.....	44¾ - 35¾

**THE MUTER CO. (ASE)**

Capitalization  
Debt: \$960,000  
Common: 50 cents par, 727,000 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$14,389,725	\$2,034,200	\$1,034,200	\$1.59	\$.45	\$5,234,673	10 1/2- 4 3/4
1951.....	12,387,390	1,243,423	595,423	.91	.60	5,281,531	9 1/2- 7 1/8
1952.....	12,653,060	778,018	345,573	.52	.60	5,371,762	9 1/2- 7 1/2
1953.....	15,190,004	912,255	447,463	.66	.45+3% stk.	5,254,404	8 7/8- 5 1/2
1954.....	12,175,971	468,595	280,436	.39	.15+2% stk.	5,144,773	7 3/8- 4 3/4
1955.....	12,722,297	53,375 (d)	84,422 (d)	.12 (d)	.15	5,742,279	7 - 4 1/8
1956.....	12,126,563	.....	31,646	.04	none	.....	4 7/8- 2 1/2
1957 (3 mo.).....	.....	.....	25,586	.05	none	.....	3 5/8- 2 1/2

(d) Deficit.

**NATIONAL COMPANY, INC. (Unlisted)**

Capitalization  
Debt: \$1,110,000 debenture 5s due 1965; \$900,000 notes  
Preferred: \$3.60 cumulative preferred; no par, 3,180 shares  
Common: \$1 par, 284,014 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$4,175,229	\$ 17,476	\$ 17,354	\$.02	\$.05	\$2,823,320	57 1/2- 1 3/4
1951.....	4,525,219	46,859 (d)	42,957 (d)	.22 (d)	none	4,228,097	43 1/2- 3 1/8
1952.....	9,261,000	232,578	172,578	.65	.10	4,861,352	5 1/4- 3 3/8
1953.....	7,095,593	486,718	228,218	.87	.10	4,850,767	7 - 5 1/2
1954.....	7,298,055	518,834	230,334	.84	.20+4% stk.	3,819,795	12 7/8- 5
1955.....	5,125,607	780,965 (d)	380,965 (d)	1.44 (d)	.20+4% stk.	5,414,524	18 1/2- 9 3/4
1956.....	6,856,734	66,296 (d)	36,296 (d)	.17 (d)	4% stk.	4,364,889	11 1/2- 8 1/4
1957.....	.....	.....	.....	.....	none	.....	10 3/4- 10

(d) deficit.

**NATIONAL TELEFILM ASSOCIATES, INC. (ASE)**

Year ending July 31  
Capitalization  
Debt: \$7,500,000, convertible subordinated debentures, due 1967  
Common: 10 cents par, 662,600 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1952.....	Incorporated Aug. 21, 1952						
1953 N.A.....	.....	.....	.....	.....	.....	.....	.....
1954.....	\$ 355,594	\$139,831 (d)	\$139,831	\$.22 (d)	none	N.A.	N.A.
1955.....	1,417,515	293,008 (d)	293,008 (d)	.45 (d)	none	\$ 3,282,073	4 7/8- 2 1/2
1956.....	3,818,627	653,877	441,877	.68	none	13,092,934	9 1/2- 3
1957 (6 mo.).....	4,511,670	985,631	508,631	.77	none	22,045,512	9 3/4- 7 1/2

N.A. Not available. (d) Deficit.

**NORDEN-KETAY CORP. (ASE)**

Capitalization  
Debt: \$157,404  
Debentures: \$1,000,000, 5% convertible subordinate, due April 1, 1966  
\$1,000,000, 6% convertible subordinate, due Dec. 1, 1966  
Mortgage: \$180,671  
Common: 10 cents par, 1,293,193 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1953(a) (b).....	\$ 8,624,383	\$ 960,292	\$ 960,292	\$1.22	none	\$5,238,140	.....
1954(b).....	9,086,453	1,002,922	1,002,922	1.01	none	5,434,530	15 3/4- 10
1955.....	13,480,752	236,203 (d)	196,913 (d)	.18 (d)	none	12,872,064	19 1/8- 11 3/8
1956.....	22,752,990	*505,280 (d)	*505,280 (d)	.39 (d)	none	18,432,911	14 7/8- 7 3/8
1957 (3 mo.).....	6,740,000	.....	171,000 (d)	.13 (d)	none	.....	11 3/8- 7 7/8

(a) April 18 to Dec. 31, 1953. (d) Deficit. (\*) Before prior years' tax refund.

**OAK MANUFACTURING CO. (Midwest)**

Capitalization  
Common: \$1 par, 655,894 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950(a).....	\$13,145,807	\$2,713,088	\$1,188,037	\$1.81	\$1.12	\$ 7,102,958	14 3/4- 8 3/8
1951(c).....	7,644,627	1,608,939	598,939	.91	.84	6,972,048	12 7/8- 10 7/8
1952.....	15,925,959	3,073,109	1,103,109	1.68	1.12	7,927,814	15 - 12
1953.....	20,680,957	3,529,017	1,239,017	1.89	1.12	8,666,478	14 1/2- 12 1/2
1954.....	18,788,318	2,801,155	1,321,155	2.02	1.12	9,274,030	19 1/4- 13 1/4
1955.....	22,783,785	3,588,483	1,688,483	2.57	1.26+25% stk.	10,140,303	24 3/4- 16 1/8
1956.....	24,902,554	3,684,105	1,784,105	2.72	1.40	10,878,501	24 1/4- 19
1957.....	.....	.....	.....	.....	.35	.....	20 3/4- 19

(a) Year ending May 31 of following calendar year. (c) 7 months to Dec. 31

**OXFORD ELECTRIC CORP. (ASE)**

Capitalization  
Mortgage: \$28,590  
Common: \$1 par, 258,470 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$4,554,998	\$179,044	\$ 95,450	\$.40	\$.10	\$1,499,230	.....
1951.....	3,955,141	180,312	91,201	.39	.15	1,344,610	3 1/2- 1 5/8
1952.....	4,403,686	150,312	78,712	.33	.15	1,273,660	3 - 1 7/8
1953.....	5,712,801	130,338	99,886	.42	.15	1,277,240	2 7/8- 2 3/8
1954.....	5,418,269	114,043	93,983	.40	.11	1,196,027	3 1/4- 2 3/8
1955.....	6,714,304	188,961	130,037	.55	.14	1,485,392	4 5/8- 2 7/8
1956.....	7,696,402	263,604	214,904	.91	.15	1,756,332	4 7/8- 2 7/8
1957.....	.....	.....	.....	.....	.10+10% stk.	.....	4 1/8- 3 3/8

**PACIFIC MERCURY TELEVISION MFG. CORP. (Unlisted)**

Year ending June 30  
Capitalization  
Debt: \$806,250  
Common: Class A&B, 50 cents par, 700,000 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950(a).....	\$ 4,713,620	.....	.....	.....	\$.05	.....	3 4/5- 2
1951(a).....	5,947,096	115,635	72,135	\$.14	none	\$2,414,365	3 1/8- 1 1/2
1952(a).....	7,057,514	31,866	5,866	.01	none	3,972,312	5 - 1 5/8
1953(a).....	16,983,669	1,108,297	426,297	.61	none	6,637,000	5 3/4- 2 1/2
1954(a).....	15,065,490	366,515	196,015	.28	none	5,032,151	4 7/8- 2 3/8
1955(a).....	12,214,539	598,817	255,817	.37	none	3,550,171	8 - 4
1956(b).....	17,332,982	921,752	482,752	.69	none	7,726,750	7 7/8- 4 1/4
1957.....	.....	.....	.....	.....	none	.....	8 7/8- 5 3/4

(a) Year ending March 31. (b) 15 months to June 30.

# Financial Data

## PACKARD-BELL ELECTRONICS CORP. (Unlisted) Year ending September 30

Capitalization  
Debt: \$1,847,882, notes  
Common: 50 cents par, 688,000 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$13,894,713	\$2,168,510	\$1,308,510	\$2.61	\$1.50	\$ 4,378,079	8 <sup>3</sup> / <sub>4</sub> - 4
1951.....	18,772,528	2,814,750	1,014,751	1.73	1.00	5,492,521	10 <sup>3</sup> / <sub>4</sub> - 7 <sup>1</sup> / <sub>8</sub>
1952.....	22,724,273	3,089,295	968,051	1.65	1.00	9,394,702	15 <sup>1</sup> / <sub>4</sub> - 10 <sup>1</sup> / <sub>2</sub>
1953.....	32,152,750	3,545,503	1,139,642	1.66	1.00	14,028,133	13 <sup>1</sup> / <sub>4</sub> - 11
1954.....	17,744,136	365,086(a)	164,296	.24	.80	9,358,050	12 - 7
1955.....	21,641,690	1,241,242	638,933	.92	.32 <sup>1</sup> / <sub>2</sub>	10,525,383	13 - 8
1956.....	28,405,060	1,962,356	862,356	1.25	.50	12,840,259	10 <sup>1</sup> / <sub>2</sub> - 8 <sup>1</sup> / <sub>2</sub>
1957 (6 mo.).....	16,360,556	795,781	403,981	.59	.25	11,808,667	10 <sup>1</sup> / <sub>4</sub> - 9 <sup>1</sup> / <sub>4</sub>

(a) Operating loss.

## PARAMOUNT PICTURES CORP. (NYSE)

Capitalization  
Debt: \$24,441,389  
Common: \$1 par, 1,971,316 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$ 81,825,286	\$10,311,275	\$6,565,041	\$2.67	\$2.00	\$117,929,986	22 <sup>1</sup> / <sub>8</sub> - 17 <sup>1</sup> / <sub>2</sub>
1951.....	94,628,572	11,034,665	5,459,273	2.33	2.00	114,479,795	33 <sup>1</sup> / <sub>8</sub> - 21
1952.....	104,811,289	10,837,159	5,899,871	2.52	2.00	116,464,094	30 <sup>3</sup> / <sub>8</sub> - 21 <sup>1</sup> / <sub>4</sub>
1953.....	110,254,081	13,304,563	6,779,563	3.06	2.00	118,430,121	30 <sup>3</sup> / <sub>8</sub> - 24 <sup>1</sup> / <sub>2</sub>
1954.....	106,920,798	15,651,802	9,003,802	4.10	2.00	128,583,495	40 <sup>3</sup> / <sub>8</sub> - 26
1955.....	112,474,967	16,516,929	9,707,929	4.49	2.00	138,924,838	44 <sup>3</sup> / <sub>8</sub> - 36
1956.....	96,579,079	11,735,795	8,731,000	4.43	2.00	133,672,234	36 <sup>1</sup> / <sub>2</sub> - 27 <sup>5</sup> / <sub>8</sub>
1957 (3 mo.).....	.....	.....	1,988,000	1.01	.50	.....	36 - 28 <sup>1</sup> / <sub>4</sub>

## PHILCO CORP. (NYSE)

Capitalization  
Debt: \$30,211,474  
Preferred: Series A \$3.75 cumulative, \$100 par, 100,000 shares  
Common: \$3 par 3,828,663 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$335,318,054	\$33,703,616	\$15,483,616	\$4.50	\$2.55	\$121,294,609	23 <sup>1</sup> / <sub>4</sub> - 20
1951.....	305,328,670	22,012,646	12,168,046	3.35	1.60	119,476,461	27 <sup>5</sup> / <sub>8</sub> - 20 <sup>7</sup> / <sub>8</sub>
1952.....	366,963,850	25,631,457	11,491,207	3.15	1.60	144,400,293	36 <sup>3</sup> / <sub>8</sub> - 26 <sup>5</sup> / <sub>8</sub>
1953.....	430,419,858	35,316,077	18,350,577	4.86(a)	1.60+5% stk.	168,468,430	36 <sup>1</sup> / <sub>2</sub> - 26 <sup>5</sup> / <sub>8</sub>
1954.....	349,276,998	10,543,965	6,768,965	1.69	1.60	164,587,570	29 <sup>3</sup> / <sub>8</sub> - 28
1955.....	373,359,297	17,286,329	8,423,329	2.13	1.60	178,146,894	43 <sup>3</sup> / <sub>8</sub> - 30
1956.....	347,901,014	557,690	398,690	.01	.80+1% stk.	203,768,503	36 <sup>1</sup> / <sub>2</sub> - 16
1957 (3 mo.).....	99,090,000	2,398,000	1,107,000	.26	none	.....	18 <sup>3</sup> / <sub>8</sub> - 14 <sup>1</sup> / <sub>8</sub>

(a) Including \$1.33 from sale of TV station.

## PYRAMID ELECTRIC CO. (Unlisted)

Capitalization  
Debt: \$264,554  
Preferred: 5% cumulative convertible, \$10 par, 75,000 shares.  
Common: \$1 par, 745,805 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1951.....	\$3,010,531	.....	\$ 80,087	\$.10	.....	.....	.....
1952.....	4,731,810	\$ 370,916	136,617	.18	\$.05	\$1,512,880	.....
1953.....	5,768,876	385,869	138,922	.23	.05	1,552,576	.....
1954.....	7,773,882	1,109,282	529,645	.71	.05	2,768,502	10 - 3 <sup>1</sup> / <sub>4</sub>
1955.....	9,631,956	262,202	126,236	.15	.20	3,827,672	12 <sup>5</sup> / <sub>8</sub> - 6 <sup>1</sup> / <sub>2</sub>
1956.....	10,040,432	76,666(d)	34,497(d)	.10(d)	none	3,533,017	6 <sup>5</sup> / <sub>8</sub> - 2 <sup>3</sup> / <sub>8</sub>
1957.....	.....	.....	.....	.....	none	.....	3 - 1 <sup>7</sup> / <sub>8</sub>

(d) Deficit.

## RADIO CONDENSER CO. (Unlisted)

Capitalization  
Debt: \$1,368,750  
Common: \$1 par, 435,815

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$ 9,535,998	\$ 932,843	\$534,575	\$1.31	.....	.....	.....
1951.....	9,718,912	908,611	464,406	1.15	.....	\$5,220,423	.....
1952.....	14,743,068	1,262,106	521,837	1.25	.....	6,569,694	.....
1953.....	21,465,247	693,405	384,002	.92	\$.15+4% stk.	8,400,209	15 <sup>1</sup> / <sub>4</sub> - 11
1954.....	13,039,972	294,890(d)	138,082(d)	.33(d)	.10	7,952,391	12 - 10
1955.....	17,547,956	1,022,072	560,472	1.29	.20+4% stk.	8,772,481	11 - 8
1956.....	16,294,801	237,297	130,029	.30	.10	8,674,880	9 - 6
1957.....	.....	.....	.....	.....	.05	.....	6 <sup>3</sup> / <sub>4</sub> - 5 <sup>1</sup> / <sub>2</sub>

(d) Deficit.

## RADIO CORPORATION OF AMERICA (NYSE)

Capitalization  
Debt: \$100,000,000—3% notes due 1970-74; \$50,000,000—3<sup>3</sup>/<sub>4</sub>% notes due 1973-77; \$99,985,800—3<sup>1</sup>/<sub>2</sub>% subordinated conv. debentures due 1980  
Preferred: \$3.50 cumulative, no par, 900,824 shares  
Common: No par, 14,031,022 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$ 584,425,121	\$96,992,865	\$46,249,865	\$3.10	\$1.50	\$311,846,886	24 <sup>1</sup> / <sub>4</sub> - 12 <sup>1</sup> / <sub>4</sub>
1951.....	598,955,077	62,032,732	31,192,732	2.02	1.00	370,202,025	25 <sup>3</sup> / <sub>4</sub> - 16 <sup>3</sup> / <sub>8</sub>
1952.....	693,940,522	67,362,399	32,325,399	2.10	1.00	432,252,051	29 <sup>3</sup> / <sub>8</sub> - 23 <sup>1</sup> / <sub>4</sub>
1953.....	853,054,003	72,436,778	35,021,778	2.27	1.00	495,624,720	29 <sup>3</sup> / <sub>8</sub> - 21
1954.....	940,950,220	83,501,459	40,525,459	2.66	1.20	548,325,244	39 <sup>3</sup> / <sub>4</sub> - 22 <sup>1</sup> / <sub>2</sub>
1955.....	1,055,265,655	100,107,465	47,525,465	3.16	1.35	676,506,187	55 <sup>3</sup> / <sub>8</sub> - 36 <sup>3</sup> / <sub>4</sub>
1956.....	1,127,773,541	80,074,245	40,031,247	2.65	1.50	690,557,138	50 <sup>3</sup> / <sub>8</sub> - 33 <sup>3</sup> / <sub>8</sub>
1957.....	.....	.....	.....	.....	1.00	.....	36 <sup>3</sup> / <sub>4</sub> - 31 <sup>5</sup> / <sub>8</sub>

## RAYTHEON MANUFACTURING CO. (NYSE)

Capitalization  
Debt: \$14,435,000, 4%, 4<sup>1</sup>/<sub>2</sub>%, 4<sup>3</sup>/<sub>4</sub>% Promissory Notes  
Common: \$5 par, 2,807,555 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950(a).....	\$ 59,533,260	\$ 1,610,413	\$ 935,413	\$.49	none	\$32,331,492	13 <sup>1</sup> / <sub>2</sub> - 6 <sup>1</sup> / <sub>8</sub>
1951(a).....	89,662,122	6,029,063	2,179,063	1.12	none	52,120,396	12 <sup>3</sup> / <sub>8</sub> - 8 <sup>1</sup> / <sub>4</sub>
1952(a).....	111,286,879	5,947,898	2,047,898	.84	none	75,196,765	12 <sup>3</sup> / <sub>4</sub> - 9 <sup>1</sup> / <sub>8</sub>
1953(a).....	179,179,379	13,009,672	3,859,672	1.68	none	91,238,649	14 <sup>5</sup> / <sub>8</sub> - 8
1954(a).....	177,099,790	10,023,316	3,523,316	1.53	10% stk.	93,640,690	14 <sup>1</sup> / <sub>2</sub> - 7 <sup>3</sup> / <sub>4</sub>
1955(a).....	182,504,693	9,166,561	4,521,561	1.72	5% stk.	82,836,163	25 <sup>3</sup> / <sub>4</sub> - 18
1956(a).....	175,490,226	4,343,538	1,254,633	.45	none	99,306,978	19 <sup>1</sup> / <sub>2</sub> - 13
1956(b).....	111,844,055	1,364,743	654,743	.23	none	108,451,571	19 <sup>1</sup> / <sub>2</sub> - 13
1957 (3 mo.).....	52,270,000	.....	1,143,000	.40	none	.....	20 <sup>7</sup> / <sub>8</sub> - 16 <sup>3</sup> / <sub>8</sub>

(a) Year ending May 31. (b) 7 mos. ending Dec. 31.

**SIEGLER CORP.** (Unlisted)  
Year ending June 30.

Capitalization  
Debt: \$3,000,000, 4¾% Installment Notes, due 1970  
\$4,000,000, 5½% Senior Notes, due 1970  
\$500,000, 5½% convertible junior notes, due 1971  
Mortgage: \$184,444  
Common: \$1 par, 743,544 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950(a)	\$ 2,540,018	\$ 343,932	\$ 204,286	\$ .39	(b)	.....	.....
1951(a)	3,532,564	754,312	379,588	.73	(b)	.....	.....
1952(c)	3,698,466	282,530	140,530	.27	(b)	.....	.....
1953(c)	5,572,382	697,643	344,643	.66	(b)	.....	.....
1954(c)	6,580,870	1,007,730	481,545	.92	(b)	.....	.....
1955(c)	10,471,144	1,631,525	774,571	1.53	\$.15	\$ 5,881,884	14 - 10½
1956	15,375,034	2,075,878	1,053,059	1.50	.80	15,436,832	21¼ - 12¾
1957 (6 mo.)	13,587,849	.....	539,953	.73	.40	.....	17 - 14

(a) Year ending Dec. 31. (b) Privately owned until July 12, 1955.  
(c) Year ending June 30.

**SPEER CARBON CO.** (Unlisted)

Capitalization  
Debt: \$4,124,670  
Preferred: \$7 cumulative pfd. \$100 par, 4,565 shares  
Common: \$2.50 par, 440,000 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$13,818,516	\$3,685,784	\$1,760,759	\$6.62	\$1.20	\$12,938,802	27¼ - 13¼
1951	13,951,563	2,691,023	1,076,023	2.37	1.20	22,963,723	33 - 20¼
1952	13,642,634	1,409,311	718,311	1.56	1.00	22,060,894	24¼ - 19¼
1953	15,609,779	1,385,217	611,217	1.31	1.00	22,316,798	21½ - 13
1954	13,064,675	1,223,474	508,474	1.08	.60	22,254,568	15¼ - 11¼
1955	17,734,512	3,019,694	1,461,694	3.25	1.00	24,331,167	19¾ - 15½
1956	20,045,530	4,171,346	1,925,346	4.30	1.50	25,972,553	33 - 19¼
1957	.....	.....	.....	.....	.25	.....	33 - 28

**SPERRY RAND CORP.** (NYSE)  
(Merger of Sperry Corp. and Remington Rand effective July 1, 1955)  
Year ending March 31

Capitalization  
Debt: \$115,561,955  
Preferred: \$4.50 cumulative; \$25 par, 102,267 shares  
Common: 50 cents par, 27,200,487 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950(a)	\$349,942,000	\$49,600,000	\$23,626,000	\$.92	.....	.....	.....
1951(a)	468,359,000	68,000,000	26,023,000	1.02	.....	.....	.....
1952(a)	631,720,000	75,500,000	28,081,000	1.10	.....	.....	.....
1953(a)	689,565,000	73,900,000	28,012,000	1.09	.....	.....	.....
1954(a)	696,206,000	85,500,000	44,851,000	1.75	.....	\$483,922,636	.....
1955(c)	353,943,880	45,519,563	23,585,563	.92	\$.36	.....	29½ - 21
1956	710,696,087	83,598,878	46,348,878	1.80	.80	557,492,756	29½ - 21¾
1957 (9 mo.)	616,861,158	57,731,843	33,631,843	1.22	.20	.....	23½ - 20

(a) Pro-forma. (c) 6 months to Dec. 31, 1955.

**SPRAGUE ELECTRIC CO.** (Unlisted)

Capitalization  
Debt: \$1,864,000  
Common: \$2.50 par, 1,242,712 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$28,614,860	\$ 6,725,904	\$3,345,404	\$2.69	\$.60	\$15,350,554	15¼ - 6½
1951	38,491,215	8,500,534	2,720,334	2.19	.89	21,096,487	18¼ - 13½
1952	44,449,891	10,169,353	3,136,853	2.53	.93	21,866,421	37¾ - 17¾
1953	46,778,633	9,604,981	2,888,081	2.33	1.07	24,424,669	38¾ - 29
1954	42,355,361	6,668,908	3,333,408	2.68	1.10	26,835,820	60½ - 36
1955	44,353,042	6,040,828	3,003,128	2.42	1.20	28,945,483	61 - 47
1956	44,659,844	4,208,997	2,176,297	1.75	1.20	29,329,798	55 - 30¼
1957	.....	.....	.....	.....	.30	.....	37½ - 30¾

**STANDARD COIL PRODUCTS CO.** (NYSE)

Capitalization  
Debt: \$4,230,801 5% convertible subordinated due Dec. 1, 1967; mortgage \$70,988.  
Common: \$1 par, 1,470,000 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$35,632,396	\$10,464,265	\$5,266,442	\$3.58	\$.25	\$10,133,662	11¾ - 9
1951	40,302,526	5,037,944	2,487,944	1.69	1.00	20,239,292	14¾ - 10
1952	65,990,177	7,136,290	2,861,290	1.95	1.00	28,401,496	18¾ - 12¾
1953	89,270,964	7,762,481	2,972,481	2.25	1.00	30,644,696	17¼ - 12½
1954	72,862,113	5,136,407	2,871,290	1.95	1.00	29,351,477	17¾ - 12¾
1955	60,472,454	522,313(d)	320,313(d)	.22(d)	.85	27,253,490	20¼ - 10¼
1956	59,168,450	3,070,871(d)	1,819,371(d)	1.24(d)	none	29,739,718	12¾ - 6¼
1957	.....	.....	.....	.....	none	.....	9¾ - 6½

(d) Deficit

**STORER BROADCASTING CO.** (NYSE)

Capitalization  
Debt: \$3,608,000  
Common: \$1 par, 973,610 shares; \$1 par Class B, 1,501,140 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 6,637,114	\$ 1,895,085	\$ 926,475	\$.39	\$.06	.....	(b)
1951	9,560,086	3,406,327	1,464,776	.63	.10	.....	(b)
1952	11,475,618	3,963,304	1,594,956	.69	.10	\$11,923,761	(b)
1953	14,901,078	6,161,231	2,186,415	.94	.24	17,446,319	7¾ - 7
1954	17,736,531	7,105,103	3,680,779	1.62	.81	27,872,630	19¾ - 7¾
1955	24,051,726	8,792,878	4,330,429	1.73	1.37½	28,152,046	29½ - 20¾
1956	28,313,383	11,452,891	5,517,207	2.23	1.75	28,534,596	29½ - 22½
1957 (3 mo.)	.....	.....	1,286,445	.52	.45	.....	28¾ - 25¼

(b) Privately owned.

# Financial Data

## SYLVANIA ELECTRIC PRODUCTS, INC. (NYSE)

### Capitalization

Debentures: \$17,000,000, debenture 4s, due 1978  
 \$20,543,965, debenture 3<sup>3</sup>/<sub>4</sub>s, due 1971  
 Debt: \$20,000,000 4<sup>1</sup>/<sub>2</sub>% notes  
 Preferred: \$4 cumulative no par pfd, 95,112 shares  
 Common: \$7.50 par, 3,300,206 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$162,514,814	\$19,221,185	\$ 8,221,185	\$5.37	\$2.00	\$ 92,880,543	26 <sup>5</sup> / <sub>8</sub> - 18 <sup>3</sup> / <sub>4</sub>
1951.....	202,806,387	26,153,973	8,253,973	4.17	2.00	150,968,617	39 - 23 <sup>3</sup> / <sub>4</sub>
1952.....	235,023,437	17,660,625	6,960,625	3.04	2.00	176,418,658	41 <sup>7</sup> / <sub>8</sub> - 32 <sup>1</sup> / <sub>4</sub>
1953.....	293,267,408	24,486,181	9,536,181	3.10	2.00+10 % stk.	204,433,298	40 - 29 <sup>1</sup> / <sub>4</sub>
1954.....	281,641,987	18,380,941	9,480,941	2.92	2.00	191,379,534	48 <sup>7</sup> / <sub>8</sub> - 31 <sup>7</sup> / <sub>8</sub>
1955.....	307,371,315	27,912,970	13,812,970	4.29	2.00	203,163,659	49 <sup>7</sup> / <sub>8</sub> - 41
1956.....	311,021,046	25,906,189	13,206,189	4.03	2.00	224,328,756	55 <sup>7</sup> / <sub>8</sub> - 42
1957 (3 mo.).....	.....	.....	3,069,944	.84	.50	.....	46 <sup>1</sup> / <sub>4</sub> - 39 <sup>9</sup> / <sub>8</sub>

## TELEPROMPTER CORPORATION (Unlisted)

### Capitalization

Debt: \$250,000, convertible subordinated 4% notes due 1966  
 Common: \$1 par, 142,652 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950 N.A.....	.....	.....	.....	.....	.....	.....	.....
1951.....	\$ 96,221	\$ 16,093(d)	\$ 17,243(d)	\$.17(d)	none	N.A.	N.A.
1952.....	233,968	42,999	35,881	.36	none	N.A.	N.A.
1953.....	308,361	17,281	8,129	.08	none	N.A.	N.A.
1954.....	533,661	49,421	38,583	.38	none	N.A.	N.A.
1955.....	1,215,559	140,232	96,743	.81	none	\$1,006,863	N.A.
1956.....	1,784,607	270,141	206,841	1.45	none	1,533,747	27 <sup>1</sup> / <sub>2</sub> - 20
1957.....	.....	.....	.....	.....	none	.....	25 <sup>1</sup> / <sub>2</sub> - 23

N.A. Not available. (d) Deficit.

## TEXAS INSTRUMENTS, INC. (NYSE)

### Capitalization

Notes: \$3,250,000  
 Preferred: 4.48% Series A convertible pfd., 165,837 shares  
 Common: \$1 par, 3,008,275 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	.....	.....	.....	.....	.....	.....	.....
1951.....	.....	.....	.....	.....	.....	.....	.....
1952.....	\$20,431,452	\$2,289,738	\$ 909,975	\$.30	none	\$13,396,944	.....
1953.....	27,007,957	3,219,162	1,270,125	.42	none	14,900,024	5 <sup>3</sup> / <sub>4</sub> - 5 <sup>1</sup> / <sub>8</sub>
1954.....	24,387,334	2,380,718	1,200,995	.40	none	15,123,336	14 - 5 <sup>1</sup> / <sub>4</sub>
1955.....	28,684,653	2,502,941	1,581,790	.49	none	19,591,604	16 <sup>7</sup> / <sub>8</sub> - 10 <sup>1</sup> / <sub>8</sub>
1956.....	45,699,358	4,260,514	2,349,103	.72	none	27,288,083	18 <sup>3</sup> / <sub>8</sub> - 11 <sup>5</sup> / <sub>8</sub>
1957 (3 mo.).....	15,252,000	.....	790,000	.25	none	.....	24 <sup>7</sup> / <sub>8</sub> - 15 <sup>7</sup> / <sub>8</sub>

## TIME, INC. (Unlisted)

### Capitalization

Debt: \$13,500,000, Subordinates 1st 4<sup>1</sup>/<sub>2</sub>s, due 1970  
 Notes Payable: \$26,382,764  
 Common: \$1 par, 1,949,819 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$134,719,833	\$15,812,416	\$ 8,500,693	\$4.36	\$2.75	\$ 82,393,453	36 <sup>3</sup> / <sub>4</sub> - 25
1951.....	149,571,479	13,990,219	7,287,400	3.73	2.37 <sup>1</sup> / <sub>2</sub>	86,086,824	35 <sup>1</sup> / <sub>2</sub> - 27 <sup>1</sup> / <sub>2</sub>
1952.....	156,785,799	15,796,597	7,750,475	3.97	2.37 <sup>1</sup> / <sub>2</sub>	93,824,010	35 <sup>1</sup> / <sub>4</sub> - 29 <sup>7</sup> / <sub>8</sub>
1953.....	170,448,966	16,259,281	8,144,414	4.18	2.50	101,141,707	36 - 30 <sup>5</sup> / <sub>8</sub>
1954.....	178,155,775	14,531,621	8,056,905	4.13	2.50	108,221,241	49 - 35 <sup>1</sup> / <sub>2</sub>
1955.....	200,181,865	17,506,072	9,195,588	4.72	2.75	112,531,774	58 <sup>1</sup> / <sub>2</sub> - 46 <sup>1</sup> / <sub>4</sub>
1956.....	229,373,627	26,627,224	13,850,137	7.10	3.50	177,158,949	80 <sup>1</sup> / <sub>2</sub> - 54
1957.....	.....	.....	.....	.....	.75	.....	69 <sup>1</sup> / <sub>4</sub> - 61 <sup>1</sup> / <sub>2</sub>

## TOPP INDUSTRIES, INC. (Unlisted)

Year ending April 30

### Capitalization

Debt: \$900,000, 3% 10-year subordinated convertible debentures  
 \$46,961 notes; \$2,750,000 6% convertible subordinated debentures, due 1977  
 Common: \$1 par, 569,425 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1951.....	Incorporated October 22, 1951						
1952 N.A.....	.....	.....	.....	.....	.....	.....	.....
1953.....	\$1,245,406	\$ 36,630(d)	\$ 36,630(d)	\$.14(d)	none	N.A.	N.A.
1954.....	1,667,276	122,985	71,885	.28	none	N.A.	N.A.
1955.....	2,115,734	218,274	130,274	.50	none	\$1,326,863	N.A.
1956.....	3,053,054	186,562	92,062	.35	\$.09+1% stk.	4,191,387(a)	9 <sup>1</sup> / <sub>2</sub> - 5 <sup>3</sup> / <sub>4</sub>
1957 (6 mo.).....	2,006,234	150,076	75,076	.29	.....	.....	9 <sup>3</sup> / <sub>4</sub> - 8

(a) Pro-forma, giving effect to acquisition of Haller, Raymond & Brown, Inc., Nov. 1956.  
 (d) Deficit.

## TRAV-LER RADIO CORP. (Midwest)

Year ending April 30

### Capitalization

Debentures: 6s, due May 15, 1967, \$1,156,250  
 Common: \$1 par, 761,995 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950(a).....	\$13,892,485	\$2,309,275	\$1,156,851	\$1.52	\$.30+20% stk	\$6,484,714	5 <sup>1</sup> / <sub>8</sub> - 3 <sup>3</sup> / <sub>4</sub>
1951(a).....	8,015,622	1,256,162(d)	577,950(d)	.76(d)	.10	3,971,516	4 <sup>1</sup> / <sub>2</sub> - 2 <sup>3</sup> / <sub>4</sub>
1952(a).....	11,860,387	388,565	291,565	.38	none	4,224,853	3 <sup>1</sup> / <sub>8</sub> - 2 <sup>1</sup> / <sub>2</sub>
1953(a).....	14,470,145	735,847	316,641	.42	.10	4,602,709	3 <sup>1</sup> / <sub>8</sub> - 2 <sup>1</sup> / <sub>8</sub>
1954(a).....	16,347,813	459,657	241,349	.32	.22 <sup>1</sup> / <sub>2</sub>	5,339,934	3 - 2
1955(a).....	17,497,351	264,275	222,982	.29	.07 <sup>1</sup> / <sub>2</sub>	6,380,841	4 <sup>1</sup> / <sub>4</sub> - 1 <sup>7</sup> / <sub>8</sub>
1956 (4 mo.) (b).....	4,900,868	.....	204,876(d)	.27(d)	none	7,103,739	2 <sup>1</sup> / <sub>2</sub> - 1
1957.....	.....	.....	.....	.....	.....	.....	1 <sup>3</sup> / <sub>8</sub> - 1 <sup>1</sup> / <sub>8</sub>

(a) Year ending Dec. 31.  
 (b) In 1956 changed from a calendar year to fiscal year ending April 30.  
 (d) Deficit.

**TUNG-SOL ELECTRIC, INC. (NYSE)**

Capitalization  
 Debt: \$1,450,000  
 Preferred: 4.3% cumulative convertible, \$50 par, 87,696 shares  
 Common: \$1 par, 716,175

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$29,425,022	\$6,280,786	\$3,058,151	\$6.61	\$2.00	\$14,881,402	20½ - 8½
1951.....	31,484,760	5,713,572	2,049,458	4.23	1.25	17,115,034	24¼ - 16¼
1952.....	35,489,558	5,432,713	2,007,713	3.75	1.25	20,702,033	21½ - 16¼
1953.....	40,017,549	4,030,882	1,780,882	3.07	1.25	20,314,487	24½ - 16½
1954.....	39,052,458	4,302,062	2,077,062	3.15	1.25	26,728,555	30¼ - 16¼
1955.....	51,114,549	6,854,393	3,239,393	4.65	1.60	30,561,228	33½ - 25
1956.....	53,838,822	5,819,397	2,909,397	3.83	1.25+5% stk.	33,493,366	36¾ - 27
1957 (3 mo.).....	16,134,823	2,242,035	944,755	1.25	.35	.....	34 - 27¾

**UNITRONICS CORP. (ASE)**

Capitalization  
 Debenture: Convertible debenture 5½%, due April 1, 1966, \$1,400,000  
 Debt: \$718,268  
 Common: \$1 par, 495,971 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$21,937,175	\$3,181,984	\$1,577,481	\$4.66	\$ .80	\$ 7,237,256	12½ - 6½
1951.....	14,467,072	369,811	425,534	1.11	.75	5,451,159	11¾ - 7½
1952.....	12,765,709	210,758	84,747	.20	none	8,261,713	9 - 6½
1953.....	17,667,486	115,758	62,158	.14	none	8,048,154	9½ - 3½
1954.....	18,350,454	461,132	256,836	.59	none	7,463,799	6 - 3½
1955.....	18,363,391	958,885	474,626	1.00	5% stk.	9,145,954	8½ - 4½
1956.....	27,955,538	1,074,160	588,941	1.25	none	16,530,597	10 - 6½
1957 (3 mo.).....	5,451,000	.....	146,000	.29	.05+5% stk.	.....	9 - 6½

**VARIAN ASSOCIATES (Unlisted)**

Year ending Sept. 30  
 Capitalization  
 Debentures: \$1,593,000, 5% convertible subordinate, due Dec. 1, 1970  
 Debt: \$1,048,839, notes  
 Preferred: 6% cumulative convertible, \$100 par, 2,500 shares  
 Common: \$1 par, 1,302,026 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$ 460,035	\$ 48,478	\$ 35,980	\$.16	none	.....	.....
1951.....	1,756,879	88,935	24,734	.08	20% stk.	.....	.....
1952.....	3,826,702	151,540	76,336	.16	none	.....	.....
1953.....	5,023,272	172,299	86,255	.12	none	\$4,172,546	.....
1954.....	5,902,640	458,837	224,669	.32	none	4,451,641	.....
1955.....	7,162,350	912,896	432,896	.41	none	6,101,128	.....
1956.....	11,000,116	1,479,578	502,578	.42	none	10,295,360	18 - 12
1957 (3 mo.).....	3,473,459	472,054	226,485	.17	none	11,338,727	17½ - 15

**WEBCOR, INC. (Midwest)**

Capitalization  
 Debt: \$1,050,000, 4¾% notes, due 1961.  
 \$1,400,000, 5¼% notes, due 1968.  
 Common: \$1 par, 650,737 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$19,086,151	\$2,324,494	\$1,212,050	\$2.69	\$1.50+20% stk.	\$ 8,713,877	20¼ - 10¾
1951.....	17,971,469	677,596	457,635	1.01	1.00	7,878,317	16½ - 11¼
1952.....	19,580,636	707,800(d)	408,951(d)	.91(d)	.50	10,406,339	13½ - 7½
1953.....	27,757,899	1,947,162	927,162	1.87	10% stk.	11,827,337	9½ - 7
1954.....	31,741,046	1,139,198	564,198	1.09	.15+ 5% stk.	12,940,996	11½ - 7½
1955.....	31,984,539	1,339,574	589,524	.95	.40	16,566,990	15¾ - 8½
1956.....	34,305,837	1,894,753(d)	994,753(d)	1.53(d)	.50+5% stk	15,935,212	15 - 8½
1957 (3 mo.).....	9,300,364	.....	354,914	.54	none	.....	11¾ - 8¼

(d) Deficit.

**WELLS-GARDNER & CO. (Unlisted)**

Capitalization  
 Common: \$1 par, 414,300 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$17,825,098	\$1,674,235	\$ 954,235	\$2.33	\$ .75	\$5,643,428	12½ - 5½
1951.....	12,758,749	588,099	451,447	1.10	.60	4,462,000	8¾ - 6¼
1952.....	16,301,043	969,976	459,976	1.12	.60	6,385,335	8¼ - 6½
1953.....	22,572,069	1,969,939	772,939	1.88	.75	7,224,465	8¼ - 6½
1954.....	21,200,318	2,031,340	911,340	2.22	.75	8,076,027	10 - 5¾
1955.....	26,646,745	2,725,857	1,221,857	2.97	.85	9,784,984	13¾ - 9½
1956.....	24,152,104	2,179,610	1,054,610	2.55	1.00	8,668,582	14¼ - 10¼
1957.....	.....	.....	.....	.....	.20	.....	14¼ - 11½

**WESTINGHOUSE ELECTRIC CORP. (NYSE)**

Capitalization  
 Debentures: 2½s, due Sept. 1, 1971, \$20,995,000  
 3½s, due Dec. 15, 1981, \$300,000,000  
 Preferred: \$3.80 Class B, \$100 par, 495,785 shares  
 Common: \$12.50 par, 16,748,388 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$1,019,923,051	\$159,664,532	\$77,922,944	\$5.36	\$2.00	\$ 800,461,178	36 - 29½
1951.....	1,240,801,296	174,578,362	64,578,202	4.03	2.00	1,004,378,037	42½ - 34½
1952.....	1,454,272,698	173,014,835	68,581,603	4.23	2.00	1,195,292,040	48¾ - 35½
1953.....	1,582,047,141	152,893,486	74,322,925	4.53	2.00	1,265,353,717	52½ - 39½
1954.....	1,631,045,480	168,241,939	84,594,367	5.06	2.50	1,329,120,140	79 - 50½
1955.....	1,440,976,985	84,102,747	42,802,747	2.46	2.00	1,287,685,975	83¼ - 53¼
1956.....	1,525,375,771	5,292,061	3,492,061	.10	2.00	1,264,469,283	65¾ - 50½
1957 (3 mo.).....	475,686,000	.....	14,198,000	.82	.50	.....	59 - 52¾

**ZENITH RADIO CORP. (NYSE)**

Capitalization  
 Common: No par, 492,464 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950(a).....	\$ 87,704,071	\$11,527,903	\$5,627,003	\$11.43	\$1.50	\$51,971,284	70¼ - 31½
1951.....	110,022,780	11,771,940	5,370,740	10.91	3.00	50,275,866	71½ - 47½
1952.....	137,637,697	13,222,133	5,845,933	11.87	3.00	54,416,548	88 - 68
1953.....	166,733,276	13,157,701	5,631,701	11.44	3.00	52,042,451	84 - 63¼
1954.....	138,608,360	12,056,264	5,676,264	11.53	3.00	62,604,970	96 - 63½
1955.....	152,905,005	17,104,491	8,034,491	16.31	5.00	67,604,887	142½ - 86
1956.....	141,529,855	13,298,717	6,178,717	12.55	5.00	69,193,175	141¼-101
1957 (3 mo.).....	36,658,510	3,536,069	1,650,590	3.35	.75	.....	121¼ - 91¼

(a) Year ending March 31.



**WHERE CAN CORPORATIONS  
FIND NEW MONEY  
IN 1957?**

AMP Incorporated  
American Investment Company of Illinois  
Carnation Company  
Cessna Aircraft Company  
Collins Radio Company  
Commercial Credit Company  
Electronic Engineering Company of California  
Florida Power Corporation  
Florida Telephone Corporation  
Food Machinery and Chemical Corporation  
The General Tire & Rubber Company  
Kansas Gas and Electric Company  
Lake Ontario Portland Cement Company Limited  
J. J. Newberry Co.  
The Pennsylvania Salt Manufacturing Company  
South Carolina Electric & Gas Company  
Texas Utilities Company  
United Utilities, Incorporated  
Vanadium Corporation of America

*This compilation shows only a partial listing of the corporations we served in 1956.*

Despite the substantial rise in money rates during 1956, Kidder, Peabody & Co., or its corporate affiliate, obtained the hundreds of millions of additional capital required by the corporations listed at the left. In each case, Kidder, Peabody & Co. or its corporate affiliate managed or co-managed the underwriting or acted as agent in negotiating the private placement of securities. You are invited to call on us if your corporation requires additional capital in 1957.

## **KIDDER, PEABODY & CO.**

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**Financial & Trade Notes:** Sylvania TV factory sales in first quarter "were strongly ahead of a year ago, while industry-wide factory sales showed a drop of more than 15%," chairman-pres. Don G. Mitchell told annual meeting in Boston, crediting much of gain to public response to 110-degree portable which "has set an entirely new trend in the industry."

TV prices are "unrealistically low," he said, and "higher prices will prevail in the new lines which will be introduced this summer."

Sylvania earned \$3,069,944 (84¢ a share) on record first quarter sales of \$87,549,674 compared with \$4,250,243 (\$1.18) on sales of \$86,427,480 in 1956 first quarter. Although income dropped, Mitchell said it reflected a "definite upturn in Sylvania's TV set and component business in comparison with final quarter of 1956." He predicted 1957 sales would exceed last year's, with profits as good or better than 1956's \$4.10 a share.

Mitchell said 1957 will "be a good business year," with national economy leveling off for a while, then resuming "its steady climb" in latter part of this year or early 1958. Sylvania planning is based, he said, on expectation that consumer spending will be at record level in 1957.

For whole electronics industry, he predicted, this year's volume would be \$12.25 billion compared with \$11.5 billion last year. He said Sylvania's unfilled military electronics orders are running slightly ahead of last year; semiconductor products are finding more applications; international business is running strongly ahead of comparable period last year.

Sales of renewal CR tubes are ahead of last year, while sales of receiving and CR tubes to other manufacturers dropped off, he said, because of decreased set production, which now is being improved. Parts volume also was affected by readjustment in TV set industry.

Study of Ampex Corp. by broker Draper, Sears & Co., 50 Congress St., Boston, estimates company's sales for year ended April 30, 1957 at \$17,500,000, net income at \$950,000, compared with \$10,200,000 & \$310,000 for 1956 fiscal year. Comparing product mix for fiscal 1956 & 1957, study gives this estimated sales breakdown: 1956—instrumentation products \$5,447,000, audio products \$4,750,000; 1957—instrumentation \$10,000,000, audio \$6,750,000, Videotape recorder \$750,000. It states that "upwards of \$3,000,000" in Videotape recorder sales are anticipated in fiscal 1958. Study predicts fiscal 1958 net income of \$7,800,000.

Unique financial position of Magnavox is delineated in report by Fahnestock & Co. investment house, 65 Broadway, N. Y., which says Magnavox increased its share of TV market from 1.6% in 1952 to 4% in 1956 and "virtually alone among the major factors in the TV set manufacturing field, has been able to improve earnings during the past several difficult years for the industry." It estimates earnings for year ending June 30 will be \$4.50 or better per share vs. \$3.59 last year.

**Dividends:** TV-Electronics Fund, 8¢ payable May 31 to stockholders of record May 2; Tung-Sol, 35¢ June 3 to holders May 15; Loew's Inc., 25¢ June 30 to holders June 14; IBM, 60¢ June 10 to holders May 21; International Resistance, 5¢ June 1 to holders May 15.

**Meredith Publishing Co.**, whose interests include 4 TV & 4 AM stations, reports consolidated earnings of \$3,771,686 (\$2.91) in 9 months ended March 31 compared with \$3,143,939 (\$2.44) in same period year earlier.

Arvin Industries earned \$951,432 (\$1.06) in quarter ended March 31 compared with \$677,698 (76¢) in same 1956 period.

Philco earned \$1,107,000 (26¢ a share) on first-quarter sales of \$99,090,000 compared with \$1,517,000 (38¢) on sales of \$92,476,000 in similar 1956 period. Pres. James M. Skinner Jr. cited "continuation of conditions which prevailed in consumer durable goods industries during the latter part of 1956," adding that consumer goods div. "did not yield a satisfactory profit [for 1957 first quarter], reflecting the effect on the industry of the premature and unwise promotion of color TV, the unrealistic cost-price structure and a decline in industry volume in many lines." He said Philco had improved share of TV-appliance market and its inventory position.

Admiral reports profits of \$427,744 (18¢ a share) on first-quarter sales of \$42,354,139 compared with earnings of \$1,310,336 (55¢) on \$48,663,959 sales in similar 1956 period. Exec. v.p.-treas. John B. Huarisa noted return to profitable operation following loss in 1956 last quarter, said that "sales for full year should equal or exceed 1956 while profits should be substantially higher." Huarisa attributed quarter's decline to price competition, Canadian sales slump, less govt. contracts.

Hoffman reports \$512,802 profit (70¢ a share) on sales of \$11,493,599 in first quarter compared with \$467,994 (64¢) on \$12,155,019 sales in similar 1956 period. Pres. H. Leslie Hoffman predicted 1957 profits about 10% above 1956, adding that first quarter TV shipments were up 4.1% while rest of industry "declined 15.6%" from same period last year. He was enthusiastic about growth of semiconductor div., noting that sales volume of silicon semiconductor industry is expanding at rate of 50% annually.

Loew's Inc. earned \$983,923 (18¢ per share) on gross revenues of \$48,630,000 in 16 weeks ended March 14 vs. \$1,641,682 (31¢) on \$52,837,000 year earlier, pres. Joseph R. Vogel attributing decline to disappointing theatre returns on MGM pictures. For 28 weeks to March 14, however, net profit was \$2,729,248 (51¢) on gross sales of \$87,248,000 compared with \$1,889,843 (36¢) on \$87,439,000 in same 1955-56 period.

Republic Pictures earned \$219,483 (6¢ per share on 2,004,190 shares outstanding) in fiscal quarter ended Jan. 26 vs. \$773,641 (34¢) in same period year earlier, \$383,207 (14¢) 2 years earlier.

Tung-Sol earned \$944,755 (\$1.25 a share) in first quarter vs. \$715,035 (\$1) in similar 1956 period.

Western Union had first quarter net income of \$2,964,976 (48¢) vs. \$3,225,119 (52¢) first 1956 quarter.

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**ELECTRONICS PERSONALS:** Frank Pace Jr., former Army Secy. & Budget Bureau director, elected pres. of General Dynamics, succeeding founder John Jay Hopkins, who died of cancer May 3 in Washington; Earl Dallam Johnson, onetime Army Undersecy., succeeds Pace as exec. v.p. . . . E. Douglas Graham, ex-Gemmer Mfg. and Ford of Canada, joins Raytheon as v.p.-manufacturing services . . . Dr. Seymour B. Cohn appointed mgr. of Stanford Research Institute antenna systems lab, Menlo Park, Cal. . . . Hugh R. Lowry promoted to mgr., application engineering, GE semiconductor products dept., Syracuse . . . James R. Merrill promoted to mgr. of Raytheon Santa Barbara lab, succeeding Harold E. Beveridge, resigned . . . Frederick A. Mitchell named asst. chief engineer, Stromberg-Carlson electronics div. . . . Joseph A. Frabutt, pres. of new IT&T industrial products div. and continuing as gen. mgr. of San Fernando, Cal. aircraft products plant, announces these executives of the division which will head-quarter at Clifton, N. J.: Rudolf Feldt, v.p. & mgr. of instruments; L. J. Heilman, mgr., railroad & mobile equipment; Ralph Lehman, mgr., commercial aviation products; David Monro, mgr., airborne integrated power supply operations (E. Newark, N. J.).

**R**EVOLUTION wrought by TV in family living is told graphically in new govt. analysis of 1940-55 per capita spending for recreation, showing how movies have been dethroned as No. 1 entertainment.

Recreational spending for TV zoomed from "small beginning" in 1946, carried its consumer group (including radio sets, phono records, hi-fi, musical instruments) to 142% increase in 15-year period while movie admissions dropped 36%, according to special study by Agriculture Dept.'s Household Economics Research Branch. Study doesn't have breakdown for TV alone.

By 1950, per capita expenditure for TV group was \$20 compared with movies' popularity peak of about \$17 in 1946—and although TV spending rate has been "somewhat lower" in years since (\$18 in 1955), it has surpassed any level ever reached by movies.

"Thus, spending for the radio-TV group has not only usurped the top-of-the-list position formerly held by movies, but has done so at a higher level," says survey published by Agriculture Dept. in March *Rural Family Living*, whose distribution was delayed.

Analysis of regular Commerce Dept. estimates of city-&-farm consumer spending shows that movies took 20% of recreation dollar 15 years ago, only 10% in 1955. The TV-dominated group took 14% in 1940 and 23% in 1955, when all items on list averaged \$79.33 per person—46% more than in 1940.

Other findings on proportionate spending during period: reading (magazines, newspapers, sheet music, books, maps) dropped from 22% to 17%; spectator amusements (movies lumped with theater, opera, sports, etc.) dropped 19%; participating recreation (boats, aircraft, bicycles, etc.) increased 137%; betting on horse & dog races increased 200% (from \$1 to \$3 per capita).

Subscription-TV situation: Probability is that FCC will wind up holding evidentiary hearing or Congress will take whole basic decision out of Commission's hands. Rep. Harris (D-Ark.), chairman of House Commerce Committee, tells us: FCC hasn't yet answered his letter, which clearly frowned on pay concept (Vol. 13:17). Regarding getting together with FCC Chairman McConaughy to discuss his questions: "No time or anything has been worked out yet. He knows where I am if he wants to see me." He said that no hearings on subscription TV have been scheduled "now or in the foreseeable future. The Committee has other business. We have had no requests for any hearings involving either TV or radio." Rep. Celler (D-N.Y.), chairman of Judiciary Committee and also downbeat on toll TV, says he hasn't heard from Commission, either, and that he has asked Commerce Committee to conduct hearings on his bill to prohibit subscription TV. Whether Congress wrests ball away from FCC or not, Commission is now inclined to approach subject more cautiously—is believed quite unlikely to allow "experiments" without further inquiry.

Listing arguments against pay TV, NARTB public relations chief Donald N. Martin spoke before Vermont Federation of Women's Clubs in Bellows Falls May 1, noted that in portions of U. S. served by only one station—such as parts of Vermont—viewers would be deprived of all TV during periods station telecast scrambled signals. Group approved resolution asking Congress to ban pay TV, wired Vermont Congressmen.

Senate Commerce Committee vacancy was filled May 2 by Sen. Yarborough (D-Tex.), replacing Price Daniel, who resigned to become Tex. governor.

Boiling Miami TV situation—with third vhf due to go on air next month—was reflected this week in these actions by area's sole remaining uhf station, WITV, Ft. Lauderdale-Miami (Ch. 17): (1) Founder & principal owner Cmdr. Mortimer W. Loewi, former DuMont executive, took over as pres. & gen. mgr., dismissing station mgr. C. Edward Little because he was not "in sympathy with what we think is the correct approach to providing TV service in this area." (2) Station was preparing to file petition with FCC May 6 demanding that Cox-Knight-Trammell's WCKT (Ch. 7) be taken off air as result of Appeals Court's reversal of its grant, based on fact that ex-NBC pres. Niles Trammell held \$25,000-a-year consultant contract with NBC at time of grant (Vol. 13:11). WITV is arguing that keeping station on air would "perpetuate the mistake" and continue to deprive area stations of right to compete freely for NBC affiliation. (3) Threatened with loss of ABC-TV affiliation to upcoming WPST-TV (Ch. 10), the uhf outlet announced new programming policy emphasizing local live shows, many of them outdoors. (4) Loewi blasted networks as forcing affiliates to take "dull, uninteresting shows . . . under the block system." He took over presidency from part owner L. Coleman Judd, who remains on board. In face of vhf competition, station is proud of its bootstrap operation—based almost entirely on local business. Operating in the black, its officials called March 1957 business "sensational" and best since station started in Nov. 1953, though 80% of its revenue came from local advertisers.

Westinghouse's purchase of WAAM, Baltimore (Ch. 13) for \$4-\$4,500,000, including substantial net quick assets, is seriously in the works—with signing of contract possible next week. Purchase would give Westinghouse full bag of 5 vhf stations. Others: WBZ-TV, Boston; KYW-TV, Cleveland; KPIX, San Francisco; KDKA-TV, Pittsburgh—no uhfs. Westinghouse wants Baltimore station because city is a "great, thriving industrial market," according to principals. WAAM is ABC-TV affiliate, and Westinghouse has no plans to seek change to CBS-TV or NBC-TV—nor is there any change in affiliation contemplated for other 4 stations. WAAM is pre-freeze station which started Nov. 2, 1948, is controlled by Ben & Herman Cohen families. Exec. v.p. and 7% owner is Norman C. Kal, partner in Kal, Ehrlich & Merrick Adv., Washington.

Five applications for new TV stations, one for a translator, were filed with FCC this week, bringing total to 123 for stations (30 uhf) and 55 for translators. Station applications: Davenport, Ia., Ch. 68, Kansas City, Mo., Ch. 65 and Oklahoma City, Okla., Ch. 19 by Malco Theatres, ex-owners of WEHT (Ch. 50), Henderson, Ky.-Evansville, Ind., who last week filed for Ch. 40, Columbus, O. and are prospective applicants for Memphis and Utica, N. Y.; for Lafayette, La., Ch. 3, by consultants Dawkins Espy and Thomas B. Friedman; for Weston, W. Va., Ch. 5, by owners of off-air WJPB-TV (Ch. 35), Fairmont. Translator application was for Santa Rosa, N. M., for Ch. 83 by local Chamber of Commerce. [For details, see *TV Addenda 24-Q* herewith.]

TV sets-in-use are placed at 42,500,000 by research analysts Sindlinger & Co., Ridley Park, Pa. Estimated as result of questioning first week in April as part of Sindlinger's regular 1000-persons-a-day interviewing, these other TV statistics are reported: Some 38,600,000 households, or 78% of U. S. now have TV. Total TV audience is estimated at 122,400,000, of which 99,900,000 are 12 and older, 22,500,000 are 5-to-12 years old.

Educational TV & Radio Center, Ann Arbor, Mich., has moved into new \$150,000 headquarters on Washtenaw Ave., giving 23-station National Educational TV (NET) network its first established home.

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# Television Digest

with **ELECTRONICS REPORTS**

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## SUMMARY-INDEX OF THE WEEK'S NEWS — May 11, 1957

EDWARD MILLS rejects FCC membership after chairmanship offer is withdrawn. Others being pushed include Robert King, George Moore, Robert Minor (p. 1).

PAY-TV LOBBYING steps up as FCC group prepares to meet Rep. Harris May 14. Evidentiary hearing still good bet with Commission to ask for specifics (p. 1).

CELLER TV REPORT, strongly critical of networks, FCC & BMI, fails to get majority endorsement by anti-trust subcommittee at first meeting (pp. 2 & 3).

FCC BACKLOG of big decisions nearly gone as Chairman McConnaughey prepares to leave. Among those remaining: Seattle's Ch. 7, Edward Lamb case (p. 6).

SET SALES PROSPECTS evaluated at stockholders' meetings of RCA, Motorola, Hoffman. RCA stresses color profit potential; others say price cuts needed (p. 8).

VACATION SHUTDOWN DATES for TV-radio-electronics plants listed by RETMA; traditional hiatus meets union contracts, provides inventory opportunity (p. 9).

RCA REPORTS RECORD first quarter sales & earnings of \$295,773,000 & \$12,810,000; Gen. Sarnoff predicts \$4 billion annual business volume by 1967 (p. 11).

SPREAD OF COMMERCIAL TV continues as Swiss TV plans switchover to independent operation, Norway proposes ad-supported TV. ITA's record billings (p. 12).

**MILLS DECLINES FCC JOB; FIELD WIDE OPEN:** It's a free-for-all again, as far as new member of FCC is concerned, now that GSA deputy director Edward K. Mills Jr. is out of the picture. Once offered chairmanship, later offered only membership, he announced this week that he didn't want to be considered for the job.

You can go back to speculating over the multitude of names previously mentioned, and you can also expect more dark horses to loom. Lots of people lobbying for themselves or friends -- but President Eisenhower hasn't publicized whom he prefers, if anyone. We're told, for example, that Robert L. King, adm. asst. to Vice President Nixon, is a hot prospect; same for George M. Moore, former member of Civil Service Commission now on staff of House Post Office & Civil Service Committee; same for Robert Minor, now an ICC commissioner.

Among other names rumored heretofore: ex-Sen. George Bender; ex-ABC v.p. Ernest Lee Jahncke; Samuel L. Golan, member of International Boundary Commission; W.Va. broadcaster George Clinton; Los Angeles attorney Lyle Newcomer; James E. McCarthy, ex-dean of Notre Dame commerce college; FCC gen. counsel Warren Baker.

Present FCC Comr. John Doerfer still looks like good bet for chairmanship, unless someone with as much political weight as King is the man. There's talk that if Doerfer gets it, he'll be designated chairman for one year. This leaves President free to "rotate" position gracefully if he chooses -- or to keep Doerfer in top position longer, as he did with McConnaughey. Most commissioners would much prefer Doerfer or any other GOP Commission incumbent as chairman to someone who knows little or nothing about communications. Much of industry feels same way.

**PAY-AS-YOU-SEE TV—A STATUS REPORT:** Background wire-pulling and lobbying on subscription TV is really something to behold in Washington these days while pro & con forces struggle. FCC actually was on the verge of authorizing "experimental" operation, too close for comfort of the "anti" forces -- networks, theatres, NARTB, etc. -- until NARTB convention interrupted Commission deliberations. Opposition has put in its licks since, and House Commerce Committee's questions have brought a pause.

Things are marking time until FCC contingent meets with Committee Chairman Oren Harris (D-Ark.), slated May 14. Commission group expected to attend: Chairman McConnaughey, Comrs. Doerfer & Bartley, staff members Warren Baker, Robert L'Heureux, Louis Stephens. Other commissioners may choose to join them.

McConnaughey has never been overly excited about pay TV and he appears in no hurry to rush something through before he leaves the Commission June 30. Doerfer, who now stands good chance of becoming chairman (see p. 1), once thought experimental authorization was good idea -- though he seriously doubted public would buy toll TV. Now, he's said to believe Commission should learn more about proposed tests. That seems to be growing feeling of FCC majority -- hence current expectation that next move will be to call for evidentiary hearing to get more precise proposals.

\* \* \* \*

Zenith remains most vigorous pay-TV proponent. Once again its dealers and distributors are beginning to push for govt. action, and its publicist Millard Faught has resumed writing magazine articles -- latest in June Pageant. Paramount Pictures (International Telemeter) is currently playing up cable systems, though it's still interested in scrambled telecasts. Skiatron is simply standing by, telling stockholders it hopes for favorable FCC decision momentarily.

What is not understood by people outside TV industry (and some inside) is that these 3 proponents will scarcely have field to themselves if and when FCC ever gives any sort of green light. Fact is that Commission go-ahead would spawn flock of new "systems" and patent claims -- many by substantial and competent organizations. RCA-NBC, CBS & ABC aren't likely to stand mute if they see public showing signs of really going for the pay-TV concept.

Also indicative of what might come was this week's vote by council of the Writers Guild of America, which resolved to demand separate payment for all story material presented on subscription TV. Other guilds won't be far behind.

\* \* \* \*

Free from dependence on govt. approval, Video Independent Theatres continues work toward own experiment in Bartlesville, Okla. Shipment of Jerrold Electronic Corp. equipment has begun, and wiring is due to be completed this summer.

Though scores of additional exhibitors have shown keen interest in emulating VIT if latter's tests are successful, few have had any luck getting commitments for current features from the movie makers. Producers are inclined to say, in effect: "Let's see what happens in Bartlesville, first."

**LAWMAKERS DON'T LIKE CELLER PROBE DRAFT:** Rep. Celler's personally endorsed draft of the proposed report of his anti-trust subcommittee's probe of TV network practices got stormy reception from his subcommittee colleagues this week.

First closed meeting of subcommittee to consider lengthy staff-prepared draft -- strongly critical of network business practices, the FCC and BMI -- made it clear that the chairman cannot muster majority of his own 7-man subcommittee for report as it now stands. There was no solidarity even among members of Celler's own party, and it's now apparent that report in present form won't get majority endorsement.

\* \* \* \*

Subcommittee will meet again Mon. May 13 to resume discussion which began at this week's long and often heated meeting. While members will try to get together on a single compromise report, there are such marked differences of opinion that it is probable that 2 separate reports will emerge -- the current draft, with modifications, could become minority report. One of principal points in this week's controversy revolved around section of draft which virtually accuses BMI of "flagrant violation of anti-trust laws." Some members of the subcommittee already are rallying behind alternative section -- which Celler considers pro-BMI.

Celler-approved staff draft, though some of its language is carefully hedged, implies anti-trust violations by networks, stresses FCC's "failures" and recommends changes in Communications Act -- with a distinct "or else" flavor. Its suggestion that FCC police networks' "gross minimum time charges" looks like opening wedge for govt. control of network rates. Significant portions of Rep. Celler's staff-drafted document are quoted on page 3. Final majority report may be quite different.

Democrats on subcommittee are Celler (N.Y.), Rodino (N.J.), Rogers (Colo.), Holtzman (N.Y.). Republicans are Keating (N.Y.), McCulloch (O.), Miller (N.Y.).

**SIGNIFICANT QUOTATIONS** from unreleased staff draft of proposed report by House Judiciary anti-trust subcommittee on TV network practices, endorsed by Chairman Celler (D-N. Y.), but disputed by other subcommittee members (see story on p. 2):

**Network ownership of stations:** "The established position of NBC & CBS in the industry is a reason against, rather than for, permitting them to consolidate that position by restrictive covenants or by ownership or operation of stations. Their financial resources, diversified activities, trade contracts and established listener goodwill impose handicaps difficult enough to overcome upon any rival in the field of network operation . . . Any relaxation of the [multiple ownership] rule . . . would be wholly inconsistent with anti-trust objectives."

**Option Time:** "Option time provisions in affiliation contracts have a detrimental effect on the competitive process, [and] the FCC regulatory sanction does not conform with the Congressional policy expressed in the anti-trust laws . . . There appears to be a marked similarity between time optioning and block-booking in the motion picture industry, which the Supreme Court struck down [in the Paramount case]." Report asks "study by the FCC with a view toward abolishing of time options. This can be accomplished more readily by amendment of the Chain Broadcasting Regulations, but in the absence of expeditious Commission action, the Committee will be constrained to consider and recommend appropriate amendment of the anti-trust laws to accomplish the same purpose."

**Must-buy:** "The Committee expresses no opinion on the legality of must-buy under the anti-trust laws, but one of its effects is to deprive the national advertiser of untrammelled freedom of choice in selecting those stations and markets where he desires to have his advertising . . . carried." Report urges FCC to consider regulation banning must-buy lists but permitting networks to prescribe "gross minimum time charge" to advertisers. FCC would determine whether network's minimum charge is too high or too low.

**BMI:** "If such a combination uses its power to exclude competing music from the air, this constitutes a flagrant violation of the anti-trust laws. Indications before this committee are that this may indeed be the case."

**"First call" on network programs:** "An amendment [to FCC's Chain Broadcasting Regulations] should be adopted to limit the conditions under which the first call privilege may be used to delay the broadcast of network TV programs."

**Affiliation contracts:** "The Committee considers unjustified the FCC's failure either to make public the network affiliation contracts . . . or to scrutinize these contracts for any purpose other than whether they violate the Chain Broadcasting Regulations."

Chain of 6 film-only uhf stations is planned by Malco Theatres, Memphis, former owners of successful WEHT, Henderson, Ky. (Ch. 50). Theatre circuit filed fifth & sixth applications this week, for Utica, N. Y. (Ch. 54) & Memphis (Ch. 48). It also has applications on file for Columbus, O. (Ch. 40), Davenport, Ia. (Ch. 68), Kansas City (Ch. 65) & Oklahoma City (Ch. 19). Company plans 4 hours daily programming, 7-11 p.m., using feature film, theatrical shorts and syndicated TV film. Asked if they were interested in stations as possible subscription-TV outlets, Malco officials denied any such aspirations, stating they merely wanted to establish chain of modestly budgeted commercial outlets "not competitive with network stations."

Licensed TV sets in Great Britain totaled 6,863,234 at end of Feb., increase of 106,049 during month.

**Program & time sales:** "Not completely resolved by the record [is the question of] whether the TV networks tie sale of network and network-owned station time to the sale of network-owned programs." Justice Dept. is asked to look "vigorously" into this question.

**Five-year licenses:** "The Committee feels that long licenses tend to interfere with the freedom of TV stations to change their affiliation with a network."

**Network profits:** "Networks also argue that even if such a standard is accepted, net profits as a percentage of return on investment in tangible property are neither abnormal nor immodest when compared to the profits in creative industries, such as magazine publishing enterprises, or when compared to profits in certain manufacturing industries. [This argument] overlooks the fact that the networks, unlike publishers or manufacturers, are using a public property—the airwaves—which belongs to all the people of the United States and not to any one group . . ."

**NBC-Westinghouse case:** "The Commission's failure to designate this case for hearing constituted a summary rejection of its staff recommendations . . . It reveals inadequate consideration by the Commission of the competitive principles underlying the Communications Act [and] inadequate liaison with the Dept. of Justice . . . In the future [the FCC] should scrupulously examine the anti-trust history [of all applicants]."

**Allocations:** Pending outcome of studies to determine feasibility of "a major shift to uhf," Committee recommends "the Commission vigorously press forward in a program of selective deintermixture . . . The Commission should broaden this program to include many more markets and should continue to order removal or conversion of existing stations where the public interest requires."

**FCC-industry relations:** "The evidence demonstrates that for at least 10 years an air of informality has surrounded cases pending before the Commission. This has permitted the Commission's administrative process [to deteriorate] to the point where various members of the Commission without reluctance have, during the past decade, discussed with one or more interested parties [matters involved in pending cases], even going so far as to indicate how an individual commissioner will vote . . . This practice is repugnant to the fundamental principles of quasi-judicial procedure." Report recommends FCC "code of ethics" to govern conduct of commissioners, employees, attorneys and industry.

**Network regulation:** "The Committee, however, does not favor direct govt. regulation and would rather avoid it."

**Rep. Emanuel Celler (D-N. Y.),** chairman of House Judiciary Committee, to be speaker at luncheon of Federal Communications Bar Assn. at Washington Hotel, Washington, June 20.

**Radio's role in American life**—"a public servant in times of catastrophe and natural disaster"—was cited by President Eisenhower in National Radio Week message. Radio is, he said, "doing much more than improving the general welfare of the people of our country. Radio is serving the cause of world peace by helping Americans keep up with events in the world and the problems which face all of us who are working actively for peace."

**Several states want a chunk of TV sponsorship coin** from boxing & wrestling bouts. At least 3 state legislatures are considering bills to levy tax on revenues from matches. California bill would take 7½% of promoters' TV revenue, and legislation in Illinois & Minnesota would snatch 5% of gross receipts of bouts whose rights are sold to TV-radio stations or networks.

**Personal Notes:** Oliver Treyz, ABC v.p. in charge of TV network, elected a director of N. Y. Better Business Bureau . . . Armand Grant, ex-WAAM, Baltimore, and radio WKIT, Mineola, N. Y., appointed to new post of exec. producer of ABC-TV daytime programs . . . Philip Feldman promoted to CBS-TV v.p. & business mgr. of talent & contract properties, Hollywood . . . Robert V. Evans named asst. gen. attorney for CBS-TV in charge of talent, program & facilities contracts and rights . . . C. Herbert Clark promoted to head new NBC-TV unit set up in sales service dept. to help advertisers & agencies evaluate program lineup . . . Bernet G. Hammel, ex-Schwerin Research, joins ABC-TV as asst. research mgr. . . Tom W. Judge, ex-Closedcircuit Telecasting Inc. & CBS-TV, named to new post of national TV sales mgr., Westinghouse Bestg. Co. . . Roger W. Clipp, Triangle Publications v.p. for TV-radio and gen. mgr. of WFIL-TV & WFIL, Philadelphia, elected U of Pa. trustee . . . Raymond W. Welpott, mgr. of WRGB, Schenectady, since 1955, named mgr. of WKY-TV & WKY, Oklahoma City, replacing late Hoyt Andres . . . Serge Valle promoted to research mgr. of NBC's California National Productions . . . Allen Ludden, ex-NBC, named program director of radio WCBS, N. Y. . . Parker Wheatley resigns for personal reasons as gen. mgr. of educational WGBH-TV & WGBH, Boston, and director of Lowell Institute Bestg. Council; Hartford N. Gunn Jr., asst. gen. mgr., succeeds him . . . Charles Jennings promoted to CBC bestg. controller, Marcel Ouimet to asst. controller; J. P. Gilmore appointed controller of operations, A. K. Morrow asst. controller . . . Armand G. Erpf, a director of DuMont Labs and partner in Carl M. Loeb, Rhoades & Co., elected a director of Crowell-Collier . . . David Mathews promoted to gen. mgr. of Gross-

David Sarnoff Fellowships, worth about \$3500 each, have been awarded to 10 RCA employes who will be on leave of absence for the college year. The grants include tuition, \$2100 living expenses, \$750 gift to school; recipients may be reappointed. Winners are: Robert J. Pressley, John A. Inslee, Herbert W. Lorber, RCA Labs; Edward Kornstein, defense electronics products, Camden; Walter F. Denham, defense electronics products, Waltham; Herbert R. Meisel, semiconductor div., Somerville; John W. Caffry, electron tube div., Lancaster; Charles A. Passavant, international div., Clark, N. J.; James M. McCook, broadcast section, Montreal; Morgan A. Barber Jr., NBC, N. Y. Fellows were chosen on basis of academic aptitude, professional promise, character. Their fields include physics, electrical engineering, applied mathematics, business administration, dramatic arts.

FCC Chairman George C. McConnaughey, when he leaves Commission June 30, opens Washington law partnership, McConnaughey & L'Heureux, with his congressional liaison Robert D. L'Heureux; also forms McConnaughey & McConnaughey in Columbus, O. with his son. Legal asst. Charles Gowdy is to join legal staff of Crosley in Cincinnati, his home town. Plans of engineering asst. Christian E. Rogers haven't been disclosed.

New officers of Assn. of Federal Communications Consulting Engineers: Robert E. L. Kennedy, pres.; John Creutz, v.p.; George P. Adair, secy.; George E. Gautney, treas. New exec. committee members are Howard T. Head & Jules Cohen, 2-year terms; Wm. E. Benns Jr., one-year term.

Daniel R. Ohlbaum leaves litigation div. of FCC's Office of General Counsel to join Dept. of Justice's Office of Legal Counsel May 13—after 8 years with Commission.

O'Connell-Palmer Co. opens new TV-radio rep office at 110 Sutter St., San Francisco, headed by John E. Palmer, ex-Wm. Ayres Co.

Krasne Productions, Hollywood . . . Lester S. Tobias joins Associated Artists Productions as western div. sales mgr., Los Angeles . . . Charles Keys, ex-KWTV, Oklahoma City, named sales mgr. of KGEO-TV, Enid, Okla. . . John B. Hughes, ex-WRCV-TV, Philadelphia, named head of news staff at WEWS, Cleveland . . . Bob Herzog promoted to news director of WXIX, Milwaukee, succeeding Jerry Dunphy, now with WBBM-TV, Chicago . . . George H. Green, program director, named sales promotion & publicity director of WATV, Newark-New York, succeeding Lou Frankel, resigned; Robert Macdougall, educational director, promoted to public relations director . . . J. Howard Schumacher Jr., NBC lab technician, joins SMPTE as staff engineer June 10, replacing Henry Kogel, resigned . . . Len Higgins, director of industry relations of KTNT-TV, Tacoma, elected pres. of Washington State Assn. of Broadcasters . . . Wm. A. Banks, pres. & gen. mgr. of radio WHAT, Philadelphia, elected pres. of Pa. Associated Press Broadcasters Assn. . . Maurice Corbett, ex-National Food Distributors Assn., named merchandising director of WTVJ, Miami . . . Ed Cardinal promoted to program director & operational supervisor of KOLO-TV, Reno; Lee David Hirshland named local sales mgr. . . Walter I. (Wally) Gould, ex-Guild Films, joins TPA as producer in charge of commercial div.

### Obituary

Abram K. Redmond, 53, v.p. & gen. mgr. of WHP-TV & WHP, Harrisburg, Pa., with stations since 1926, died at home May 1 following heart attack. Surviving are his widow, Mrs. Beatrice Potteiger Redmond, sales service director of stations, and brother, program mgr. Dick Redmond.

ADVERTISING AGENCIES: Robert E. Staunton, ex-J. Walter Thompson, joins Ketchum, MacLeod & Grove, N. Y., as Westinghouse Bestg. Co. account executive . . . Stanley D. Canter, ex-McCann-Erickson, joins Ogilvy, Benson & Mather as research director . . . Guy Davis & Perry Thomas, Beaumont & Hohman v.p.'s, Chicago, move to Cunningham & Walsh there following merger . . . Walter Lowen turns over to daughter Ruth assets & title of Walter Lowen Placement Agency, 420 Lexington Ave., N. Y., will continue as consultant.

NBC Public Service Awards for local community achievements (Vol. 13:4) have been presented by network-owned WRCA-TV & WRCA, N. Y., to N. Y. *Journal-American* for "mad bomber" coverage, and Greater N. Y. Boy Scout Council; WRCV-TV & WRCV, Philadelphia, to pres. Stuart F. Loucheim of Academy of Music, policemen Preston G. Moman & Lawrence P. Thomas for murder investigation, and exec. director Mrs. Evelyn M. Trommer of Youth Services Board; WBUF, Buffalo, to chancellor Clifford C. Furnas of U of Buffalo; WRC-TV & WRC, Washington, to pres. Philip Talbott of Board of Trade & U. S. Chamber of Commerce; KRCA, Los Angeles, to Avalon Air Transport Inc. for Catalina Island Channel rescues, and District Attorney Wm. B. McKesson for teenage service; radio KNBC, San Francisco, to Mayor George Christopher and Karl B. Justus of National Conference of Christians & Jews.

AB-PT pres. Leonard H. Goldenson addresses luncheon meeting of Radio & TV Executives Society May 15 in Roosevelt Hotel, N. Y. He speaks next day at luncheon of Broadcast Advertising Club in Chicago in connection with dedication of new ABC & WBKB facilities there.

Bill authorizing local school committees to budget up to \$1 per pupil for TV programs was approved this week by education committee of Mass. state legislature.

**Radio Station Sales Reports:** KUTI, Yakima, by Independent Bcstrs. (Walter N. Nelskog, pres.) for \$250,000 to Harrison Roddick, ex-partner in management consultant firm McKinsey & Co. . . . WBMS, Boston, by Friendly Group (Jack N. Berkman, pres.)—also owners of WSTV-TV, Steubenville, O. and KODE-TV, Joplin, Mo.—for \$200,000 to Gerald A. Bartell & family, operators of WMTV, Madison, and 4 radio stations . . . KTIK, Seattle, by W. Gordon Allen (also owner of 4 other AMs) for \$163,000 to H. Scott Killgore interests, also operators of AMs in N. Y., Hartford, Knoxville, Kansas City & Pasadena . . . KLFY, Lafayette, La. by owners of KLFY-TV (Paul H. DeClouet, pres.) for \$140,000 to new Pelican Bcstg. Co. Inc., formed by Houston businessmen. Principals, also with minority in KTRK-TV, Houston (Ch. 13) are construction man Howard Telespen, chairman & 50% owner; adman John Paul Goodwin, pres. & 7.46% (with agency partner Henry J. Dannenbaum holding additional 7.46%); attorney Wright Morrow, v.p. & 22.5% . . . WGGG, Gainesville, Fla. by Alachua County Bcstg. Co. (R. M. Chamberlin, pres.) for \$100,000 to T. K. Cassel, who also has interest in off-air WTVE, Elmira, N. Y. (Ch. 24) and in 4 eastern AMs . . . KENO, Las Vegas, by Edward Oncken, Merl Sage & Ralph O. Dow for \$71,000 to Seattle businessmen Howard Anderson (transit adv.), Frederick Van Hofen (radio KING mgr.), Gordon B. Sherwood Jr. (ex-sales mgr. of radio KAYO)—purchase price including \$65,000 indebtedness still due previous owners Maxwell Kelch & Laura Belle Kelch . . . WKTM, Mayfield, Ky. by Fred L. Thomas for \$55,000 to co-equal owners Charles W. Stratton (also 1/3 of WKOA, Hopkinsville, Ky.) and brothers H. D. & Mose Bohn, of Hopkinsville dry goods store. Brokers: KUTI, Allen Kander & Co.; WBMS, Jack L. Stoll Assoc.; WGGG, Blackburn & Co.

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Radio station sales approved this week: WAFB, Baton Rouge, by WAFB-TV (Ch. 28), controlled by WDSU-TV, New Orleans, to local business group, headed by Louis Prejean, ex-WAFB-TV, for \$175,000 (Vol. 13:10). WEIM, Fitchburg, Mass. by Henry G. Molina to Arthur A. Newcomb, owner of WOTW, Nashua, N. H. for \$160,000 (Vol. 13:16). WLCR, Torrington, Conn. by Litchfield County Radio Corp. (Charles O. Scott, pres.) to brothers Hillis W. Holt (64.5%), Rogers B. & Clayford E. Holt for \$73,000 (Vol. 13:16). KVNI, Coeur d'Alene, Ida. by Alan N. Pollock (6.5% of KBET-TV, Sacramento) to Herbert C. Rice, ex-MBS programming v.p., for \$65,000 (Vol. 13:16). WFBF, Fernandina Beach, Fla. by Marshall W. Roland to Edward W. Murray, Storer TV programming consultant, for \$64,700 (Vol. 13:13). WALD, Walterboro, S. C. by group headed by R. M. Jefferies to co-owners Robert S. Raylor (1/2 of WONN, Lakeland, Fla.) and Paul Gilmore for \$45,000 (Vol. 13:13). KONG, Visalia, Cal. by radio KYNO, Fresno (L. E. Chenault, pres.) to Harry C. Layman, ex-owner of WJOC, Jamestown, N. Y. for \$35,000 (Vol. 13:13).

Suit for \$100,000 against IBEW Local 1212 was filed by CBS May 8 in U. S. District Court, N. Y., alleging damages from jurisdictional dispute with IATSE which prevented telecasting by WCBS-TV of April 21 "Tony" awards by American Theatre Wing (Vol. 13:17-18). Meanwhile Pepsi-Cola Metropolitan Bottling Co., which was automatically released from \$5,000 sponsor contract when inter-union squabble over special lighting work kept show off air, donated same amount to American Theatre Wing.

Bankruptcy auction of equipment of Autocue Sales & Distributing Corp., which sold TV prompting devices, will be held May 23 at Underwriters Salvage Co., 121 Sixth Ave., N. Y. Firm was declared bankrupt last Dec.

Application to sell 50% of KNAC-TV, Ft. Smith, Ark. (Ch. 5) for \$61,500 was filed with FCC this week by estate of Hiram S. Nakdimen (Salome Nakdimen, administratrix). Buyers are Ft. Smith merchant Harry Pollock, paying \$41,000 for 33.33%, and Harry Newton Co. real estate firm (controlled by Pollock's children Newton Pollock & Patricia P. Goldberg), paying \$20,500 for 16.66%. Sale includes agreement whereby Harry Pollock is to lend KNAC-TV \$125,000 over 5-year period, also is to reimburse other owner George T. Hernreich (50%) \$25,000 for out-of-pocket expenses incurred in connection with KNAC-TV. However, FCC has postponed effective date of its approval of sale of 50% of KNAC-TV to Hernreich (Vol. 13:9), pending outcome of hearing on protest filed by Donald W. Reynolds' KFSA-TV, Ft. Smith (Ch. 22). Feb. 28 KNAC-TV balance sheet lists \$25,188 loss this year to date. It shows \$18,605 current assets, \$220,455 fixed assets; \$14,484 current liabilities, \$85,000 notes payable, \$161,538 contracts payable.

The \$6,350,000 sale of WBRC-TV, Birmingham (Ch. 6) with AM-FM adjuncts to Radio Cincinnati Inc. (Hulbert Taft) by Storer (Vol. 13:14) was approved this week by FCC—clearing way for Storer to take over WPFH, Wilmington, Del. (Ch. 12), along with Philadelphia radios WIBG & WIBG-FM, this transfer having received approval March 27 (Vol. 13:13). However, suit in Philadelphia Federal Court by 8 minority WPFH stockholders, charging Storer's price is too low, may delay consummation of transfer. WBRC-TV sale includes \$350,000 under agreement whereby Storer agrees not to compete in any media in area for 5 years or to "raid" staff. WBRC-TV broker was R. C. Crisler & Co.

Wm. Cherry's purchase of WDBO-TV, Orlando, Fla. (Ch. 6) with AM-FM adjuncts for some \$3,000,000 (Vol. 13:14) was approved this week by FCC. Actual buyer is Cherry Bcstg. Co., 85% owned by Wm. Cherry (pres. of WPRO-TV, Providence), 10% by Wm. H. Goodman (asst. treas. of WPRO-TV), 5% by Arnold F. Schoen Jr. (mgr. of WPRO-TV). Sellers, headed by Harold P. Danforth (remaining as mgr.), get \$2,461,000 cash, \$539,000 in notes.

Purchase of WAAM, Baltimore (Ch. 13) by Westinghouse Bcstg. Co. (Vol. 13:18) has been reduced to contract—price coming to \$4,400,000 in Westinghouse stock, deal including more than \$500,000 in net quick assets. Purchase of the ABC-TV affiliate gives Westinghouse full limit of 5 vhfs permitted by FCC.

WDAK-TV, Columbus, Ga. (Ch. 28) will be wholly owned by Martin Theatres of Ga. Inc., following FCC approval this week of its purchase of 25% from radio WDAK for \$25,000 (Vol. 13:17). Call letters are to be changed to WTVM.

Control of CHCT-TV, Calgary, Alta. (Ch. 2) is retained by Frederick Shaw, even though he has sold radio CKXL, Calgary, to new Tel-Ray Ltd. He holds 2/3, other 1/3 being held by radio CFAC.

Talk to nation by President Eisenhower on his \$71.8 billion budget will be carried live by NBC-TV May 14 9-9:30 p.m., repeated by CBS-TV & ABC-TV 11:15-11:45 p.m. All radio networks, including Mutual, will carry speech to people about "the cost of their government" direct from White House. Similar network arrangements for President are expected for second talk May 21 on "Why Mutual Aid Is So Essential to Winning the Peace," but schedules for it had not been set at week's end.

Extremely sensitive TV camera which can be operated under water has been developed for Navy by Admiral. High light sensitivity permits new image orthicon unit to be used under extremely poor lighting conditions.

**Telecasting Notes:** "TV time needs reclassifying" says provocative editorial in May 6 *Advertising Age*. Written from standpoint of advertiser and agency, editorial points out market in TV time—particularly in marginal periods—is becoming buyers' market. Magazine urges revamping of TV time-rate classifications, which were adapted from radio pattern, to better reflect approximate viewership ratios during the specific time segments . . . "Scientific breakdown" of rates as suggested by *Advertising Age* would go something like this: Peak viewing time (9-10 p.m., which has yearly average of 55-60% of sets-in-use) would be Class AA time; prime time (8-9 & 10-11 p.m., 50-55% of sets), Class A time, at 90% of Class AA rate; marginal prime (7-8 p.m., 40-45%), Class B, 75%; kid time (5-7 p.m., 30-40%), Class C, 50%; afternoon "dame-time" (noon-5 p.m., 16-20%), Class D, 33%; morning "dametime" (10-noon, 10-15%), Class E, 25% . . . **Quality** of summer programs is given a justified swat in May 18-24 *TV Guide* editorial—pointing out that average viewer doesn't go to Bar Harbor or the Riviera for the summer, and, in fact, many now take portable TVs with them on their 2-week vacations. "So we will be watching TV this summer, and it would be nice to see something besides repeat showings of all the programs we saw during the fall-winter-summer-spring season. Repeats and a few of those old bromides that come back every summer as inevitably as the Japanese beetles. There was a time when network executives used the summer months for trying out exciting new ideas. [Now] apparently, those same network heads are convinced that no one watches TV

**O**NE CLAIM FCC Chairman McConnaughey can make as he leaves Commission June 30 is that backlog of big, tough comparative vhf decisions has been almost completely eliminated during his tenure. Among the few remaining is final decision on Seattle's Ch. 7, apparently still due to go to KIRO—in which Senate Commerce Committee Chairman Magnuson (D-Wash.) holds about 4% interest. That decision isn't imminent, may not get out by June 30.

Another substantial decision, also possibly not due before June 30, is on license renewal of Edward Lamb's WICU, Erie; that's the long-fought case wherein Commission explored charges Lamb falsely stated he'd never had communistic associations. He's due to win renewal by strong FCC majority vote.

Commission made a couple minor grants this week: Ch. 32, Lock Haven, Pa. to WBPZ; Ch. 9, Sheridan, Wyo., to Harriscope Inc. It also gave out these translator CPs: Ch. 70 & 78, Orangeville, Utah, to Emery County govt.; Ch. 73, Rawlins, Wyo., to KFBC-TV, Cheyenne.

Move of WPFH, Wilmington (Ch. 12) to spot nearer Philadelphia has been blocked by protest, temporarily at least, when Commission ordered evidentiary hearing on questions raised by WIP, Philadelphia.

Fight between KHVH-TV, Honolulu (Ch. 13) and KULA-TV (Ch. 4) is over—the two having signed stipulation whereby latter drops appeal.

Four uhfs sought vhf channels this week, and another filed for a lower uhf channel: KTAG, Lake Charles, La. (Ch. 25) for Ch. 3; WJMR-TV, New Orleans (Ch. 20) for Ch. 12; KOOS-TV, Coos Bay, Ore. (Ch. 16) for Ch. 11; KBMT, Beaumont (Ch. 31) for Ch. 12; WNDU-TV, South Bend, Ind. (Ch. 46) for Ch. 16—Ch. 16 to come from Aurora, Ill., to be replaced by Ch. 75.

We cred last week in reported allocation sought by Tribune Pub. Co.'s KTNT-TV, Tacoma (Ch. 11). It's asking addition of Ch. 2 to Portland, Ore.

Alturas, Cal. translator K72AD began April 17 repeating KVIP, Redding, reports O. L. Spath, chairman of Alturas TV Club Inc.

during the summer, so why bother" . . . Intelligent cooperation of Baltimore's 3 stations brought viewers important spot news coverage this week with minimum of preemption of commercial time. When House Un-American Activities Committee held hearings there, each station agreed to air 2 different sessions, each announcing at end of hearing which channel would carry next session . . . Plain talk on ratings is subject of NBC president's second informal "Bob Sarnoff" newsletter to TV-radio editors. He concedes past NBC mistake of discontinuing issuance of overnight rating information. Though defending value of ratings as general guide, Sarnoff says if he had his way he'd abolish the top 10 lists, "even if NBC got 10 out of 10 . . . because of a long-standing distaste for fractions"—stating that differences between shows in first & second 10 often are mere fraction of a point. Ratings, sums up Sarnoff, are "useful tool in charting programming and sales courses, [but] not the end-all of TV" . . . **Foreign market** for U. S. TV films—exclusive of U. S. possessions & Canada—will contribute \$5-6,000,000 to grosses this year, says Ziv International pres. Ed. Stern, breaking down top markets thus: Britain & Australia, 30-35% of total; Spanish-speaking markets (mostly Latin America), 30%; French-speaking, 8% . . . Columbia Pictures considering spin-off of its TV subsidiary into independent corporation, reports May 6 *Billboard*. Main reason given: Better borrowing position as separate entity, easing production financing situation . . . **Standard TV Corp.** (Lawrence Berger), owner of 24 top feature pictures, acquired by M. & A. Alexander Productions, Hollywood.

FCC leaks will be hunted by Senate investigations subcommittee in probe of unauthorized disclosure of secret information by officials & employes of quasi-judicial agencies—but as of now Commission is free of suspicion. "At this stage we do not have before us any allegations or reports of any leaks from the FCC," Chairman Jackson (D-Wash.) told us this week. "That is not to say that there haven't been any. We will go through all the agencies before we finish." Subcommittee's current investigation centers on tip on CAB decision which permitted quick profits on Northeast Airlines stock. Jackson plans to introduce bill stiffening penalties for divulging such non-classified information. Present maximum is dismissal from govt. service.

CBC Board of Governors April 30 recommended grant of Elliot Lake, Ont. Ch. 3 satellite to CKSO-TV, Sudbury, Ont. (Ch. 5); Kapuskasing, Ont. Ch. 3 satellite to CFCL-TV, Timmins, Ont. (Ch. 6), but turned down its application for Kirkland Lake, Ont. Ch. 9 satellite, because town is within Grade B contour of CFCL-TV; deferred for further study Ch. 5 application by radio CJDC, Dawson Creek, B. C.; recommended boost to 150-kw by CHCH-TV, Hamilton, Ont. (Ch. 11).

Paid religious programs are being dropped by radio WGY, Schenectady, because of fundamentalist "imbalance" in broadcasts, mgr. Merl L. Galusha announced May 7. He said station would continue to provide free time for "adequate, representative schedule of religious broadcasts," but contracts for Billy Graham, *Word of Life*, *Bible Study Hour*, *Lutheran Hour*, *Voice of Prophecy* will not be renewed.

First piece of music composed and named specifically for a radio station, according to v.p.-gen. mgr. George Whitney of San Diego's KFMB-TV & KFMB, is "The KFMB March," written by M/Sgt. Abraham Balfourt and premiered on 100th *Marine Bandstand* show on the station, which will publish and present the march to high school, college & military bands.

**Network Accounts:** Automotive industry is making good news for TV after 2 years of advertising retrenchment & uncertainty about medium. Returning to networks after absences are Pontiac & Buick; Ford & Chevrolet are expanding TV sales pitches, Chrysler seeks own show. It all adds up to 25% more TV spending by Detroit for "basic buy" in 1957-58, according to May 4 *Sponsor*, which estimates 16 already-scheduled shows will cost car-makers \$72,500,000 in time & talent. Big reason for switch to TV, *Sponsor* says, is change in "advertising emphasis from old-time nuts & bolts copy to the thrill of the ride;" TV "can virtually give the viewer at home a demonstration ride" . . . Ford reported wrapping up \$2,500,000 deal for 5 Lucille Ball-Desi Arnaz 60-min. shows on CBS-TV in mid-fall, thru J. Walter Thompson . . . Oldsmobile dickering for one-fourth sponsorship (with Kellogg & Pillsbury) of *The Big Record* starring Patti Page on CBS-TV starting Sept. 25, Wed. 8-9 p.m. . . . Deleo may sponsor new Lowell Thomas news feature program on CBS-TV, pilot film featuring Herbert Hoover interview . . . Pabst buys 13 weeks of new *George Sanders Mystery Writers Theatre* on NBC-TV starting June 29, Sat. 9-9:30 p.m., thru Leo Burnett . . . Joe Lowe Corp. (frozen confections) sponsors *Popsicle Five Star Comedy Party* on ABC-TV starting May 18, Sat. 5:30-6 p.m., premiere to feature Paul Winchell & Jerry Mahoney . . . Bristol-Myers sponsors *Arthur Murray Party* on NBC-TV July 1-Sept. 16, Mon. 9:30-10 p.m., and plans new fall show, probably *Californians*, on ABC-TV Wed. 8:30-9 p.m., taking time period now occupied by *Navy Log*, which is expected to shift to hour later under full U. S. Rubber sponsorship . . . Schick to be alt. sponsor (with Scott Paper) of *Gisele MacKenzie Show* on NBC-TV starting Oct. 5, Sat. 9:30-10 p.m., thru Warwick & Legler . . . Union Carbide ready to sponsor *Omnibus* on NBC-TV beginning in fall for 13 or 26 weeks, probably Sun. 4-5:30 p.m., thru J. M. Mathes . . . Chemstrand (nylon) to be alt. sponsor of *Sally*, new situation comedy starring Joan Caulfield on NBC-TV starting Sept. 22, Sun. 7:30-8 p.m., thru Doyle, Dane & Bernbach . . . Old Gold to sponsor *Court of Last Resort* on NBC-TV starting Sept. 20, Fri. 8-8:30 p.m., and reruns of Jimmy Durante show (filmed by NBC-TV during 1955-56 season) on CBS-TV June 29-Sept. 21, Sat. 8-8:30 p.m., both thru Lennen & Newell . . . Westinghouse signs again

Stereoscopic TV camera unit has been constructed by British Marconi for use at British Atomic Energy Authority research station at Harwell for supervising remote manipulation of dangerous radioactive materials. Unit consists of 2 industrial vidicon cameras, 2 control units and 2 display monitors. Cameras are mounted side-by-side, and the monitors are positioned in display cabinet so that the 2 pictures are superimposed by means of semi-silvered mirror. Screens are covered by polarized filters and stereoscopic effect is obtained by use of polarized eyeglasses.

Golden Reel Award of Film Council of America, its highest citation for 16mm, has been given to GE receiving tube dept. and Transfilm Inc. for 10-min. color sales promotion film, "Through the Looking Glass." Film is aimed at electronics distributor salesmen.

New reps: KGEO-TV, Enid-Oklahoma City, to Blair TV Assoc. May 1 (from Pearson); WSEE, Erie, to Young (from Avery-Knodel).

Associated Artists Productions enters recording field with *Official Popeye TV Record Album*, capitalizing on popularity of its *Popeye* cartoon series.

KRIS-TV, Corpus Christi, Tex. (Ch. 6) May 9 increased power to maximum 100-kw ERP.

KOPO-TV, Tucson (Ch. 13) has changed to KOLD-TV.

for full sponsorship of *Studio One* on CBS-TV next season, Mon. 10-11 p.m., thru McCann-Erickson . . . Kaiser negotiating for alt. sponsorship of feature film series on ABC-TV next season, probably Sun. 7:30-9 p.m. . . . Hazel Bishop negotiating for alt. (instead of full) sponsorship of *Beat the Clock* on CBS-TV Fri. 7:30-8 p.m. . . . Gulf Oil may sponsor *Tin Pan Sally* situation comedy on ABC-TV Sat. 7-7:30 p.m. or Sun. 8:30-9 p.m. . . . Revlon dickering for *Walter Winchell File* on ABC-TV in fall . . . John-Manville dropping *Meet the Press* at end of June on NBC-TV Sun. 6-6:30 p.m.; Aluminium Ltd. may sponsor next season . . . Pall Mall reported dropping *Big Story* on NBC-TV Fri. 9-9:30 p.m. . . . General Foods & Borden renew 52 weeks of *Fury* on NBC-TV Sat. 11-11:30 a.m., both thru Benton & Bowles . . . R. J. Reynolds & Toni sign for *People Are Funny* on NBC-TV Sat. 7:30-8 p.m., former thru Wm. Esty, latter through North . . . Toni to be alt. sponsor (with American Tobacco) of *Your Hit Parade* on NBC-TV starting Sept. 7, Sat. 10:30-11 p.m., thru North . . . General Mills, Standard Brands, Nestle, Wesson Oil, Toni lining up to sponsor new *Hotel Cosmopolitan* serial on daytime CBS-TV starting July 7, replacing *Valiant Lady* . . . Best Foods reported dropping partic. sponsorships of *Our Miss Brooks* and *Bob Crosby & Garry Moore* shows on daytime CBS-TV . . . Oregon State Highway Commission buys partic. sponsorship of *Panorama Pacific* on CBS-TV Pacific Network, thru Cole & Webber, Portland.

Rate increases: WMUR-TV, Manchester, N. H. May 15 raises base hour from \$600 to \$700, min. \$120 to \$165. WHTN-TV, Huntington, W. Va. May 1 raised hour from \$450 to \$600, min. \$100 to \$130. KJEO, Fresno, May 15 raises hour from \$500 to \$600, min. \$125 to \$150. WGEM-TV, Quincy, Ill.-Hannibal, Mo. May 1 raised hour from \$250 to \$350, min. \$50 to \$60. KYTV, Springfield, Mo. April 1 raised hour from \$275 to \$325, min. \$62.50 to \$81.25. KHAS-TV, Hastings, Neb. May 1 raised hour from \$200 to \$250, min. \$35 to \$43.75. CKVR-TV, Barrie, Ont. June 1 adds Class AA hour (7-11 p.m. daily) at \$300, min. at \$70, Class A hour going from \$240 to \$250. Spot increase: WNBC, New Britain-Hartford, has added Class AA 20 sec. only rate (7:29-10:30 p.m. daily) at \$140, Class A remaining \$120.

Color TV is a "complete failure" in America, says May *Wireless World* of London in editorial urging against adoption of color TV standards for Britain. Long an opponent of compatible NTSC system, the influential 46-year-old technical journal asks "further basic development" of color and states that adoption of system for Britain "would be disastrous . . . a deplorable error." In another article in same publication—interview with Pye Ltd. chairman C. O. Stanley on his return from trip to U. S.—*Wireless World* says: "One could not help feeling that some American engineers were now beginning to doubt the wisdom of their having adopted compatibility in the first place . . . [It] was being said that an MIT engineer was needed with every set installed." Interview article concedes: "The actual programmes—about 3 hours per day—were, however, very good indeed."

Color TV was prime attraction for Emperor Hirohito & Empress Nagako during visit this week to Japan's 1957 International Trade Fair. They watched RCA color display at American commercial pavilion—one of fair's most popular exhibits.

Small dealer's experience in color TV is described in interesting article in May *Electrical Merchandising*. Story says RCA distributor expects 50% of TV dollars in 1957 to come from color sales to similar small dealers.

**SET SALES OUTLOOK DETAILED FOR STOCKHOLDERS:** Assessment of TV industry by 3 of the most aggressive manufacturers in the business was presented in stockholders' meetings this week -- and factors standing out are these: (1) Frank admission that profits from TV are slim. (2) Good earnings are currently coming from non-TV electronics. (3) Color remains a great hope -- but opinions differ on "when."

Pacesetter RCA reported record sales & profits for first quarter "despite leveling off of profits in the radio-TV business" (see p. 11). Chairman Brig. Gen. David Sarnoff told 1100 stockholders that all major divisions operated in black, but noted that while TV unit sales "continue to be high, profit margins on sales of black-&-white sets now are low, and in some instances non-existent. However, there is nothing wrong with the TV industry today that cannot be cured by color."

"Nothing can stop the continued progress of color TV," he stated. "In our view, it offers the best prospects for improving earnings."

Current rate of color sales wasn't disclosed, though spokesman said after meeting that "we're pleased with the way color is going" and new pres. John L. Burns reiterated that job of putting color across remained major RCA aim. Last year, RCA announced it had sold 102,000 color sets, had goal of 250,000 in 1957.

RCA disclosed later in week that new color line would come out in fall; that prices would be "slightly higher."

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Motorola first-quarter sales didn't follow general industry pattern. Pres. Robert W. Galvin told stockholders' meeting that profits were up while volume was down, and he attributed volume drop to "unsatisfactory black-&-white TV sales." He added that reorganization of TV division's marketing & engineering presents a more promising outlook (see p. 11).

Turning to color, Galvin said key is a set to sell for less than \$300. This, he said, couldn't happen unless there's major technical innovation -- such as new picture tube or components. He predicted fall color market would improve but would still be small factor in overall picture.

Hoffman Electronics pres. H. Leslie Hoffman and his lieutenants, addressing stockholders' meeting, termed reports of soft spots in TV "grossly exaggerated"; v.p. Paul E. Bryant said Hoffman's first quarter unit sales about equaled those of same 1956 period, reported inventories down 10% -- mostly at dealer level.

Hoffman said his new line of color sets would go into production in Aug. and he predicted prices would be up about \$50. Administrative asst. M.G. Whitney said best possibility of price cuts lay in simplification of picture tube.

On company's overall prospects, Hoffman said he expects volume of \$100,000,000 in 1960, more than double 1956 total (Vol. 13:18). He said increase should come by upping the sales of present divisions \$20,000,000 and by acquiring new divisions which will account for \$30,000,000. He said he hopes to acquire one major division annually, but added he's not negotiating for any currently.

**RETMA Adapts:** Theme of RETMA's 33rd annual convention at Chicago's Sheraton Hotel May 15-17 is adaptation of the association to expansion and diversification of TV-electronics industry. There's little likelihood of name change next week to Electronics Mfrs. Assn. (EMA) or Electronics Industry Mfrs. Assn. (EIMA), though both had been considered possibilities (Vol. 13:11). It's expected matter will be deferred -- because opposition to change has developed, notably from members of such organizations as existing Electronics Mfrs. Assn. (55 W. 42nd St., N.Y.) and West Coast Electronic Mfrs. Assn. (342 N. LaBrea, Los Angeles).

Changes in RETMA division names are probable, however, to reflect expanding and changing functions: Tube Div. to recognize growth of semiconductors; Set Div.

to cover all home entertainment instruments; Parts Div. to reflect such developments as printed circuits; Technical Products Div. to cover computers, etc.

Highlights of convention will include: Pres. W.R.G. Baker's annual report May 16; presentation of Medal of Honor to ex-RETMA pres. and ex-Sylvania chairman Max F. Balcom at May 16 dinner; panel discussion on products used by FCC licensees or in data-processing systems -- participants including FCC's Curtis B. Plummer and Edward F. Kenehan and Bureau of Standards computer expert Dr. S.N. Alexander; election of officers, div. directors, executive committee.

**BDSA Economy:** New approach for restoring House cut of funds for 25 industry divisions of Business & Defense Services Administration was advanced this week by RETMA exec. v.p. James D. Secrest (Vol. 13:15-16). He told Senate Appropriations subcommittee that abolishing BDSA groups -- which include Electronics Division -- "would, in my opinion, merely create a mirage." His experience has shown, he said, "that many governmental functions which are abolished in one department or bureau have a habit of reappearing in another...probably at a greater expense to the taxpayer." He paid tribute to the services performed by the division for the electronics industry -- "one of the nation's most important producers of equipment and components for our military services." Full committee may take up bill next week.

**Production:** TV output was 81,864 week ended May 3, compared with 81,408 preceding week and 111,767 in corresponding week one year ago. It was year's 18th week and brought TV production for year to date to about 1,913,000, compared with 2,511,243 in same period of 1956. Radio production totaled 280,490 (103,015 auto) week ended May 3, compared with 275,067 (96,517) the preceding week and 250,378 (65,736) in corresponding week year ago. Radio output for 18 weeks totaled about 5,353,000 (2,125,000) vs. 4,790,267 (1,805,437) in same 1956 period.

**Topics & Trends of TV Trade:** RETMA annual poll of members provides following schedule of plant shutdowns for vacations, traditional in industry to fulfill union contracts and to give management a chance to check inventories in preparation for fall lines:

Set manufacturers: Bendix, June 24-July 7; DuMont, July 1-14; Emerson, July 1-8; GE, July 1-14; Hallcrafters, July 1-14; Hoffman, July 1-14; Magnavox, July 1-14; Motorola, June 24-July 7; Olympic, July 1-14; Philco, June 28-July 14; Pilot, July 1-15; RCA, July 22-Aug. 4; Stromberg-Carlson, July 1-14; Sylvania, July 22-Aug. 4; Wells-Gardner, July 1-14; Zenith, July 1-14. Dates not available: Warwick, Westinghouse. Packard-Bell is not closing for vacation this year.

Tubes: CBS-Hytron, July 1-14; DuMont, July 1-14; Eitel-McCullough, Aug. 5-18; Federal, July 1-16; GE, July 1-14; Raytheon, July 1-15; RCA, July 15-28; Sylvania, July 22-Aug. 4; Tung-Sol, July 15-28. Westinghouse dates not available.

Components and others: Alliance Mfg., July 1-14; Amphenol, July 1-14; Chicago Condenser, July 1-14; Erie Resistor, July 1-14; International Resistance, July 1-14; Oak Mfg., July 1-14; Quam-Nichols, July 1-14; Radio Condenser, July 15-28; Litton, July 1-21. Those not closing include: P. R. Mallory, Muter, Sprague.

\* \* \* \*

Excise tax exemptions on tape & wire recorders, players & recorder-players used for TV-radio, commercial, industrial, scientific or military data are contained in bill (HR-7125) being readied by House Ways & Means Committee. Staff is writing lengthy report, including proposal to impose 10% tax on home tape & wire devices (Vol. 13:18) which may get committee approval next week.

Canadian hi-fi may soon hit major U. S. markets, says Dominion Electrohome sales promotion mgr. Kenneth D. Kerr, adding only holdup is question of customs which he said is "near solution."

Further changes in receiver radiation rules (Vol. 11:52 et seq.), recommended by RETMA, were proposed this week by FCC (Doc. No. 12018, Mimeo 57-475). Commission asked comments by June 5 on these proposals: (1) To increase proposed radiation limits for uhf receivers manufactured after Dec. 31, 1957 to 1000 microvolts per meter until Dec. 31, 1958, after which limit would revert to the originally established 500 uv/m. (2) To liberalize power line interference limit, so that it is increased linearly from 100 uv at 4 mc to 1000 uv at 10 mc., limit remaining at 1000 uv up to 25 mc.

Canadian TV production in first quarter was 94,831, reports RETMA of Canada, compared with 171,761 in similar 1956 period. March total was 29,449 vs. 49,602 in March of 1956. Distributor sales to dealers totaled 108,478 for first quarter, 29,716 for March. Sales to dealers by provinces were: Ontario, 9834 March & 38,721 for quarter; Quebec, 8821 & 28,721; B. C., 2808 & 9111; Alberta, 2533 & 8680; Manitoba, 1872 & 7661; Nova Scotia, 1463 & 5873; Sask., 781 & 4651; N. B. & P. E. I., 1036 & 3800; Nfld., 568 & 1260.

British TV-radio & combination retail sales showed marked improvement in first quarter compared with similar period in 1956. British Radio Equipment Mfrs. Assn. lists TV sales at 292,000, up 23%; radio, 247,000, up 21%; combinations, 71,000, up 54%. March figures were TV, 79,000, up 11%; radio, 83,000, up 15%; combinations, 20,000, up 54%. Exports of radio equipment for the quarter, according to British Radio Council, were \$30,240,000, a gain of 17% over similar 1956 period. Of these, \$8,960,000 worth were exported to the U. S.

"Most powerful table model radio" is the way RCA describes new 12-tube, 3-speaker set with brass legs for conversion to console. Called Cordon Bleu (Model 8RF13), it's priced at \$200 in mahogany, \$210 in light oak or maple.

Emerson releases two 1958 models--21-in. TV combination at \$298 & portable hi-fi phono-radio at \$88.

**Trade Personals:** Paul E. Bryant, Hoffman Radio div. gen. sales mgr., promoted to v.p. in charge of sales, replacing James E. Herbert, resigned; James D. McLean, pres. of Hoffman Labs, elected to board of parent Hoffman Electronics . . . Stanley J. Koch elected DuMont v.p.-tube operations; Maj. Gen. Raymond C. Maude (USAF, ret.), v.p.-govt. operations . . . Alfred H. Chatten promoted to gen. mgr. of Philco distribution center, Elizabeth, N. J.; Harold R. Sheer succeeds him as N. Atlantic div. mgr. . . . John A. Miguel Jr. promoted to Zenith export v.p. . . . Albert Leon, ex-Emerson, appointed adv. & sales promotion mgr., Symphonic Radio & Electronic Corp., replacing N. K. Blake, resigned . . . A. E. Abel named gen. mgr., Bendix radio div. . . . Earl F. Larson promoted to Pacific coast sales mgr., Westinghouse tube div., Los Angeles, replacing Gilbert Sherman, resigned . . . Robert L. Trent named head of Texas Instruments' circuit development branch . . . Frederick A. Schaner, ex-Air Associates Inc., named chief engineer of Daven Co., Livingston, N. J. . . . Wm. J. Voss named director of purchasing, DuMont Industrial & TV tube divs., also continuing as purchasing mgr. for industrial relations, general superintendent & general quality control . . . Anthony R. Dambrauskas promoted to Hallicrafters national service mgr., replacing Norman Cooper, resigned . . . L. Harriss Robinson, Motorola mgr. of govt. sales, elected pres. of Washington chapter, Armed Forces Communications & Electronics Assn. . . . M. R. Johnson, engineering mgr. of GE light military electronic equipment dept., named mgr. of new armament & control section.

### Obituary

Clarence A. Sprague, 76, patent attorney who served as chief of Bell Labs' TV & telephotography patent sections until his retirement in 1946, died May 9 at his home in Summit, N. J., after long illness. He is survived by his widow, son and 2 grandchildren.

Officers-&-directors stock transactions reported to SEC for March: Avco—Chester G. Gifford bought 1000, holds 1000. Consolidated Electrodynamics—Edwin Harbach bought 150, holds 800. Daystrom—Thomas Allinson bought 100, holds 100. DuMont Labs—Allen B. DuMont sold 1500, holds 31,901; Armand G. Erpf bought 400, holds 3400. Emerson Radio—Benjamin Abrams bought 200 personally, 800 more in trusts for children & 300 for grandchildren, holds 231,445 personally, 25,564 in trusts for children & 3075 for grandchildren, 63,081 in foundations; Max Abrams bought 3200 personally, 200 in trusts, holds 87,109 personally, 6855 in trusts. General Dynamics—Lambert J. Gross bought 10,500, holds 22,657 personally, 630 in trust. GE—Charles D. Dickey bought 500, holds 9000; Wm. Rogers Herod sold 292, holds 8506. Indiana Steel Products—Robert F. Smith joint account sold 185, holds 1079, none personally. International Resistance—Harry A. Ehle sold 500, holds 15,200. IT&T—Robert McKinney bought 3000, holds 24,000. Litton—Roy L. Ash sold 401 in partnership, holds 19,575 in partnership, 47,415 personally; Myles L. Mace exercised option to buy 3333, hold 16,156; Carl A. Spaatz bought 1600, sold 500, holds 2800. Norden-Ketay—Robert M. Adams Jr. sold 1000, holds 1000. Oak Mfg.—Peter B. Atwood bought 100, holds 800. RCA—George R. Marek bought 100, holds 568. Raytheon—D. R. Hull exercised option to buy 500, sold 1500, holds 500; Robert W. Stoddard bought 200, holds 200. Sylvania—W. Benton Harrison sold 200, holds 745; Frank J. Healy bought 122, holds 3797. Texas Instruments—P. E. Haggerty sold 9000, holds 133,159; H. J. Wissemann sold 600, holds 7000. Unitronics—Morris Sobin exercised option to buy 8820, holds 8820. Webcor—Harry R. Ferris bought 100, holds 100.

"Unconstitutional" tag was hung this week on non-signer section of W. Va. fair trade act by Federal Judge Ben Moore in dismissing GE suit against Samuel Wender, Oak Hill appliance dealer. Judge ruled that the non-signer provision was not within scope of fair trade act's title, thus making provision unconstitutional—since state legislature had previously held that title of act it passed must have only one object and that object must be expressed in the title.

New contract between Philco and IUE was signed in Washington this week. Covering some 2500 TV-electronics workers of Local 101 in Philadelphia, it provides 3% pay increase with minimum raise of 5¢ an hour, 1¢ boost in severance pay to 10¢ per hour. The contract runs through April 30, 1958. Union spokesmen said Local 102 in Philadelphia and locals at Bedford & Connellsville, Ind. are expected to sign with Philco shortly on same basis.

Sylvania TV factory sales increased 450% in April compared with same month last year, says gen. sales mgr. Robert L. Shaw. He adds that factory sales through April 30 exceeded total sales through July last year, crediting record to "overwhelming consumer acceptance of 110-degree TV sets" plus factory promotions.

Sylvania suit for \$577,228 refund of manufacturers' excise tax was filed against Govt. this week in Washington's U. S. Court of Claims to cover dealer reimbursement for advertising. Suit asks refunds covering period March 1951 through Dec. 1954.

Hoffman switches to 110-degree tube in 17-in. table model called "Moveabout Furniture/17," having 4 tiny legs & 2 carrying grips. Set is 14½ in. deep—4 in. less than previous model—lists at \$170 & \$180. Shipments are scheduled by end of May.

Admiral offers 3 new 17-in. table models (T18A11, T18A12, T18A13) aimed at hotels, motels and families buying first sets—no suggested list.

CBS Inc. report for first quarter confirms earlier estimates (Vol. 13:16) of gains over comparable 1956 period. Consolidated earnings increased 32.4% to \$5,907,323 (77¢ per share on 7,651,446 shares outstanding) on 8.5% higher revenues & sales of \$95,946,932 vs. \$4,462,783 (60¢ per share on 7,485,837) on \$88,406,663. Profit-strengthening was credited in part by chairman Wm. S. Paley to liquidation last summer of CBS-Columbia set manufacturing div.

McIntosh Laboratory offers 900 common shares (\$10 par) at \$50 a share, with proceeds to reduce liability to contractor for Binghamton plant. Of 24,000 common shares authorized, 12,726 are outstanding—increasing to 13,626 with new offer. Of 24,000 (\$10 par) preferred shares, 576 are outstanding. Pres. Frank H. McIntosh owns 9020 common shares (71.1%); v.p. Gordon J. Gow, 800; secy-treas. Maurice L. Painchaud, 300.

Amphenol Electronics reports first quarter profits up 29%, sales up 62%, compared with similar 1956 period. First quarter earnings were \$425,194 on sales of \$7,665,622 vs. \$262,985 on \$5,957,968 in comparable 1956 quarter. Pres. Arthur J. Schmitt said operations "continue to look favorable . . . and should be one of the most successful in the company's history."

E. J. Korvette Inc. reports earnings of \$870,621 (70¢ a share) on sales of \$33,571,672 for 26 weeks ended March 30 compared with \$606,975 (49¢) on \$25,384,590 in first half of previous fiscal year. Spokesman said discount chain plans to spend \$28,000,000 on 11 new branches in next 18 months.

P. R. Mallory earned \$875,764 (66¢ per share) in quarter ended March 31 vs. \$354,506 (23¢) first 1956 quarter.

**Financial & Trade Notes:** RCA reported record first-quarter sales & profits this week—net earnings of \$12,810,000 (87¢ a share) on sales of \$295,773,000, compared with first quarter of 1956's previous record \$11,939,000 (85¢) on \$274,848,000. Profits before taxes were \$25,541,000 vs. \$25,395,000 for same 1956 period. Chairman Brig. Gen. David Sarnoff told crowd of 1100 stockholders in N. Y. meeting that black-&-white TV unit sales continued high, but profits are "low, and in some cases non-existent," and again pointed to color as TV's panacea (see p. 8).

Noting that RCA more than quadrupled its annual business volume in last decade, he asserted: "I believe there is good reason to hope that during the next 10 years RCA will equal or surpass" this record. He said all major RCA divisions are operating in black, and made these comments on them:

**NBC:** "Assuming no govt. action adverse to network operations, I am confident that NBC is equipped to meet all competitive challenges and to continue its present progress . . . International TV—live and color—is one of our goals ahead and I am confident that NBC will reach that goal in a position of leadership."

**Radios-phonos-records:** "During the past months when TV sales have been lower, our radio & Victrola business has been up and hi-fi has gained such widespread popularity that it contributes to the upward trend of the over-all sales curve. The RCA Victor Record div. has enjoyed one of its best years. Sales of our records during the first 3 months of the present year have been 50% ahead of the same period last year."

**Govt. & industrial:** Billings of RCA electronic products to Armed Forces in 1956 were \$240,000,000. First \$4,000,000 sale of RCA's Bizmac business computer system, to Army, was followed by orders for installations for 2 insurance companies, "amounting to more than \$10,000,000."

Gen. Sarnoff revealed that RCA spent \$58,000,000 for expansion and improvement of plants and equipment and that \$40,000,000 is earmarked for expansion this year.

Long stockholders meeting was punctuated by needling questions from shareholders—such as: Why isn't NBC pres. Robert Sarnoff a member of RCA board? Is Perry Como responsible for NBC's success? To the first query, Father Sarnoff responded: "He's young yet. He might make it, but don't put any ideas in his head." To the Como question, the younger Sarnoff replied: Como is one facet of NBC success; others are good sales & management. Meeting took on aspect of unrehearsed spectacular which rivaled commercial variety. Gen. Sarnoff said next year's meeting probably would be on closed-circuit TV for wider viewing (Vol. 13:11,16).

Stockholders overwhelmingly approved stock option plan for key employes (Vol. 13:10).

\* \* \* \*

**Magnavox** reports \$3,201,000 (\$3.53 a share) income on sales of \$68,437,000 in 9-month period ended March 31 compared with \$2,639,000 (\$3.04) on \$52,063,000 in similar period last fiscal year. Pres. Frank Freimann said TV-radio-hi-fi sales increased 48%, while sales of specialized electronics products held even. In the quarter ended March 31, earnings were \$923,000 (\$1.01) on sales of \$22,042,000 vs. \$864,000 (95¢) on sales of \$18,038,000.

**Dividends:** CBS Inc., 25¢ payable June 7 to stockholders of record May 24; Capitol Records, 25¢ June 30 to holders June 15; Erie Resistor, 10¢ plus 1% stock dividend June 15 to holders May 31; Canadian Westinghouse, 25¢ July 2 to holders June 14; Walt Disney, 10¢ July 1 to holders June 14.

**Decca Records** earned \$974,958 (61¢ per share) in first quarter compared with \$890,444 (55¢) in same 1956 period.

**Motorola** earned \$2,137,587 (\$1.10 a share) on first quarter sales of \$52,281,795 vs. \$2,012,876 (\$1.04) on \$53,197,541 sales in similar 1956 period. Chairman Paul V. Galvin attributed drop in volume to "unsatisfactory black-&-white TV sales" but overall picture for year "continues to look satisfactory both for sales volume and profit" (see page 8). He said automotive & transistor sales increased and transistor div., which accounted for 8% of industry volume in 1956, showed profit for first quarter compared with loss last year. Following May 6 stockholders meeting in Chicago, pres. Robert W. Galvin said \$3,500,000 program over next 2-3 years will put all Motorola TV operations at suburban Franklin Park location. Move is also forced by growth of communications and industrial electronics divs. which share Augusta Blvd. plant with TV groups. Timing of move, he said, will be set by growth of electronics divs.—which has been averaging 10% a year—and eventually will push TV out of present quarters. Move will be in two phases: (1) Building of 100,000-sq.-ft. headquarters offices for consumer products, sales, purchasing & engineering adjacent to Franklin Park plant. (2) Building new plant at Franklin Park—probably larger than 100,000 sq. ft. to produce TV chassis now made at Augusta Blvd. Spokesman also said Motorola is looking for acquisitions or mergers to broaden base in electronics.

**DuMont** looks for profit in 1957, said pres. David T. Schultz, telling annual stockholders meeting this week that most of first quarter \$353,000 loss could be blamed on CR tube div. He said conditions in TV industry had been "most difficult." DuMont, which spun off broadcast business in 1955, lost \$3,887,000 last year (Vol. 13:12). Schultz reiterated that DuMont is staying in TV set business—with emphasis on higher end merchandise. New line—to be shown in June—was displayed for stockholders. Schultz said current color sets are not commercial, and described as "encouraging" DuMont engineering work on Lawrence color tube. He gave no hint as to when it might be perfected.

**Dynamics Corp.** earnings last year declined to \$1,848,054 (54¢ per share) despite record sales of \$44,177,220. In 1955, income was \$2,012,071 (61¢) on \$41,894,958. Report for 1956 does not include \$10,440,051 sales by non-consolidated subsidiary Anemostat Corp. and Radio Engineering Labs, which was acquired Dec. 31. Latter, together with new subsidiary Eldico Corp., will "significantly expand our communications operations," pres. David T. Bonner said.

**New Philco Western Development Labs**, Redwood City, Cal. has been established by its Govt. & Industrial Div. to "handle its rapidly growing West Coast business," according to div. v.p.-gen. mgr. Henry F. Argento. Oscar T. Simpson is gen. mgr.; Dr. Walter LaBerge, mgr. of systems engineering; Donald H. Clague, business mgr.; R. S. Davies, F. N. Barry, R. A. Isaacs, J. P. Westcott & D. B. McKey, section mgrs.

**Standard Coil** reports first quarter net income of \$39,334 on net sales of \$13,766,805, compared with loss of \$615,285 on \$13,663,531 same 1956 period. Pres. James O. Burke attributed profit to production of new line of tuners, reduction of expenses and subsidiary Kollsman Instrument's production of aerial navigating systems.

**LaPointe Industries** reports net loss of \$37,751 on \$1,148,822 sales for 9 months of fiscal year ended March 31 but Voluntary Creditors Committee noted March profit of \$3211, said this "would tend to indicate that the company is making progress towards profitable operations."

**Globe Union** earned \$328,188 (40¢ per share on 824,055 shares outstanding) on sales of \$14,752,709 in first quarter vs. \$247,213 (30¢) on \$11,799,889 in comparable 1956 period.

**T**REND to commercial TV in foreign countries continues to be apparent in dispatches from overseas. Latest developments:

(1) Govt.-owned Swiss TV system, with 4 stations and less than 25,000 sets, is expected to go commercial Jan. 1, 1958, following referendum in which vote was heavily higher TV-radio tax. Stations are to be run by private enterprise, although state-owned—like British commercial TV.

(2) Norway's long-delayed regular TV service may also be financed by advertising, if cabinet-sponsored proposal is approved by Parliament. First station could be started by July 1 if measure is passed in current session.

(3) March was record month for Britain's commercial ITA, with advertisers spending \$7,319,200, a 31% increase over Feb. and 30% over record Nov. 1956 business. Meanwhile, ITA called for applications for program service contract for seventh commercial station, to begin in summer 1958 on Isle of Wight. New non-commercial BBC station began operation last week at Blaen Plwy, serving West Wales.

(4) France's non-commercial Radiodiffusion-Television Francaise, meanwhile, had its budget cut by Govt., and 6 live TV shows were eliminated with telecasting week reduced from 50 to 44 hours.

(5) Hong Kong has commercial TV, too—the closed-circuit kind—big British-controlled firm Rediffusion Inc. connecting homes and stores via cable (Vol. 12:22). System has purchased package of 10 Ziv film series.

(6) Indian Minister for Information & Broadcasting announced that preliminary arrangements have been completed for first TV station (non-commercial), to begin operation next year.

(7) Island of Cyprus is getting TV, too—Cyprus Broadcasting Service having signed order with British Marconi for 500-watt transmitter, studio equipment and associated items for station to be located near Nicosia.

In radio, Israel's state-owned broadcasting service, Kol Israel, began commercial broadcasting May 1 as result of big cut in appropriations. Advertising will be limited to announcements from noon to 2 p.m.

Along comes a professor who says TV is good for kids! He's Edward Stasheff, assoc. professor of speech at U of Michigan, and he declares that nearly all children's creative activities—with exception of music—"have had a tremendous impetus from TV." He adds: "And this goes not only for painting and writing, but runs the gamut of hobbies such as puppetry, ballet, modern dance and crafts . . . More kids are doodling with crayons—and doing it more purposefully—than ever before. TV [has] given the kids so much more contact with the world that they now have something to draw about and paint about and sculpt about." He predicts that color TV will stimulate children's sensitivity to good color design.

Closed-circuit TV use for big corporation stockholder meetings is sure to catch on, says Chicago financial analyst Edgar N. Greenebaum Jr. in comment to us about recent American Machine & Foundry Co. meeting (Vol. 13:16). He writes: "All in all, it was a real thrill to be in attendance and there was certainly more excitement than I have ever seen at any other stockholders' meeting. . . . The quality of both video and audio was first rate and the word of mouth comments after the meeting were outstanding."

Non-TV audience of 6,000,000 has watched National Educational Television (NET) programs, Educational TV & Radio Center estimates, reporting wide school & adult group use of its audio-visual service at Indiana U where TV film is rented or bought for 16mm projection. Center said use of NET films has more than doubled in past 6 months.

TV-radio court coverage is increasing despite American Bar Assn.'s Canon 35 against it, both sides agreed in debate on issue at annual Law Day at George Washington Law School, Washington. NARTB representative Vincent T. Wasilewski, who showed TV film of Denver airliner bomb murder trial, and *Hartford Courant* editor Herbert Brucker argued that public is entitled to full coverage. ABA spokesman Richard P. Tinkham and Federal Judge Alexander Holtzoff upheld Canon 35 as protection for trial principals against distractions. Holtzoff admitted later, however, that one of his arguments had been weakened. He was unaware that *Washington Post & Times Herald* took pictures during panel session.

Six U. S. TV-electronics firms will participate in international fair opening June 9 in Poznan, Poland, marking first postwar display of American goods in eastern European country under Commerce Dept. auspices. Exhibiting TV, radio & hi-fi equipment for 2,000,000 visitors expected from behind Iron Curtain will be Admiral International Corp., Ampex, Emerson, RCA International Div., Westinghouse, Zenith. Exhibits contributed or loaned by 300 American companies, valued at \$250,000, will show "enormous range" of commodities reflecting standard of living here, according to director Harrison T. McClung of Office of International Trade Fairs.

TV-radio bait ad charges were filed by FTC this week against 5 affiliated firms selling aluminum storm doors & screens. Named in second batch of complaints issued since FTC started monitoring campaign (Vol. 13:13) were Mid-Tex Corp. & Apex Window, Brooklyn; Famous Window, Pittsburgh & Detroit; Ace Window, Kansas City. Broadcasters involved were not made parties to complaints and were not listed publicly by FTC, but under liaison arrangement (Vol. 13:15) FCC notified them of specifics of charges against advertisers, which also used newspapers.

Four applications for new TV stations, none for translators, were filed with FCC this week, bringing total to 124 for stations (31 uhf) and 51 for translators. Applications were for Houma, La., Ch. 11, by St. Anthony TV Corp., headed by TV-radio consultant Frank Conwell; for Beaumont, Tex., Ch. 12, by Brown Telecasters, controlled by oil man E. W. Brown Jr. (60%); for Utica, N. Y., Ch. 54 and Memphis, Ch. 48, by Malco Theatres, ex-owners of WEHT, Henderson, Ky.-Evansville, Ind. (See p. 3). [For details, see *TV Addenda 24-R* herewith.]

Magazines are pricing themselves out of competitive ad market, pres. Norman H. Strouse of J. Walter Thompson Co. warned Magazine Publishers Assn. at May 6 meeting in White Sulphur Springs, W. Va. He urged publishers to assess themselves 1% of their revenues for research & training program for salesmen, who he said spend more time fighting each other than selling magazine medium.

CBS-TV is world's biggest producer of non-govt. educational films, pres. Merle S. Jones claimed May 7, estimating 5-6,000,000 see them annually through 16mm showings in schools, libraries, etc. Distributed by Young America Films and McGraw-Hill's Text-Film Div., CBS-TV programs available now in 16mm form include *You Are There* (71 episodes), *The Search* (27), *See It Now* (18), *Air Power* (26).

Telecasting rights to sports events will feature in hearings on organized sports by Rep. Celler's House anti-trust subcommittee June 3, 5 & 6 in Washington. Broadcasting rights were among factors which Celler said "must be considered" before Congress can decide whether sports enterprises should be exempt from anti-trust laws.

New radio study by rep Adam Young "documents the continuing audience swing to independently operated radio stations."

**THE AUTHORITATIVE**  
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# Television Digest

with **ELECTRONICS REPORTS**

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## SUMMARY-INDEX OF THE WEEK'S NEWS — May 18, 1957

"MAN IN WHITE COAT" commercials hit by FTC monitors in stepped-up drive for fair TV advertising; first video test case challenges "false" medical claims (p. 1).

TASO'S ANTI-TRUST WORRIES eased after session with FCC, following Justice Dept. warning that panels must include Govt. "monitors" (p. 2).

NATIONWIDE TV TEACHING TEST in public schools announced by Ford Foundation unit, with initial grants to education authorities of 8 big cities, 2 states (p. 2).

UHF RESUMES in Bloomington, Ill., one quits in Winston-Salem, while a third plans to go dark in Sacramento after deal with vhf (p. 5).

SAN FRANCISCO'S Ch. 2 tentatively won by Ingrim-Pabst group in 4-3 GOP-Democratic FCC split. Scramble on for Tampa-St. Petersburg's new Ch. 10 (p. 8).

HIGHER PRICES, emphasis on 110-degree tube, seen at RETMA Chicago convention. Leaders stress "put TV back into the living room" (p. 9).

"FICTITIOUS" LIST PRICES on TV-appliances attacked by National Better Business Bureau; manufacturers sympathetic but dubious (p. 10).

ELECTRONICS BUSINESS now at near \$12 billion rate, pres. Baker tells RETMA in annual report; quiet TV market "awaits color boom" (p. 11).

SEMICONDUCTOR MAKERS ranked by Fortune magazine, with Texas Instruments & Transiron in No. 1 & 2 spots; \$2.3 billion components field surveyed (p. 8).

RETMA REELECTS pres. Dr. W. R. G. Baker; exec. v.p.-secy. James D. Secrest; treas. Leslie F. Muter; Wm. L. Reynolds named gen. counsel (p. 11).

**FTC HIKES PRESSURE ON TV COMMERCIALS:** After cautious start, new TV-radio monitoring campaign by Federal Trade Commission against deceptive advertising gathered impetus this week. First test case tied directly to visual pitch on TV screen (in addition to audio) was started -- and we're told that this is just the beginning.

Named in complaint May 16 was American Chicle Co., accused by FTC of making false medical claims for its "Roloids" alkalizer. FTC challenged spot commercials featuring man in white coat (addressed as "doctor") and "beaker test" in which "stomach acid" burned holes in cloth. Company was given 30 days to answer charges.

"Deception comes from the 'Roloids' video presentation itself," legal adviser T. Harold Scott of FTC's Radio & TV Advertising Unit told us. He said earlier monitored cases, involving arthritis medicines (Vol. 13:13) and aluminum storm windows (Vol. 13:19), differed little from "hundreds" of radio advertising complaints processed by FTC from scripts before special unit was set up last Oct. 16.

"I think we've been very conservative so far" in appraising TV ads, Scott said. But he indicated his unit is preparing increasing flow of complaints based on what is seen as well as said on TV -- and that cosmetics are one likely field.

His desk was piled high with red Dictaphone belts of recorded TV commercials sent in from 9 FTC branches where 125 field attorneys are assigned in spare time to monitoring -- usually at home, where they write reports on what they see, recommending screening of film in projection room at Washington headquarters. Scott also receives TV ad protests "by the hundreds" from consumers. "We look upon the public as our No. 1 monitor," he said.

Visual test case mentions no stations, merely stating that "Roloids" spots were carried by "number" of outlets across country. FTC has authority to make broadcasters parties to its complaints, but possibility of that is remote now.

FTC counts on reform by cited advertisers themselves -- either by voluntary correction of offending commercials or compliance with FTC orders -- to accomplish objectives of fair advertising practices.

In event stations should be accused jointly with advertisers by FTC, it will be because of close tie-ins, Scott said. "They'd necessarily be interested directly in a particular product -- taking orders for it at stations, receiving a proportion

of money from sales of the product." One such advertiser-TV station tie-in has been studied by monitoring unit, but Scott said it is being stopped voluntarily.

FCC continues secondary liaison role with FTC in monitoring campaign, notifying networks & stations when they are listed in complaints as media for cited advertising, as they were in arthritis case. Notices are advisory only (Vol. 13:8).

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In unusual "misleading" commercial charge, Schick Inc. this week filed \$5,000,000 damage suit in N.Y. Supreme Court against Sperry Rand Corp., alleging commercials for woman's electric shaver made by Remington Rand div. implied that Lady Schick shavers "would tear a lady's stocking" and "be equally damaging to a lady's leg." Suit said this was "false, disparaging, misleading & damaging." -- (WHB).

**TASO BREATHES EASIER ABOUT ANTI-TRUST:** TV Allocations Study Organization, the all-industry group dedicated to carrying out FCC's mandate for "crash research" on uhf, had bit of a scare this week. Justice Dept. warned that unless certain procedures were followed in TASO deliberations, there was danger of running afoul anti-trust laws. Warning was in form of letter to FCC, responding to latter's request for information. Commission, in turn, had been queried on subject by TASO.

After learning of Justice's letter, TASO officials feared whole operation might be in jeopardy -- with manufacturers, in particular, pulling out. RCA, with hands full of Justice Dept. attorneys on other fronts, was especially concerned. However, session with FCC May 17 eased worries -- and it now looks as if some revision of TASO panel operations will meet Justice Dept.'s requirements.

What Justice said, basically, was that such an organization as TASO must have govt. observers participating in such fashion as to eliminate all possibility of collusive or restrictive action. TASO exec. director George Town, after meeting with FCC, said he's quite sure group's procedures can be tailored satisfactorily and that work can continue as fruitfully as before. He said he was surprised by Justice Dept. letter, because each TASO panel already has 2 FCC observers -- and he thought their presence should have satisfied Govt.

Attending FCC-TASO meeting: Commission -- Chairman McConnaughey, Comr. Craven, gen. counsel Warren Baker. TASO -- George Town. JCET -- Ralph Steetle & Seymour Krieger. AMST -- Lester Lindow & Ernest Jennes. NARTB -- Harold Fellows & Walter Powell. All RETMA officials were in Chicago at annual meeting (see p. 9), while Committee for Competitive TV (no Washington office) couldn't make meeting.

AMST held a board meeting in Washington this week, began consideration of bylaw changes that would permit membership of stations which give "maximum service" but are excluded on basis of FCC's maximum-power formulas. Group also decided to participate in FCC's rule-making reexamining 25-890 mc.

AMST membership now totals 124, latest to join being: WISH-TV, Indianapolis; WJBK-TV, Detroit; KPIX, San Francisco; WJW-TV & KYW-TV, Cleveland; KTHV, Little Rock, Ark.; WNBK-TV, Binghamton, N.Y.; KOLN-TV, Lincoln, Neb.; WKZO-TV, Kalamazoo, Mich.; KTVX, Muskogee-Tulsa, Okla. -- (AW).

**BETTER TEACHING BY TV--A NATIONWIDE TEST:** The entire country is potential laboratory in latest -- and biggest -- classroom TV education experiment, launched this week end by Ford Foundation's Fund for Advancement of Education, which in past 2 years has made grants totaling nearly \$4,000,000 for tests of teaching-by-TV. New project establishes "National Program in the Use of Television in the Public Schools," a coordinated fund-matching program which initially will make available \$986,000 in one-year grants to first 10 participating municipal and state public school authorities.

Beginning next September, TV teaching under project will be administered by education depts. of 8 cities & 2 states -- Atlanta, Cincinnati, Detroit, Philadelphia, Miami, Norfolk, Oklahoma City, Wichita and Nebraska & Oklahoma -- FAE matching state and municipal grants on dollar-for-dollar basis. Other grants are due to be made.

National program will be coordinated by Dr. Alexander J. Stoddard, former supt. of schools in Providence, Denver, Philadelphia & Los Angeles, whose recent report, "Schools for Tomorrow," recommended TV facilities in all future schools as means of

improving instruction in face of increasing teacher & building shortage (Vol. 13:5).

Project is follow-up to FAE-backed classroom TV experiments in Hagerstown (Md.), St. Louis, Pittsburgh & Chicago. Although these are still in progress, FAE v.p.-director Dr. Alvin C. Eurich says they "have already shown that a top-notch teacher can extend his services through the use of TV, that pupils learn at least as much in TV classes as with conventional instruction, that TV saves a great deal of time and thus permits teachers to give pupils more individual attention."

Innstruction will be largely by broadcast programs -- unlike Hagerstown and other teaching tests where closed-circuit is predominant -- with instruction originating from both educational and commercial stations, presumably in addition to some closed-circuit instruction in some locations. National program, according to Dr. Eurich, "will try to find out whether the experience of a few communities can be applied to most of our American schools." Of particular interest to TV equipment manufacturers are the 4 points on what information is sought in project:

(1) Feasibility of teaching large classes by TV, and other services required in connection with TV teaching; (2) scheduling and school building problems in teaching a large number of classes by TV; (3) budgetary implications of the savings in teacher time, in building space and in equipment and other teaching aids as a result of TV instruction of large classes; (4) how best to develop teacher talent.

"This new instrument," said Dr. Eurich, "makes it necessary to reconsider the content of education. It is not enough merely to teach over TV as in a classroom. TV makes possible a far richer educational experience for each child. The TV teacher can use illustrations that are beyond the reach of the regular classroom teacher. This national demonstration in major cities and on a state-wide basis should help to modernize the schools."

\* \* \* \*

Direct govt. assistance to educators was proposed this week by Senate Commerce Committee Chairman Magnuson (D-Wash.) in bill (S-2119) which would give each state & territory \$1,000,000 for TV equipment, including closed-circuit. The states would supply buildings & land, would underwrite operating & maintenance costs. He estimated funds would enable each state to build 5-6 facilities.

"Some experts have indicated," Magnuson stated in memorandum accompanying bill, "that educational TV can be likened to the development of the printed textbooks in terms of the dramatic impact it can have upon advancing public education. While it is still in the experimental stage, and considerable work will have to be done in order to determine the best uses for TV in public schools, it is almost universally accepted that it will be a real benefit in terms of the problems confronting education today..." -- (DL).

Microwave grants to community antenna operators should be stopped, KXLF-TV, Butte, told FCC in letter this week, stating that practice tends "to destroy the FCC allocation plan for free TV in those areas." Also filing comments on Commission proposal to tighten up translator grants (Vol. 13:17), station urged immediate adoption. Others commenting on translator rules change: KLEW-TV, Lewiston, Ida. recommended adoption, said change would encourage applications for regular stations in small markets; translator K71AB, Blythe, Cal. also went along with proposal, said it would discontinue when regular uhf started there, but asked that no other organizations be permitted to build translators in Blythe.

Production and sales tie-up between RKO Television and Rountree Productions Inc. was announced this week, with RKO TV acting as sales representative for Rountree's *Leave It to the Girls* and planned *This House Is Haunted* and *Mike the Magic Cat*. Under new set-up, Adolf N. (Ade) Hult serves as coordinator of activities for RKO, pres. Oliver Presbrey & exec. v.p. Bob Novak representing Rountree. *Martha Rountree's Press Conference* (ABC-TV) is not included in arrangement.

"Horse racing case" of WWBZ, Vineland, N. J. finally ended this week with decision renewing license, but Comr. Craven took occasion to issue concurring opinion criticizing colleagues for ever taking station to task in first place, stating: "While the Commission may not intend to impose sanctions against this applicant for its past alleged derelictions, it has nonetheless done so in the processing of this case. While WWBZ has retained its license it has managed to do so at the expense of its most cherished possession—freedom of expression." Station had voluntarily discontinued broadcasts of horseracing information after Commission held up its license renewal.

President Eisenhower's second report to nation within week—talk on "The Need for Mutual Security & the Way to Peace"—will be carried live by CBS-TV & radio and MBS May 21 8:30-9 p.m. Other networks: NBC-TV & radio, 11:15 p.m.; ABC-TV 10 p.m., radio 9 p.m. Meanwhile, public's response to President's May 14 TV-radio plea for restoration of his battered budget (Vol. 13:19) was counted on by GOP National Chairman Meade Alcorn to push Congress into "reasoned compromise." But White House refused comment May 16 on mail reaction to speech.

**Personal Notes:** Brice Howard named exec. producer of NBC-TV educational project, succeeding David Lowe, now on leave making "March of Medicine" color film . . . Charles C. Woodward Jr., ex-CBS-TV, named administrative asst. to Westinghouse Bestg. Co. pres. Donald McGannon . . . Wm. F. MacCrystall resigns as gen. sales mgr. of KOA-TV, Denver, to join McKinnon stations KVOA-TV & KVOA, Tucson, and KOAT-TV, Albuquerque; Richard Harris replaces him at KOA-TV . . . Paul H. Sciandra named program director of WGR-TV, Buffalo; Albert L. Cooper, program coordinator . . . Georg Olden, CBS-TV graphic arts director, elected secy. of Art Directors Club of N. Y. . . . Joe Bluth promoted to technical operation supervisor of KTTV, Los Angeles, succeeding Jim Tennyson, who joined Houston-Fearless Corp. . . . Don R. Gillies promoted to national sales mgr. of WCCO-TV, Minneapolis, succeeding Richard Jensen, who joined St. Paul Credit Bureau; Robert R. Hansen succeeds Gillies as merchandising director . . . Robert G. Artman, ex-DuMont & WJZ-TV (now WABC-TV), N. Y., named chief engineer of KTVR, Denver . . . Dick McMullen named acting program director of WALA-TV, Mobile . . . Alfred Lewis named business mgr. of WNBQ & WMAQ, Chicago . . . David Hoss of radio KSLM, Salem, elected pres. of Oregon Broadcasters Assn.; C. Howard Lane, KOIN-TV, Portland, TV director . . . Joel Chaseman, from radio WITH, Baltimore, rejoins WAAM there as asst. to gen. mgr. Ken Carter . . . Larry Nolan, ex-KOTV, Tulsa, named local commercial mgr., KNAC-TV, Ft. Smith, Ark. . . . George H. Cummings named sales promotion mgr. of WGAN-TV & WGAN, Portland, Me. . . . R. A. (Dick) Redmond, program mgr., also will be gen. mgr. of WHP-TV, Harrisburg, succeeding brother, late A. K. Redmond; John Price named news director, succeeding Joe Harper . . . John J. (Jim) Black Jr. promoted to local & regional sales mgr. of KTVX, Muskogee-Tulsa . . . Adrian R. (Specs) Munzell promoted to exec. producer & film buyer for WIS-TV, Columbia, S. C.; Dixon Lovvorn to program director . . . E. Paul Albert, ex-operations mgr. of WPRO-TV, Providence, named asst. production mgr. of upcoming WTIC-TV, Hartford (Ch. 3), due in Aug. . . . John Babcock, asst. gen. program mgr. of Crosley Bestg., named asst. gen. mgr. of upcoming WLWI, Indianapolis (Ch. 13), due in Sept. . . . Leon M. Nowell promoted to exec. v.p. of KTVK, Phoenix, Roger Van Duzer succeeding him as gen. mgr. . . . Fred L. Bernstein, ex-v.p. of Forjoe-TV Atlanta office, named exec. v.p.-managing director of radio WSAI, Cincinnati . . . Irving N. Prell, ex-KXLY-TV, Spokane, named sales mgr. of KELP-TV, El Paso . . . Robert B. Wehrman promoted to chief engineer of WLWD, Dayton, succeeding Lester Sturgill, resigned . . . Dr. Herman B. Wells, Indiana U pres., elected a director of Educational TV & Radio Center, Ann Arbor . . . Edward G. Sherburne re-

signs as program director, Lawrence Creshkoff as asst. director, of educational WGBH-TV & WGBH, Boston . . . Robert H. Klaeger resigns as Transfilm v.p. in charge of TV & industrial film div. . . . John Bissell, ex-Reporter Magazine, joins Blair-TV as sales analysis dept. head . . . Dean Earl English of U of Missouri School of Journalism becomes consultant to brokers Allen Kander & Co. . . . Alfred W. Schwalberg, onetime Paramount Film Distributing Corp. pres., joins National Telefilm Assoc. in charge of theatrical film distribution . . . Fred R. Frink, who has headed own Fla. film production firm, named Detroit office mgr. for Van Praag Productions . . . Randy Wood, Dot Records pres., elected a v.p. of parent Paramount Pictures . . . Henry A. Gillespie, ex-Screen Gems, named mgr. of CBS-TV Film Sales Chicago office . . . Robert I. Holt, ex-Fanchon & Marco, named adv. & promotion director of Gross-Krasne, Hollywood.

"Fantastically busy life" of John Hay (Jock) Whitney, new Ambassador to Great Britain (Vol. 12:52) whose complex interests include 4 TV & 3 radio stations, is told in 3-part series starting in May 18 *Saturday Evening Post*. Premise of Whitney's career, according to writer Richard Thruelsen, "is that a rich man's son can be just as good as anyone else."

Cleo F. Craig resigned May 15 as AT&T chairman effective May 31, continues as a director and member of exec. committee of company he has served 44 years. AT&T said it has no plans to replace Craig, whose mandatory retirement at 65 would come next April 6. He was succeeded as pres. by Frederick R. Kappel last Sept. 19.

**Obituary**

Herluf A. Provensen, 48, who handled 1929-33 broadcasts by President Hoover as chief NBC radio announcer in Washington, and was on NBC news staff in N. Y. in 1937-41, died May 14 at Washington home following heart attack. He left NBC in 1933 to manage Erie, Pa. radio station and in 1934-37 was radio director of Lewis Edwin Ryan adv. agency in Washington. Recently he had been program director of radio WGMS, Washington, and producer of radio programs for Veterans Administration. Surviving are his widow, a son, his mother, a sister, a brother.

Al Naroff, 46, west coast mgr. of Trans-Lux TV Corp., died suddenly May 10 in Santa Barbara, Cal. Associated with Brant Theatres before joining Trans-Lux, he had been in movie & TV business 25 years. Surviving are his widow, a son, a daughter.

Kenneth E. Greene, 59, circulation supervisor of NBC research & planning, died May 10 following heart attack. He joined network in 1934 as statistical dept. clerk. Surviving are his widow, mother, sister.

Sale of WMBV-TV, Marinette, Wis. (Ch. 11) with radio WMAM to Guild Films for \$287,000 plus assumption of about \$350,000 in obligations (Vol. 13:17) was approved by FCC this week as it rejected protest of WFRV-TV, Green Bay (Ch. 5). Protestant had claimed that WMBV-TV was in poor financial condition; that it really was trying to be a Green Bay station while neglecting Marinette; that some Guild Films principals don't meet Commission's citizenship requirements; that WMBV-TV had failed to fulfill programming promises, etc. Commission held that WFRV-TV simply failed to prove its allegations in Oct. 8, 1956 oral argument.

Half interest in CP for KHUM-TV, Eureka, Cal. (Ch. 11) is being purchased by KVIP, Redding (Ch. 7), price undisclosed, and objective is to get KHUM-TV on air by Sept. 1. KVIP pres. George C. Fleharty reports plans to triple power of his station by Aug. 1.

National TV Week is set for Sept. 8-14 instead of Sept. 22-28, RETMA announced this week, change in dates permitting TV set manufacturers & dealers to run post-Labor Day sales promotion campaigns concurrently with observance of week by broadcasters, who first proposed later period. New model receivers usually reach showroom floors immediately after holiday. Co-sponsors of week are RETMA, NARTB, NARDA, TvB. Four other groups—NRDGA, National Assn. of Music Merchants, National Retail Furniture Assn., International Assn. of Electric Leagues—have been invited to join steering committee.

Debate on British TV between Labor M.P. Jack Jones and Communist union official Hugh Scanlon ended May 10 in collapse & death of Mrs. Jones just after she switched off set at home where she watched the two nearly come to blows in dispute over last winter's strikes.

**Notes on Upcoming Stations:** WBLN, Bloomington, Ill. (Ch. 15) resumed operation May 10 and WTOB-TV, Winston-Salem (Ch. 26) left air May 11, keeping on-air box score at 499 (92 uhf). Due to leave air by May 31 is KCCC-TV, Sacramento (Ch. 40), according to terms of agreement with KOVR, Stockton.

Off air since Feb. 5, 1957, WBLN resumed on interim 5-10 p.m. daily basis, carrying some ABC-TV programs, but isn't sure when it can resume full schedule, reports owner Worth S. Rough, ex-mgr. of radio WCBC, Anderson, Ind., who acquired outlet from Cecil W. Roberts in 1955 (Vol. 11:26). Area gets service from Peoria's 2 uhf stations, 35 mi. away, and Champaign's single vhf, about 50 mi. In financial difficulties, WBLN has offered stock to public at \$25 a share, has \$54,000 pledged, hopes to get \$70,000 total—\$50,000 to be used to settle equipment and other indebtedness, \$20,000 working capital. Rough expects eventually to reduce holdings to 12% as a result of stock sale. Base hour is \$120. Rep is McGillvra, changing June 1 to new Jack Mazla firm.

WTOB-TV, Winston-Salem (Ch. 26), which began Sept. 1953, states it wants FCC to continue processing application for 7.41-kw ERP (actual operating power), which would open way for station to apply for a license at later date. Station recently got FCC approval to buy 80% of WAPA-TV, San Juan, P. R. (Vol. 13:18), this week applied for Ch. 13, Aguadilla, P. R.

KCCC-TV, requesting that protest against move of KOVR, Stockton (Ch. 13) to Sacramento area be dropped, also filed agreement under which owner Lincoln Dellar takes KCCC-TV off air, turns over plant and stock to KOVR, in return for 110,601 shares of KOVR stock (83¢ per share) and \$110,601 in debentures. He also gets option to buy additional 25,000 shares (at \$2) with \$25,000 in debentures (by Sept. 1, 1958), which would bring his KOVR holdings to over 17%. Dellar is to be v.p. and board member of KOVR.

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

WTIC-TV, Hartford (Ch. 3), with Aug. 1 target for test patterns, has bedrock excavations ready for tower leg footings on Talcott Mt., Avon, Conn. Ideco tower, due first week in June, should be up in a month, with 100-ft. antenna bringing height to 542-ft. above ground, 1249-ft. above sea level. It has ordered 25-kw RCA transmitter to be installed in building already housing AM-FM. Rep will be Harrington, Righter & Parsons.

KOAC-TV, Corvallis, Ore. (Ch. 7, educational) granted May 1 to State Board of Higher Education, has ordered RCA transmitter, expects to be on air by Oct. 1, reports Glenn Starlin, chairman of Dept. of Speech, U of Oregon. Transmitter on Vinyard Hill, 5-mi. N of Corvallis, will connect via microwave with studios on campus of U of Oregon, Eugene, and Oregon State College, Corvallis. It will have 200-ft. Fisher tower. Starlin will be in charge of inter-institutional project; James M. Morris, from State

RKO Teleradio Pictures' sale of WEAT-TV, W. Palm Beach (Ch. 12) with WEAT for \$600,000 to new Palm Beach TV Co. Inc. (Vol. 13:12) was approved this week by FCC. Gen. mgr. Bertram Lebar, ex-N. Y. adman and once sales mgr. of WATV, Newark, owns 20% of purchasing company, has option to acquire additional 5% from 80% owner WINZ, Miami (Rex Rand).

Harrisburg, Pa. channel swap and sale, with WTPA (Ch. 71) paying \$150,000 for transmitter and tower of off-air WCMB-TV (Ch. 27), also turning its Ch. 71 plant over to WCMB-TV (Vol. 13:15), was approved this week by FCC. WTPA is operated by *Harrisburg Patriot and News*.

College's KOAC, program mgr.; Grant Feikert, also KOAC and prof. of electrical engineering at Oregon State, chief engineer.

Sheridan, Wyo. Ch. 9, granted to Harriscope Inc. May 8, probably will be on air by Sept. 1, reports pres. Burt I. Harris, who also heads KTWO-TV, Casper, Wyo. (Ch. 2). Transmitter hasn't been ordered and construction plans are incomplete. Only 30-50-ft. tower will be used on mountaintop site. Rep will be Meeker.

WSUR-TV, Ponce, P. R. (Ch. 9) plans mid-June start using Adler transmitter, RCA antenna, reports gen. mgr. Mariano Anglet Escudero. Owner Ralph Perez Perry, also owner of radio WKVM, San Juan, will be pres. & chief engineer; Leo Medina Prieto, technical supervisor; Jorge Luis Cebollero, station mgr. Perry's American Colonial Bcstg. Corp. also holds CP for WKBM-TV, Caguas (Ch. 11), which hasn't set target yet; it will use Gates transmitter, RCA antenna. WKBM-TV will be headed by Perry, Escudero and Prieto. Base rates not reported. Rep will be Pan American Bcstg.

Canadian satellite at Elliot Lake, Ont. (Ch. 3), licensed to CKSO-TV, Sudbury, Ont. (Ch. 5), won't be on air until Jan. 1, 1958, reports W. J. Woodill, CKSO-TV gen. mgr. RCA 11-kw transmitter is due Aug. 15 and CKSO-TV plans to begin with higher power (48-kw) Oct. 1, using new 3-bay antenna on 250-ft. tower. This permits move of 2-kw RCA transmitter from Sudbury to Elliot Lake, where it will be rebuilt for Ch. 3. Ground clearing at Elliot Lake is scheduled for June 15. Station will use 2-bay antenna on 100-ft. Stainless tower to get 4-kw ERP. Present CKSO-TV base hour is \$220. Reps are Weed and All-Canada TV.

Greenville, Cal. translator K70AP began May 9, repeating KCRA-TV, Sacramento, reports Raymond F. Linn, secy. of Indian Valley TV Co.; Robert H. Hunter is engineer in charge. Idaho Power Co.'s Oxbow Power Plant Camp, Ore. translators K70AN & K74AE began equipment tests May 9, repeating KBOI-TV & KIDO-TV, Boise, Ida., utility has informed FCC; plant engineer Carl Lewis is in charge of Oxbow translators, also firm's other 2 at Brownlee Power Plant Camp, Ore. Blythe, Cal. translator K71AB began April 30, repeating KTVK, Phoenix, reports Paul Micalizio, secy.-treas. of Palo Verde Valley TV Club. Manson, Wash. translator K70AM is due on air by July 1, repeating KREM-TV, Spokane, with K75AA due shortly thereafter, repeating KHQ-TV, Spokane, reports mgr. Marion McFadden for Manson Community TV Co.

Equipment shipments: By GE—helical single-bay antenna, May 7 to upcoming WIIC, Pittsburgh (Ch. 11); 50-kw transmitter May 15 to KPLC-TV, Lake Charles, La. (Ch. 7). By RCA—25-kw transmitter May 14 to upcoming WTIC-TV, Hartford (Ch. 3); 12-section superturnstile antenna May 13 to WTTV, Bloomington-Indianapolis (Ch. 4); 5-section superturnstile antenna May 7 to KHQ-TV, Spokane (Ch. 6).

RCA shipped studio color camera May 17 to CBS-TV, N. Y. studios.

Milton J. Hinlein, owner of KDRO-TV, Sedalia, Mo. (Ch. 6) & KDRO is turning over radio to new Sedalia Bcstg. Corp., in which each of following has 1/3 interest: son Bruce M. Hinlein, KDRO gen. mgr. Herbert W. Brandes, sales mgr. James F. Glenn. Buyers get station without down payment, \$12,000 to be paid in notes. Application to transfer KDRO reveals that J. Albert Dear's option on 50% of KDRO-TV & KDRO has never been exercised (Vol. 11:21); instead, he is increasing from 50% to 100% his holdings in firm owning land, building and tower used by both radio & TV, with Hinlein retaining 100% of TV operating company.

**Radio Station Sales Reports:** WIL, St. Louis, Mo. & WWIL, Ft. Lauderdale, Fla. by Missouri Bestg. Corp. (Lester A. Benson, pres.) for \$650,000 to Harry & Elmer Balaban, whose H. & E. Balaban Corp. owns 50% of WTVO, Rockford (Ch. 39) and WICS, Springfield (Ch. 20), both in Ill. KJAY, Topeka, by KJAY Inc. (Robert Rohrs, pres.) for \$150,000 to following from Kansas City: Ed Schulz (ex-KMBC, to be gen. mgr.), Dale S. Helmers (ex-KMBC), J. W. McCoskrie (contractor), D. Wm. Overton (attorney). WKXV, Knoxville, by H. Scott Killgore's Tele-Bestrs. Inc. for \$100,000 to local co-equal owners attorney Henry T. Ogle and accountant Bill L. Boring. WOOO, DeLand, Fla. by DeLand Bestrs. Inc. (Wm. Martin & B. F. J. Timm, principals) for \$71,000 to Trio Bestg. Co. Inc., owned by Wally King (program director of WATR, Waterbury) and Herbert A. Saxe & Oscar Silverman, also from Conn. Timm owns stations in Chattanooga, Tallahassee & Douglas, Ga. WNTM, Vero Beach, Fla. by Mrs. Naomi Murrell (also owns WKIS, Orlando) for \$55,000 to Frank Spires, Atlanta. Brokers: KJAY, Allen Kander & Co.; WKXV & WOOO, Blackburn & Co.; WNTM, Hamilton, Stubblefield, Twining & Assoc. Note: Application to sell WKTL, Kendallville, Ind. to Ted Nelson, ex-gen. mgr. of WFIE, Evansville (Vol. 13:13) has been withdrawn at request of attorney.

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Radio station sales and transfers approved by FCC: KOWH, Omaha, by Todd Storz group to Wm. F. Buckley Jr.'s *National Review*, for \$822,500 (Vol. 13:13). WLAY, Muscle Shoals, Ala. by Michael R. Freeland to Fred L. Thomas, owner of WKTM, Mayfield, Ky. (50%) and WKTM employees Robert G. Watson & John M. Latham (25% each), for \$69,000 (Vol. 13:13). WDBF, Delray Beach, Fla. by Delray Bestg. Corp. to non-profit Boca Raton Bible Conference Grounds Inc. (Ira L. Eshleman, pres.) for \$56,000 (Vol. 13:16). KSTB, Breckenridge, Tex. by Coy Perry and C. M. Hatch (owners of KCLW, Hamilton, Tex.) to Hugh M. McBeath, chief engineer of KXOL, Ft. Worth, for \$50,000 (Vol. 13:17). KTRC, Santa Fe, N. M. by J. Gibbs Spring to Garfield C. Packard, ex-mgr. of KICA-TV, Clovis, N. M. for \$50,000 (Vol. 13:14). KCLN, Clinton, Ia. by W. H. Murray, K. W. Evans & H. R. Petersen to Valley TV & Radio Inc. (John R. Livingston, pres.), for \$35,000. KSUB, Cedar City, Utah, 93% by KSL-TV, Salt Lake City (Ch. 5) to former minority owners Arthur Jones, Durham Morris, Lanell N. Lunt & Lorin C. Miles, for \$33,778 (Vol. 13:13).

Warm endorsement of Armed Forces TV stations was expressed by Brig. Gen. Carson A. Roberts, director of Armed Forces Information & Education Office, in testimony before House Appropriations subcommittee last month, according to report released this week. He listed these benefits: (1) Cut AWOL rates. (2) Increase enlistments. (3) Keep children amused. (4) Please service wives at isolated bases. (5) Give commandants frequent personal contact with men.

Armed Forces TV Service's first 3 uhf transmitters—one at Ramey Air Force Base, Puerto Rico and 2 at air bases in Germany (Vol. 13:18)—were manufactured by Continental Electronics Mfg. Co., Dallas, and sold to Signal Corps through Dage TV div., Thompson Products, which made cameras and studio equipment.

Public affairs scoop for CBS-TV—announced not by network but by Secy. of State Dulles and Sen. Bridges (R-N. H.)—will be interview of Russian Communist boss Nikita Krushchev on *Face the Nation*, date undisclosed. Dulles made the disclosure this week during closed luncheon meeting of Senate Republican Policy Committee as example of Russia's expanded peace offensive.

**Network Accounts:** Ronson to sponsor *NBC News* with Chet Huntley & David Brinkley on NBC-TV starting Sept. 23, Mon. & Thu. 6:45-7:15 p.m., and buys additional 32 newscasts in 52-week contract, thru Norman, Craig & Kummel . . . American Tobacco & Ralston-Purina to be alt. sponsors of new filmed *Manhunt* series on NBC-TV in fall, Fri. 9-10 p.m., former thru Sullivan, Stauffer, Colwell & Bayles, latter thru Gardner . . . Mogen David Wine sponsors new *Key Club Playhouse* on ABC-TV starting May 31, Fri. 9-9:30 p.m., thru Edward H. Weiss, Chicago, and buys alt. sponsorship of unannounced show (possibly *Masquerade Party*) on NBC-TV in fall, Mon. 7:30-8 p.m. . . . Armour expected to be alt. sponsor (with Kellogg, Pillsbury, Oldsmobile) of *The Big Record* on CBS-TV in fall, Wed. 8-9 p.m. . . . Purex & Speidel to be alt. sponsors of reruns of *Loretta Young Show* on NBC-TV starting July 2, Tue. 8-8:30 p.m., former thru Edward H. Weiss, latter thru Norman, Craig & Kummel . . . Goodyear & Alcoa to sponsor Four Star Films series, yet untitled, on NBC-TV in fall, Mon. 9:30-10:30 p.m. . . . Standard Brands, Brown & Williamson, Miles Labs & Dixie Cup expected to sponsor *Bride & Groom* on NBC-TV starting July 1, Mon. 2:30-3 p.m., replacing *Tennessee Ernie Ford Show* . . . Bristol-Myers to sponsor *The Arthur Murray Party* on NBC-TV starting July 1, Mon. 9:30-10 p.m., thru Young & Rubicam . . . Zenith to sponsor one-fourth of NCAA football games on NBC-TV in fall . . . General Foods to sponsor *Danny Thomas Show* on CBS-TV next season, Mon. 9-9:30 p.m., taking time period being vacated by *I Love Lucy* at end of June . . . American Home Products buys alt. sponsorship of *The People's Choice* on NBC-TV Thu. 9-9:30 p.m., thru Young & Rubicam . . . Pontiac to be partic. sponsor of *Annie Get Your Gun* spectacular on NBC-TV in fall . . . Associated Products (5-Day Deodorant Pads) to be alt. sponsor of *Broken Arrow* on ABC-TV starting June 4, Tue. 9-9:30 p.m., thru Grey Adv. . . Revlon buys *The Walter Winchell File* on ABC-TV starting Oct. 2, Wed. 9:30-10 p.m., thru BBDO . . . Procter & Gamble to sponsor *The Web*, filmed mystery series on NBC-TV for 13-week summer run starting July 7, thru Benton & Bowles . . . Royal McBee (typewriters) buys alt. sponsorship of *Sally* on NBC-TV starting Sept. 29, Sun. 7:30-8 p.m., thru Young & Rubicam.

ADVERTISING AGENCIES: Sherwood Dodge, ex-Foote, Cone & Belding, joins Fletcher D. Richards Inc. as exec. v.p., director . . . Christopher A. Sante named senior v.p. of Lennen & Newell, N. Y. . . Stanley D. Canter, ex-McCann-Erickson, joins Ogilvy, Benson & Mather as research director . . . George W. Davidson, ex-J. Walter Thompson, joins Compton as v.p. & account supervisor.

Rate increases: KOIN-TV, Portland, Ore., has added Class AA hour (7:29-10:01 p.m. Mon.-Sat., 6:29-10:01 p.m. Sun.) at \$900. KOAM-TV, Pittsburg, Kan.-Joplin, Mo. has increased base hour from \$300 to \$360, min. \$60 to \$80.

Complete TV station for Poland, most powerful in that country, has been ordered from British Marconi at cost of about \$560,000. Transmitting equipment will include two 7½-kw transmitters, to be fed in parallel into 16-stack high-gain quadrant antenna, producing about 200-kw ERP. Station will be located in Katowice, in densely populated southern Poland mining area. Marconi also announced it has supplied equipment for 3-camera studio in Warsaw.

NBC fall color plans, says RCA pres. John Burns, are "to convert practically all of its national night-time attractions to color with heavy concentration on the weekends." He told Chicago news conference this concentration "will stimulate even greater interest in color."

Kansas City color set sales were 68 in March, bringing total to date to 1945, according to city's Electric Assn.

**Telecasting Notes:** Feature films won't last forever, warns May 13 *Billboard*—in fact, it estimates on basis of 10-market survey that they'll be played out by 1963, for all practical purposes. This estimate includes the batch of films now available, the 1750 pre-1948 films not yet on market, the approximately 1400 post-1948 films which would become available now if residual problems were settled, plus another 1000 features which will have been added to post-1948 groups by 1962 . . . Other conclusions in *Billboard* feature survey: Current packages now on market will last for approximately another 18 months; pre-1948 backlogs not yet on market could stretch period of relatively plentiful feature supply to 3 years; TV feature usage is outstripping production more than 4-to-1. Article wonders aloud whether someone shouldn't explore possibility of producing feature-length films for TV . . . Feature sales still hot: NTA announces 120 stations have bought its Rocket 86 package; Signet Films, with package of 35 Pine-Thomas oldies bought from Paramount last Dec. (none with big names) has sold them in 43 markets . . . Coast-to-coast TV network was assembled in one day by 9 ABC-TV affiliates to carry Dave Beck Senate hearings, with Seattle's KING-TV the prime mover in getting affiliates to join up and share costs . . . Total of 55 shows out of 121 nighttime network shows will have been cancelled in 1956-57 program season by next fall, May 22 *Variety* reports in account of TV's "most cancellation-happy season" . . . Sid Caesar's parting with NBC after 9-year association brings era of the big comedian on TV to an end—at least temporarily. Reports in the trade continue to speculate that Caesar will tie his future to Pat Weaver

Global expansion program for A.A.P. Inc., distributing agent for Associated Artists Productions Corp. (pre-1950 Warner Bros. features & shorts, Popeye cartoons, TV film, etc.), was announced last week end, featuring these facets: (1) New eastern hemisphere operation will be set up under foreign dept. director Norman Katz, with headquarters in London, completely duplicating all A.A.P. activities in U. S.—sales of film to TV stations and theatres, "possible acquisition of TV stations," production of films abroad, etc. (2) A.A.P. is negotiating with Douglas Fairbanks Jr. to become one of leading executives in its foreign operations. (3) Huge Latin American sale involving more than \$6,000,000 was made by A.A.P. to new syndicate headed by Robert Kronenberg, former A.A.P. western div. mgr., which will handle all A.A.P. products. The U. S. company retains undisclosed interest in syndicate. (4) A.A.P. has already sold theatrical pictures behind Iron Curtain and this week completed sale of Popeye to British TV contractors Granada TV and Associated-Rediffusion.

Senate axed USIA budget May 15, cutting it down to \$90,200,000 from \$144,000,000 sought by Administration and \$106,000,000 voted by House (Vol. 13:16). TV-radio projects of agency survived economy blows on floor day after President Eisenhower went on air with plea to save his budget, but final 61-15 vote for cuts hit hard at USIA staffs in western Europe and at press service now operating in 70 countries. Republican leadership joined Majority Leader Johnson (D-Tex.) in slashes recommended unanimously by Appropriations Committee after hearings in which USIA Director Arthur Larson was bipartisan target. Budget now goes to Senate-House conference.

RCA Exhibition Hall has become No. 1 tourist attraction in N. Y. metropolitan area, executive committee chairman Frank M. Folsom said this week on tenth anniversary of hall's opening. More than 17,000,000 persons have passed through main entrance of showroom at 40 W. 49th St., origination point of NBC-TV's *Today* and *Tonight* shows and showcase for RCA's TV & electronic wonders.

. . . Hollywood TV writers' income for fiscal year ended March 31 totaled \$6,814,662, according to Writer's Guild of America, West—more than \$2,000,000 over preceding year—but radio writers' income was down almost \$300,000 to \$467,227. Movie writers still headed list at \$11,151,234, increase of \$762,803 in year . . . MGM has signed deal with NBC Film div. to produce at least one, and possibly 4 film series for syndication, with movie maker supplying half of financing . . . Another movie firm enters TV: Hecht-Hill-Lancaster plans to produce 30-min. series based on Elmer Rice play, "Counsellor at Law" starring Melvyn Douglas . . . NBC's California National Productions won't make any more pilot films, we're informed by press release. From now on it will make "prototypes" instead (CNP thinks it better describes its own type of operations) . . . Dose of their own medicine dept.: Britishers are going to see old British movies on TV. Commercial program contractor ABC-TV has paid \$140,000 for TV rights to 25 Sir Alexander Korda oldies.

Censorship of TV programs and films is specifically banned in new Agriculture Dept. rules for assistance of producers who seek aid on programs dealing with farming. Rules were redrafted after House information subcommittee headed by Rep. Moss (D-Cal.) accused Dept. of threatening censorship of programs not following govt. policy lines. Moss this week praised Agriculture Secy. Benson for the change and his newly announced "open door" policy on departmental information. Rules change also deleted a former prohibition forbidding any sponsorship by manufacturers of alcoholic beverages of TV films which Dept. helped produce.

Radio sports "network"—Sterling Radio Network Inc.—has been organized by Sterling Television Co., TV film syndicator, to provide U. S. & Canadian radio stations with year-round live sports and special events service. First feature will be schedule of 60 colleges and professional football games this fall. Games will be offered, without commercials, on flat fee basis in each market. Stations may buy each package separately—purchase including option to buy next package. Service is being launched "in association with" Sports Broadcasts Inc., organizer of regional TV & radio networks for games of N. Y. Yankees baseball and N. Y. Giants football teams. Sports Broadcasts is headed by Ed Pancoast, ex-Bolling Co., and includes commentator Marty Glickman and Ned Asch, ex-WMG, N. Y. Officers of Sterling Radio Network Inc. are Saul J. Turell (pres. of Sterling TV Co.), pres.; Pancoast, sales v.p.; Charles Dolan, exec. v.p.; Glickman, sports director; Asch, production mgr.; Robert Kirschen, sales promotion mgr.

Formula for release of post-1948 features won't be reached "in the immediate future," Motion Picture Assn. pres. Eric Johnston said this week. He indicated that negotiations with the various craft unions involved still look like long-drawn-out affair. Negotiations with AFM pres. James C. Petrillo on post-1948 feature royalties should start "within the next few weeks," he stated.

International TV pickups will be "commonplace" by 1994, NARTB pres. Harold E. Fellows predicted May 14 at seminar on contemporary broadcasting at Emerson College, Boston. He foresaw "great single-purpose TV studios," utilizing tape for semi-automatic operation.

Celler anti-trust subcommittee met briefly this week to consider proposed TV network probe report (Vol. 13:19), but it probably still will be several weeks before any kind of agreement will be reached.

Duty-free importation by colleges of film and recordings to be used on educational TV-radio stations is sought by Rep. Eberharter (D-Pa.) in HR-7454.

**WINNER OF San Francisco-Oakland's Ch. 2** looks as if it will be San Francisco-Oakland TV Inc., headed by former General Teleradio v.p.'s Ward D. Ingram & Wm. D. Pabst. FCC this week announced it had voted instructions to staff to draft decision that way—but final decision is yet to come.

Reversal is always possible, particularly since vote (not announced) was said to be 4-3 on a strict GOP-Democratic split—very rare in recent years. The 3 Democrats are understood to have favored Democratic bigwig Edwin W. Pauley's TV East Bay—nobody going for Channel Two Inc. which had obtained examiner Thomas H. Donahue's nod June 20, 1956. Channel Two Inc. is headed by Stoddard P. Johnston, includes as 5% stockholder Sen. Knowland's father J. R. Knowland.

FCC was also understood to have instructed staff to draft decision affirming grant of Ch. 6, Paducah, Ky. to WPSD-TV, denying petition for reconsideration.

Another honey of a go-around is in prospect for Tampa-St. Petersburg, now that Commission announced plans to add Ch. 10 there (to nearby New Port Richey). At least 7 potential applicants, including those who lost out in Ch. 8 & 13 hearings there, have demonstrated interest.

For Peoria, WIRL was finally awarded Ch. 25 in lieu of the Ch. 8 which it had won in hearing with WMBD but later lost in deintermixture proceeding which moved channel to Rock Island. It's understood Commission also plans to give WMBD, which lost Ch. 8 fight to WIRL, a grant on Ch. 31.

**HOW DO SEMICONDUCTOR manufacturers rank in output?** *Fortune* magazine, in second of its series on electronics business, undertakes study of components industry, and—on basis of own survey of 1956 market—comes up with this semiconductor ranking, which contains a surprise or two:

"Texas Instruments, a little-known company in Dallas, placed first by a comfortable margin. Transitron Electronic Corp. of Wakefield, Mass., founded in 1952 and even less known than TI, ran neck-&-neck with GE for second place. Sylvania, the second-ranking tube maker, was fourth (Sylvania was hurt in semiconductor work by the loss of 10 scientists and engineers to CBS-Hytron in 1955). Hughes Aircraft, which entered electronics as a military equipment manufacturer, was fifth.

"Some of the biggest names in electronics are far down on the semiconductor sales list. Raytheon, one of the oldest tube manufacturers, for a time ranked first in the semiconductor field, and it still has 80% of the small hearing-aid transistor market. But Raytheon has fallen behind in other types of transistors. Philco, after a slow start, is now coming up fast with [the] 'surface barrier' transistor. RCA, the biggest tube maker of all, is still far behind in semiconductors. RCA got into semiconductors early, had production and management troubles, and had to shut down production briefly in 1954. But those days are behind it, and RCA can be depended on to fight for a major position."

Regarding Transitron—"now slugging it out with GE for second place in the semiconductor field"—*Fortune* says it is No. 1 in production of germanium diodes and "so far ahead of the field in making silicon rectifiers that it will be hard to catch." It is now also making transistors, has 1700 employes—all in semiconductor work—and uses some 200,000 sq. ft. of plant.

Receiving tubes are on the way out, *Fortune* predicts,

Initial decision proposing grant of Ch. 7, Ponce, P. R. to Ponce TV Partnership was recommended by Examiner Donahue. He concluded that partner George A. Mayoral's 1-plus percent interest in WORA-TV, Mayaguez (Ch. 5) is insignificant and that population overlap between the 2 stations is negligible.

Another hoary old battle finally wore itself out when FCC again affirmed grant of WPRO-TV, Providence (Ch. 12) after grantee WNET (Ch. 16) dropped its various pending objections.

Still another fight faded out when Scripps-Howard's WNOX, Knoxville, asked dismissal of its appeal of grant to WBIR-TV (Ch. 10); appeal by Tennessee TV is still pending.

Commission's plans to shift WRGB's Ch. 6 from Schemectady is running up against some staunch Senatorial opposition. Sen. Javits (R-N. Y.) this week added his voice to that of Sen. Aiken (R-Vt.)—inserting in May 16 *Congressional Record* admonition that shift would deprive many people of service.

FCC wound up flock of other allocations rule-making proceedings: (1) Added Ch. 12 to Lamar, Colo. (2) Substituted Ch. 29 for Ch. 59 in Buffalo-Niagara Falls, giving grantee WNYT-TV the lower channel. (3) Denied proposals to add Ch. 11 to St. Joseph, Tenn., to delete Ch. 7 from Spartanburg, S. C., to delete Ch. 5 from Raleigh, N. C., to add Ch. 3 to Clearfield, Pa. KBAS-TV, Ephrata, Wash. filed petition seeking addition of Ch. 16 to town.

Eight translators were granted: Ch. 80, Lone Pine, Cal.; Ch. 70 & 73, Salmon, Ida.; Ch. 70, Ely, Nev.; Ch. 79, Claremont, N. H.; Ch. 70, Cave Junction, Ore.; Ch. 83, Redmond, Ore.; Ch. 78, Rock Springs, Wyo.

stating that sales will stop growing by 1960, and by 1965 principal market will be replacement sales.

Article states components account for \$2.3 billion sales annually, more than one third of total sales of electronic end products. It breaks them down thus: Tubes, \$855,000,000; semiconductors, \$77,000,000; capacitors, \$220,000,000; resistors, \$175,000,000; transformers & coils, \$125,000,000; filters, tuners, speakers, etc., \$325,000,000; hardware (sockets, wire, terminal boards, etc.), \$550,000,000. Some 3000-4000 companies are engaged in components business, it says, listing Sprague & Cornell-Dubilier as No. 1 & 2 in capacitor field, IRC, Ohmite & Allen-Bradley as tops in resistors.

As to picture tubes, it estimates Sylvania & RCA account for about 50% of the business, with GE strong third despite fact it sells only to GE and the replacement trade. It notes that nearly 40% of picture tube sales are now replacements and estimates that half of replacement tubes are supplied by local rebuilders.

**ELECTRONICS PERSONALS:** Bert Fein named chief industrial engineer, IT&T defense products div.; he was formerly asst. to div. pres. Adm. John E. Gingrich (ret.) . . . Howard A. Baldwin promoted to RCA Service Co. administrator of atomic energy services, Camden . . . Timothy E. Shea elected engineering v.p. of Western Electric; Arthur P. Clow succeeds him as v.p. in charge of personnel & public relations . . . Maj. Gen. W. Preston Corderman, Deputy Chief Signal Officer, next month becomes Commanding General, Ft. Monmouth, replacing Maj. Gen. Victor A. Conrad, who has been appointed Chief Signal Officer, Supreme Headquarters Allied Powers in Europe (SHAPE); Maj. Gen. Emil Lenzner, Commanding General of Army Electronics Proving Ground, Ft. Huachuca, Ariz., is due to succeed Gen. Corderman, with Brig. Gen. Ralph T. Nelson taking over Ft. Huachuca post.

Tung-Sol is acquiring Chatham electronics div. of Gera Corp. for undisclosed price. Chatham makes power tubes, hydrogen thyratron tubes, radiation detection equipment, had 1956 sales of about \$6,000,000.

**NEW SETS—NEW PRICES (UP), NEW LOOK (110°):** On eve of introduction of new TV sets, these were the trends apparent to us as we talked with receiver manufacturers during RETMA's annual Chicago convention this week: (1) The inevitability of a price hike, and (2) the feeling -- not shared by all set makers -- that the 110-degree tube offers industry its best chance in several years to feature a "major improvement."

Adding to general optimism was information from RETMA that total TV receiver inventories at end of April were about 2,250,000 compared with 2,375,000 at similar date year ago -- marking first time this year that total inventories have been less than for last year's comparable period. April sales to consumers were about 350,000 (including export), only slightly less than last April's 360,000 -- and for the first 4 months of the year, sales to consumers amounted to 2,050,000 compared with 2,100,000 in similar period last year, while production through April this year was 1,831,572 vs. 2,394,264 in 1956 Jan.-April -- a drop of 23%.

Everyone we talked to said TV prices had to go up. RCA pres. John Burns told news conference that prices on new line of black-&-white sets probably would average 5-10% higher. RETMA pres. and GE v.p. Dr. W.R.G. Baker agreed with this estimate while Admiral pres. Ross Siragusa estimated increase should be about \$20 per set. Motorola consumer products marketing v.p. S.R. Herkes also saw need for price boost of about \$20, saying \$10 wouldn't even offset increasing costs.

Among factors cited as necessitating price boost were increased wages, 7½-10% hike in picture tube bulbs, more expensive 110-degree tube and its added circuitry.

We found coincidence of expression in talks with GE's Baker and Admiral's Siragusa when both keyed this year's sales campaign to efforts to "return TV to the living room." Siragusa based his reasoning on what he said would be "a complete turn-around from old price appeal to higher prices on new features." Dr. Baker's feeling was that the 110-degree tube -- which he called an encouraging development, but not a cure for the TV industry's problems -- would provide opportunity for new styling concepts to better adapt TV to living room decor.

Not all manufacturers are enthusiastic about 110-degree tube -- Magnavox pres. Frank Freimann, for example, in his "go-slow" note to dealers, cited disadvantages of more complex circuitry, new components, possible tendency of consoles to tip because of shallow cabinet. Freimann's views stirred up some comment -- RCA's Burns and GE's Baker saying that "tip-ability" problem could be handled by engineering modifications; Motorola spokesman cited similar tipping experience encountered in front-heavy large-screen sets on casters. While Motorola said it would use 110-degree tubes in new line, extent was not detailed -- and impression was that it would be small. Burns said RCA will use 110-degree tubes, but wouldn't state whether it would be used in all models across the board.

Baker compared development of TV with that of radio, pointing to advent of small sets which moved to all parts of the house despite everything industry did to maintain living-room supremacy of higher-priced consoles. Noting that TV was clincher in deposing the radio console, he said portable TVs are doing same thing to the TV console -- with fewer now using the living-room TV. This void could be filled by some new development, he said -- "I don't know what, could be half a dozen things."

RCA's Burns, on first trip to Chicago since assuming company presidency, reiterated chairman Brig. Gen. David Sarnoff's theme that color is the cure for TV industry's woes. Burns put it this way: "Color TV will prove to be the greatest shot in the arm for electronics since the introduction of black-&-white TV." He said color was going well, "but not nearly as well as we would like it to."

On price question, he said he saw no chance of any cut in color set tags, indicating it's "even possible they may have to go up slightly." He said RCA now takes a loss on every color set it sells; that "we know of no revolutionary development in

color TV, even in the discussion stage, that gives any indication of being ready for production for at least several years."

TV production for this year at RCA, he said, is about the same as last year and he predicted business this year will be as good, or better, than last year. On inventories, he said RCA is a little lower than last year at each point across the board -- with only enough inventory to fill the pipeline.

Figures on total TV production for the past 12 months were supplied, meantime, by Packard-Bell pres. Robert S. Bell, acting chairman of RETMA set div., in his annual report. He gave preliminary estimate of 6,000,000 for the 12 months compared with 7,343,000 in comparable previous year. Dollar volume of factory TV sales, he said, "dropped from \$991,341,000 to \$795,000,000 during the same period." About 2,000,000 TV portables were produced in this period, Bell said, with no comparison available for previous year when few were made. Home, clock and portable radio production rose to 9,300,000 units -- an increase of 800,000 over previous year.

**List Price Complaint:** National Better Business Bureau -- in drive against what it calls "false, fictitious, exaggerated or otherwise misleading or deceptive list prices" -- has written to some 100 TV & major appliance makers asking them to take public stand on question. Pres. Kenneth B. Willson says it's too early yet to tabulate results of inquiries mailed out this week; that so far he's only received two replies. Most manufacturers indicate general agreement with purpose of Bureau but question how it could be carried out in varying markets. Willson told us he has offered to set up regional meetings with manufacturers to work out problems. The drive, he said, will not be limited to TV-appliances -- they just happen to be in the spotlight because of what he described as "abuses there." His group, he said, is concerned with national adv. & selling practices, not local.

**Hope for BDSA:** Thanks largely to industry support, Senate May 17 voted funds to operate the 35 industry divisions in Commerce Dept.'s Business & Defense Services Administration -- though it did cut item more than \$1,000,000 below amount requested in President Eisenhower's budget. House had completely eliminated \$3,650,000 budget item from Commerce appropriation, which would, in effect, have killed industry divisions in that department (Vol. 13:15-16,19). As result of strong representations by electronics and other industries, Senate Appropriations Committee recommended, and Senate approved, \$2,167,000 which would keep divisions going, but at reduced level. Industry divisions are still in jeopardy, since bill must go to Senate-House conference committee to iron out differences between the 2 versions.

**Economic Signposts:** Gross national product took another rise in first quarter of 1957, Commerce Dept. announced this week -- reaching annual rate of \$427.1 billion compared with \$403.5 billion in first quarter 1956 and \$424 billion last quarter. Roughly two-thirds of advance over a year ago, Commerce Dept. said, stemmed from price increases. Breakdown showed \$4 billion increase in personal consumption expenditures to \$275 billion rate, with most of increase in durable goods spending centered on auto purchases. Disposable personal income -- income after personal taxes -- was at a rate of over \$295 billion, 5½% above same quarter last year in dollars and 2% in real purchasing power (after allowance for rise in consumer prices).

**Production:** TV output was 80,949 week ended May 10, compared with 81,864 previous week and 119,352 in corresponding week one year ago. It was year's 19th week and brought TV production for year to date to about 1,994,000 compared with 2,628,-222 in same period of 1956. Radio production totaled 251,249 (102,111 auto) week ended May 10, compared with 280,490 (103,015) the preceding week and 271,632 (80,-155) in corresponding week year ago. Radio output for 19 weeks totaled about 5,604,000 (2,227,000) vs. 5,055,309 (1,876,090) in same 1956 period. -- (JSC).

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Westinghouse employes stock plan is being re-established June 1 with shares being offered at \$6 per share below average market price for Nov. 1-20, 1957. Plan is on 6-month basis with stock to be paid for by payroll deductions. Participation is limited to 125 shares annually per employe--officers and directors not eligible.

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Hotpoint's 1958 TV line will be introduced May 24-25 at national distributor meeting at Ligghts Inn, Burlington, Wis., with higher prices anticipated. Portables, with 110-degree tubes were introduced earlier (Vol. 13:15) but spokesman declined to say whether table & console sets would use the new tube.

**Topics & Trends of TV Trade:** RETMA pres. Dr. W. R. G. Baker, GE v.p., was reelected at this week's annual convention in Chicago. Also reelected were exec. v.p.-secy. James D. Secrest and Leslie F. Muter, Muter Co., treas. & chairman of finance committee. Wm. L. Reynolds, asst. gen. counsel, was elected gen. counsel, succeeding ex-RETMA pres. Glen McDaniel who had held post since 1952.

Names of 2 divs. were changed to reflect growing & changing operations (Vol. 13:19): Set div. to Consumer Products div. & Tube div. to Tube & Semiconductor div.

V.p.'s & chairmen of divs. are: Consumer Products—Robert S. Bell, Packard-Bell, reelected v.p. and elected chairman. Military Products—Fred R. Lack, Western Electric, reelected v.p.; C. B. Thornton, Litton Industries, chairman. Technical Products—H. J. Hoffman, Machlett Labs, reelected v.p.; W. J. Morlock, GE, chairman. Parts—Herbert W. Clough, Belden Mfg. Co., reelected v.p.; Russell E. Cramer Jr., Radio Condenser Co., chairman. Tube & Semiconductor—R. E. Carlson, Tung-Sol, reelected v.p.; D. W. Gunn, Sylvania, chairman.

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Improved international market for electronics was reported to RETMA convention by International Dept. chairman Ray C. Ellis of Raytheon who said that 1956 exports of equipment and parts rose almost 24% over 1955 and that this year's figures indicate trend will continue. Report noted 315 TV stations, exclusive of U. S. & Possessions, were in operation at start of 1957 with TV sets numbering 13,600,000 (Vol. 13:4). "Over 200 more stations are expected to begin operations in various foreign countries during next two years," he said. "Many of these markets are closed to American products, but our exports should reflect this expansion of the international TV situation." He said last year's broadcast station equipment exports amounted to more than \$8,000,000—nearly double 1954 rate. CR tube & radio exports declined slightly last year while receiving tubes, crystal diodes, transistors increased. Radio apparatus & parts imports, he said, were valued last year at \$8,500,000 compared with \$3,400,000 in previous year. He also cited "a rather sharp upturn in imports of phonographs, record players and needles." Commenting on Ellis report, one components manufacturer told us U. S. manufacturers can out-produce & out-engineer foreign competition whose only advantage is lower labor costs—but red tape has kept him out of export field.

RETMA vocational training aids are being used by more than 400 vocational, trade & technical schools according to report of RETMA Service Committee at Chicago convention. Report says program—now in 5th year—assists schools in their "modernization of radio-electronics-TV technicians' training and in increasing the number of technicians trained." It also points to "urgent need for school laboratory information and basic instructional manuals on military and industrial electronics."

Higher picture tube prices are in offing following Corning's boost of 7½-10% on bulbs attributed to increased material & manufacturing costs. RCA spokesman said their cost on blanks was up 8-10% and they were studying market situation to determine whether to absorb the increase or up prices. He said a decision will be made about midweek. Sylvania is increasing prices 4-8%; Westinghouse 7-8%; DuMont reported planning 8% hike.

DuMont enters receiving tube market, announcing it will offer some 435 types for TV, radio, communications, industrial electronics—in addition to CR tubes. Last week, pres. David T. Schultz told stockholders meeting that CR tube operations were responsible for most of \$353,000 first quarter loss. New line of tubes will be displayed at Electronic Parts show May 20-23 at Conrad Hilton Hotel, Chicago.

**NO CEILING** is in sight for healthy electronics industry—now doing close to \$12 billion in business annually—RETMA pres. Dr. W. R. G. Baker told convention in annual report. Actual sales of goods total better than \$6 billion yearly, he said, "divided about equally between military and commercial business, with the edge slightly on the former." Remainder includes revenues from broadcasting, servicing, merchandise distribution, etc.

Dr. Baker, who was reelected to presidency at windup of convention, told manufacturers that TV sales "seem to have reached their first plateau, while awaiting the color boom, but are still substantial enough to account for more than a fifth of our income." Radio, he said, "whose demise was erroneously prophesied when TV made its debut, is making an astounding comeback, thanks largely to technical improvements and developments such as hi-fi and transistors."

Max F. Balcom, Sylvania director and consultant, was presented 1957 RETMA "Medal of Honor" in recognition of "many years of service and leadership in RETMA and the electronics industry."

In accepting the award, Balcom outlined growth of industry up to color TV, saying "without question, color was one of the major breakthroughs in the history of our industry, and I think it has an enormous potential. However, in trying to predict just how long it will be before color sales catch up with black-&-white, we have to bear in mind that extremely important thing called 'time.' It takes a lot of time and effort and money . . . before a technical achievement like color becomes a large-volume consumer product." His only comment, he said, "is that color is coming along steadily, and before too very long will become a substantial portion of total set sales." He predicted next major phase of electronics industry would be commercial and industrial electronics or automation.

Sales of TV-radios-phonos in fiscal 1956-57 will total about \$1.5 billion at factory level, compared with \$1.4 billion last year, reports RETMA marketing data policy committee chairman Frank W. Mansfield of Sylvania. He estimates manufacturers' sales of radios for year at 15,350,000 vs. 14,129,053 units last year, phonos at 5,000,000 units compared with 3,356,848. TV production was estimated at 6,000,000 this year vs. 7,342,930 last year. His report states "industrial and commercial products are up from \$850,000,000 to nearly \$1 billion. Military products exceed \$2.8 billion vs. \$2.6 billion last year. Replacement parts continue to grow and will reach \$900,000,000—from \$800,000,000."

Record \$2.3 billion parts sales were chalked up in 1956, RETMA Parts div. chairman Russell E. Cramer Jr., v.p. of Radio Condenser Co., told annual convention, listing parts for initial equipment at \$1.5 billion, replacement components at \$850,000,000. Year was marked, he said, by severe competition with sales of some companies showing "an encouraging gain, [while] profits have not kept pace."

"RCA Color TV Pict-O-Guide," companion volume to "Pict-O-Guide" for monochrome, has been published by RCA electron tube div. Written by John R. Meagher and illustrated with color photos taken from operating receiver, it contains step-by-step instructions in installation, adjustment and servicing of color sets.

Color TV has emerged as the major attraction at Japan Trade Fair in Tokyo, the highlight of smash-hit U. S. exhibit. RCA exhibit mgr. Richard Hooper predicts Japan will be next country with commercial color; experimental colorcasts have been underway for some time.

**Trade Personals:** W. E. Boss promoted to director of RCA color TV coordination, reporting to merchandising v.p. Martin F. Bennett . . . B. H. Boatner named v.p. of Westinghouse Electric Supply Co. and gen. mgr. of apparatus & supply div. . . James N. Ryan Jr., ex-Emerson, appointed Admiral regional mgr. for Rochester, Syracuse, Buffalo, Youngstown . . . Vice Adm. Edward L. Cochrane (USN, ret.), retiring in July as MIT v.p., elected Raytheon director . . . Leslie F. Muter Jr. & Herbert J. Rowe elected v.p.'s & directors of Muter Co. . . Ronald E. Vedder promoted to Sylvania radio & hi-fi sales coordinator . . . James R. Squires named consultant in charge of GE marketing training program . . . Richard G. Evans, ex-Capehart-Farnsworth, appointed Sylvania TV-radio district sales mgr., Kansas City; Evert C. Sharrow, ex-Easy Washing Machine, named Dallas district sales mgr. . . John B. Ward promoted to gen. mgr. of Corning Glass new products div., replacing John Carter, new pres. of Fairchild Camera & Instrument Co.; Cyril T. Paquette succeeds Ward as sales mgr. . . Edward E. Orlando, Canadian Westinghouse gen. mgr. of district apparatus div., and John A. Campanarro, gen. mgr. of electronics-atomic-defense divs., elected v.p.'s . . . Louis J. Sebok promoted to Decca national sales promotion mgr., replacing Sam Goodman, resigned; Clarence Goldberg succeeds Sebok as national special service sales mgr.

RCA is most popular set in Portland, Me. area—"nation's top 75,000-100,000 test market"—according to 1957 consumer analysis by *Portland Press Herald-Evening Express*, whose Guy Gannett Publishing Co. owns WGAN-TV. Sampling of 37,083 families showed RCA was choice of 16.9% of those (92.5%) now owning set. Next were GE (13.1%), Zenith (12.1%), Philco (11.3%), Admiral (7.5%), Motorola (6.3%), Silvertone (5.3%), Emerson (5%), Crosley (3.8%), Westinghouse (1.9%). Among 5.5% of families planning to buy set this year, RCA, GE, Zenith, Philco held in order of preference. Of 9.8% of families owning more than one set now, GE was favorite (28.4%), RCA next (12.8%). Overwhelming screen preference in owned sets was 21-in. (71.8%). Only 3.3% had 24-in., 20.8% had 17-in.

New version of "Wamoscope," with distinct possibilities for closed-circuit TV, was announced this week by Sylvania at IRE National Conference on Aeronautical Electronics in Dayton. Developed by Sylvania and Naval Research Lab for military uses, "Wamoscope" is abbreviation for "wave-modulated oscilloscope," incorporating most of essential functions of microwave receiving set in single tube envelope, eliminating many tubes and components. New version of tube is 17-in. long, 13-in. shorter than previous model announced last summer (Vol. 12:34); weighs 2½ lb., as against 11 lb.; has 10-in. rectangular face, replacing round face. Pilot quantities of earlier version are being used by all 3 Armed Forces in research & development projects.

Sylvania produces last 90-degree-tube receiver May 17, switching Batavia, N. Y. plant to 110-degree production during May 20-June 3 shutdown. Entire 1958 line, to be introduced June 17, will feature new tube.

TV service institute will be conducted by U of Minn. May 27-28 with cooperation of Minn. TV Service Engineers and U. S. Small Business Administration—at \$7.50 to registrants.

Excise tax collections on TV, radio & phonos totaled \$154,449,000 in 1956 compared with \$158,036,000 in 1955, reports Internal Revenue Service.

Admiral is sponsoring factory-authorized warehouse sale for distributors & branches May 26-27 "to pave the way" for next month's new TV-radio-hi-fi models.

**DISTRIBUTOR NOTES:** Admiral appoints Pittsburgh Products Tri-State Co. (R. W. Evans, gen. mgr.) to handle 16 counties in addition to present Pittsburgh territory; warehouse being set up at 1300 Frankstown Rd., Johnstown . . . Raymond Rosen & Co., Philadelphia (RCA) appoints Charles E. Boyer Sr. district mgr. of RCA Victor div., succeeding Sid Brandt, resigned . . . Emerson of Long Island (469 Jericho Turnpike, Mineola) reopens following Feb. 8 fire . . . Westinghouse appoints Otis Means as district appliance sales mgr., Chicago . . . Hotpoint appoints Graybar for Erie, Pa., replacing W. A. Case & Son . . . Kuba Import Co., importer of German radio-phonos, appoints Key Accounts Inc., N. Y. . . Philco appoints Graybar Electric Co. for Detroit-Grand Rapids area, closing own Detroit branch; Radio Equipment Co., South Bend, closes Grand Rapids branch.

GE is reorganizing sales activities of its electronic components div., setting up separate original-equipment selling organizations for each of the 5 separately managed operating depts.—cathode ray tube, power tube, receiving tube, semiconductor products & specialty electronic components. These new appointments to receiving tube marketing organization were announced: K. T. Cox, mgr. of commercial service; G. W. DeSousa, receiving tube sales mgr., equipment mfrs.; E. H. Fritschel, mgr. of govt. relations; J. T. Thompson, mgr. of distributor sales. Under DeSousa, these appointments were announced: W. Hayes Clarke, national accounts sales mgr.; John E. Nelson, eastern regional sales mgr.; Gordon E. Burns, central regional sales mgr.; Bruce S. Angwin, western regional sales mgr.

Business failures among electronic equipment manufacturers totaled 34 in 11 months ended March 31, says RETMA credit committee chairman T. B. Judge of International Resistance Co., compared with 29 in fiscal year ended April 30, 1956, and 25 in similar 1955 period. In report to RETMA Chicago convention, Judge said average liability was about \$533,000 with this breakdown by types: component parts, 14; phono-hi-fi, 6; TV-radio receivers, 5; test equipment, 3; Geiger counters, 2; communications equipment, 2; CR tubes, 1; recording equipment, 1. Committee also reported that 17 electronics parts jobbers had suffered business failures in 11 months ended April 1 vs. 22 in fiscal 1956.

FM is really hot in Chinatown (N. Y.), reports May 10 *Tide*. Reason: The 4-times-weekly *Chinese Festival of Music* on WHOM-FM, which has as listeners practically all of the 60,000 Chinese in N. Y. area. *Tide* quotes Lyle Stuart, producer who handles Chinese commercials for sponsor Pabst beer, as saying that one appliance store in Chinatown sold 4500 FM sets in one day shortly after show began 5 years ago.

New RETMA standards publications available through RETMA engineering dept., 11 W. 42nd St., N. Y. (\$1 minimum): Power Transformers for Electronic Equipment, 50¢; Drive Pulleys, 25¢; Standard Test Methods for Electronic Equipment, \$1.10.

Pushbutton radio designed for Volkswagen and measuring 7½x3¾x7½ has been added by Motorola which introduced manually operated radio for the car 2 years ago. New radio lists at \$60, is expected to fit most sports & foreign cars.

Sears, Roebuck "summer sale book" lists \$30 price cut on 24-in. TV, dropping price to \$250; widespread reductions in other categories include 10%-28% in housewares appliances.

Motorola plans 17-in. portable for "Americana line," price not announced but expected to be up about 10%.

**Financial & Trade Notes:** DuMont Bestg. Corp. stockholders at N. Y. meeting May 14 approved proposals for acquiring KTLA, Los Angeles, from Paramount Pictures Corp. in stock deal (Vol. 13:17) including Paramount package of music firms—Famous, Paramount-Roy Rogers & Gomaleo. Also approved was offer of 314,812 shares of capital stock to help finance purchase of radio WNEW, N. Y., from Buckley-Wrathner-Loeb interests. Offering is made at subscription price of \$7, stockholders of record May 27 receiving rights for one share for each 3 held. Now owner of WABD, N. Y., and WTTG, Washington, DuMont is considering acquisitions to bring holdings to maximum of 7 TV & 7 radio stations, pres. Bernard Goodwin told stockholders.

\* \* \* \*

Jerrold Electronics Corp. earned \$166,133 (15¢ per share) on sales & service revenues of \$5,142,702 in fiscal year ended Feb. 28 compared with \$119,838 (11¢) on \$3,703,065 year earlier. In second half of fiscal year income was \$229,491 vs. net loss of \$63,358 in first half, pres. Milton J. Shapp attributing company's upturn to "successful operating results of its expansion & diversification program," including investment in 6 community antenna systems, manufacture of electronic test instruments, installation of Jerrold hospital TV system in 7 Philadelphia institutions (goal of 2000 sets in year).

Kay Lab stockholders this week approved revision of company's corporate structure through sale of the San Diego firm's assets to Cohu Electronics Inc., a Delaware corporation. La Motte T. Cohu, pres. of both companies, said change was "in line with the company's expansion in the east and the contemplated absorption of other companies through merger with Cohu Electronics." Production of Kay Lab products (trademarked "Kin Tel") will continue in San Diego.

**Dividends:** General Precision Equipment, 60¢ payable June 15 to stockholders of record May 31; AT&T, \$2.25 July 10 to holders June 10; Whirlpool, 35¢ June 10 to holders May 31; United Artists, 35¢ June 28 to holders June 14; Magnavox, 37½¢ June 14 to holders May 24; Paramount Pictures, 50¢ June 14 to holders May 24; Famous Players Canadian, 37½¢ June 13 to holders May 23; Time Inc., 75¢ June 10 to holders May 27.

General Precision Equipment earned \$1,107,732 (85¢ per share on 1,125,806 shares outstanding) on consolidated sales of \$45,537,613 in first quarter compared with \$346,973 (20¢ on 1,065,329) in corresponding 1956 period, when sales were \$32,678,823. Backlog of orders March 31 was \$170,156,000 vs. \$129,861,000 year earlier, according to pres. Hermann G. Place.

General Precision Equipment filed SEC statement May 17 (File 2-13349) for the registration of 194,200 shares of no-par cumulative convertible preferred stock, proposing offer for subscription by holders of its common & \$1.60 preferred stock to raise working capital. First Boston Corp. and Tucker, Anthony & R. L. Day are principal underwriters.

Allied Artists reports net loss of \$1,379,478 on gross income of \$14,090,737 in 39 weeks ended March 30 vs. net income of \$179,381 in same period year earlier, pres. Steve Broidy attributing loss to high-cost films in declining market. He predicts improvement in last 13 weeks of fiscal year because of lower production costs of recently-released films.

Beckman Instruments earned \$770,751 (60¢) on sales of \$27,488,706 in 9 months ended March 31 vs. \$1,144,888 (92¢) on \$20,361,622 in corresponding period year earlier. In quarter ended March 31, net income was \$62,740 (5¢) on sales of \$9,844,533 compared with \$385,999 (31¢) on \$7,476,811 in 3 months of 1956.

Financial data on Norden-Ketay Corp., as printed in our May 4 Special Report, *Financial Data on Television-Electronics Companies* (Vol. 13:18), contained inadvertent error in listing of company's net profit for first 3 months of 1957. To correct error, the symbol (d) should be removed from last line of listing, third & fourth columns, and footnote after asterisk changed to read: "Before adjustment of prior years' reserves for price redetermination and renegotiation." In first 3 months of 1957, Norden-Ketay reported profit of \$171,000 (13¢ a share) on sales of \$6,740,000.

Airborne Instruments Lab proposes to increase capital by \$4,000,000 through long-term borrowing from institutional investors and non-public sale to small group of purchasers of \$2,000,000 subordinated debentures, convertible into stock at \$40 per share. Proposal was listed in May 15 application to SEC for Investment Company Act exemption permitting American Research & Development Corp. (15.8% owner of Airborne) to buy debentures up to \$320,000.

Reeves Soundcraft Corp. reports profit of \$87,617 on sales of \$1,180,032 in first quarter of 1957. At same time, it reported full 1956 earnings of \$876 on sales of \$3,304,356 compared with earnings of \$143,741 and sales of \$3,348,148 in 1955. Pres. Hazard E. Reeves said first quarter 1957 sales and profits "point to the most successful year" in company's history, with heavy backlog of orders in all divs.

Oak Mfg. earned \$138,201 (21¢ per share) on sales of \$4,736,847 during 1957 first quarter vs. \$526,313 (80¢) on \$6,439,285 sales for similar 1956 period. Company statement said that TV production & sales are expected to be more substantial in second half of year; that radio sales continue high; that industrial & defense work are continuing at favorable level.

International Resistance reports profit of \$117,845 (9¢ a share) in 15 weeks ended April 14 compared with \$2066 loss in similar period last year. Pres. Charles Weyl told annual meeting in Philadelphia that profit is due to 4-year diversification program, TV-radio now accounting for "only about 30% of our business compared with almost 100% 4 years ago."

CBS Inc. "appears secure" as "leading TV broadcaster," Fahnestock & Co., N. Y., reports in May 10 weekly stock review. Brokerage firm says "outlook for the continued growth of this entertainment medium is favorable," citing anticipated higher revenues from broadcast billings and from CBS-Hytron & Columbia Records divs.

National Telefilm Assoc. has withdrawn offering of \$7,500,000 convertible subordinated debentures, pres. Ely Landau reporting that private financing has been obtained, making "public offering . . . inadvisable at the present time under the conditions suggested."

Paramount Pictures consolidated first-quarter earnings were \$1,299,000 (66¢ per share on 1,971,316 shares outstanding) vs. \$1,372,000 (64¢ on 2,141,116) year earlier, when profit excluded \$350,000 (16¢) on sales of film shorts.

Corning Glass reports income of \$3,872,798 (57¢ a share) on first quarter sales of \$35,655,461 compared with \$5,084,540 (75¢) on sales of \$41,158,464 for similar period last year.

Disney Productions earned \$1,532,391 (\$1.03) in 6 months ended March 31 vs. \$1,418,850 (\$1.09) in same period year earlier.

Orradio Industries earned \$117,848 (27.7¢ a share) on sales of \$1,528,931 for fiscal year ended Feb. 28, the sales representing gain of 62% over previous year.

Muntz TV reports loss of \$151,693 on sales of \$3,800,000 in 6 months ended Feb. 28 vs. profit of \$772,625 on \$6,200,000 in comparable period year earlier.

Subscription-TV session between FCC representatives and Chairman Harris (D-Ark.) of House Commerce Committee, requested by Commission for purpose of discussing Harris' sharp questions (Vol. 13:17), brought nothing definitive. Commissioners assured Harris they'd answer his questions, will discuss them May 22, said they're aware of importance of moves under consideration. Harris' comments were described as "judicial." Each commissioner (McConnaughey, Doerfer, Bartley & Craven present) gave some of his philosophy but none came out flatly for anything. Though there have been predictions Commission's next move would be to order evidentiary hearings, some commissioners assert majority of members favors authorization of experiments. Big rub, they say, is kind of experiments to permit—and nature of restrictions to impose so tests won't get out of hand. One current possibility is that Commission will seek specific information on proposed tests via letter to proponents—not through hearings. Summary: somewhat more chance of test authorization than week or 2 ago.

Two applications for new TV stations and one for a translator were filed with FCC this week bringing total to 126 for stations (31 uhf) and 44 for translators. Applications were for Hibbing, Minn., Ch. 10, by Carl Bloomquist, owner of WEVE, Eveleth, Minn., which was resubmitted after being returned last week; for Aguadilla, P. R., Ch. 13, by off-air WTOB-TV, Winston-Salem, N. C. (Ch. 26) which also owns 80% of WAPA-TV, San Juan. Translator application was for Lebanon, N. H., Ch. 81, by owners of WWLP, Springfield, Mass. (Ch. 22) and upcoming WRLP, Greenfield, Mass. (Ch. 32). Same group is also filing for Ch. 71, Newport, N. H., Ch. 74, Bennington, Vt. and Ch. 74, Rutland, Vt. [For details. see TV *Addenda 24-S* herewith].

Impasse over FCC's right to subpoena financial data from independent program producers for its network study (Vol. 13:17-18) continued this week as representatives and attorneys of 6 TV film distributors and one producer of live shows (Entertainment Productions—\$64,000 *Question*, \$64,000 *Challenge*, *Big Surprise*, etc.) met with FCC's network study committee and staff, reaching no compromise. At week's end, producers filed briefs, reiterating their view that FCC has no authority to investigate independent programmers and that network study committee should have burden of showing that information requested in subpoena is relevant to investigation.

From bottom to top of closed-circuit TV camera business in less than year is aim of Ling Industries Inc., Dallas, whose pres. James J. Ling announced that subsidiary Electron Corp. had completed first 50 low-priced (under \$500) vidicon camera units. Ling outlined these schedules: 300 cameras per month for next 3 months, 600 more units for remainder of year—which, he said, would make his company largest closed-circuit manufacturer, unit-wise. Company hopes to make 1000 cameras a month next year.

Cable theatre plans for Bartlesville, Okla. have been expanded, Video Independent Theatres reports, to offer subscribers choice of 2 movies simultaneously, plus "an electronic news coverage, and other services and entertainment including time, temperatures, weather forecasts, miscellaneous education and cultural films and various types of recorded music." VIT expects to have 38 miles of cable strung in 6-8 weeks.

Sylvester L. (Pat) Weaver, ex-NBC chairman, is reported closing negotiations to produce half-dozen programs for new Lowell Thomas series of news interviews & features to be sponsored by Delco on CBS-TV in fall. It would be first big deal in Weaver's plans for Program Service (Vol. 13:15).

Network programming is better than ever, and public likes this season's programs, AB-PT pres. Leonard H. Goldenson told Radio-TV Executives Society in N. Y. May 15, disagreeing with critics who have castigated current fare as "TV's dullest season." As proof, Goldenson cited Nielsen figures indicating average home devotes more time to watching TV today (5 hours & 38 min. per day) than last season and that average program has higher rating (24.4) than average show last season, while number of sets-in-use has remained relatively stable. TV programming is becoming more diversified, he added, and public is becoming more sophisticated and better educated as result of TV viewing. Next day, addressing Chicago Broadcast-Advertising Club, Goldenson stated that evening network TV today is more efficient than 3 years ago—in that audiences have increased more rapidly than costs. Two categories in particular—30 min. westerns and 30-min. variety shows—have improved outstandingly in cost efficiency in last 3 years. Discussing ABC's future TV plans, he said company will spend \$65,000,000 in next 4 years "on plant and color telecast alone."

Educational TV briefs: Ohio Educational TV Council, with goal of eventual 9-city educational network in the state, is being formed by group headed by gen. mgr. Uberto T. Necly of Cincinnati's WCET (Ch. 48), Ohio State U radio-TV director Richard Hull and Institute for Education by Radio & TV director I. Keith Tyler . . . New York's Metropolitan Educational TV Assn. will air live TV series from its own studio for first time next fall—series produced by N. Y. Board of Education, with time (Mon. thru Fri., 11-11:30 a.m.) and station facilities donated by WPIX; shows will be designed primarily for in-school presentation . . . San Francisco's educational KQED (Ch. 9) was cited by Educational TV & Radio Center, Ann Arbor, as leading producer of programs nationally distributed on educational stations; it currently has 9 shows in distribution, with 2 more expected.

Govt. anti-trust suit against RCA-NBC over NBC-Westinghouse station swap (Vol. 12:49, 51, 13:18) moved another step this week with hearing on motions in which Philadelphia Federal Judge Kirkpatrick took under advisement a request by RCA-NBC that Govt. be required to supply minutes of Philadelphia Federal Grand Jury which looked into the station sale. Two other motions were argued: (1) Govt.'s objections to some RCA-NBC interrogatories; judge ruled that some would have to be answered, others deleted, splitting about 50-50. (2) RCA-NBC objection to tremendous volume of documents sought by Govt.; judge indicated compromise would be to cut down magnitude of RCA-NBC's file search. Court set June 28 as date for pre-trial hearing.

Better TV-radio relations with newspaper reporters are sought by Radio-TV News Directors Assn. in 2 "constructive steps" announced May 15 following board meeting in Chicago. "Greatly concerned over recent reports of ill-feeling on the part of a few newspapermen in covering stories along with radio & TV reporters" (Vol. 13:15), RTNDA (1) set up professional standards committee to "seek fair & equal treatment for all news media" and (2) invited American Society of Newspaper Editors to cooperate "in preventing or stopping incidents." Sam Zellman of KNXT, Los Angeles, is committee chairman.

TV competition is too much for *Picture Post*, British weekly magazine which folds June 1 after 19 years of publication. Announcing suspension, Hulton Press Ltd. stated: "The demands of the public are changing rapidly. Thus TV is doing so well much of the work which we pioneered in *Picture Post*." Patterned after U. S. magazines, *Picture Post* reached 1,750,000 circulation in 1939, is down now to 738,000.

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## SUMMARY-INDEX OF THE WEEK'S NEWS — May 25, 1957

**PAY-TV TESTS DELAYED** as FCC asks industry for specific plans by July 8; both proponents & opponents find sustenance in action (p. 1).

**FEDERAL AID TO TV TEACHING** has little chance now; Magnuson bill for \$50,000,000 govt. grants to equip stations viewed dimly by NARTB (p. 2).

**STATION OWNERS PREDICT** record TV year with 6% gain in revenues, 3% hike in costs. First quarter boost in network & spot shown by statisticians (p. 3).

**ABC-TV BILLINGS** for next season ahead of fall 1956 already, Goldenson says; Kintner's contributions to network defended at stockholder meeting (p. 4).

**PAYOFF FROM TV** now being reflected in movie balance sheets, film moguls praising medium as additional (and perhaps some day principal) money source (p. 6).

**CELLER NETWORK REPORT** toned down as subcommittee makes progress toward compromise; BMI and option time sections still in dispute (p. 6).

**FULL SWITCH TO 110-DEGREE** tubes planned by RCA, Admiral, GE & Sylvania. Pickup seen in 17-in. bulb orders as 14-in. portable loses favor (p. 9).

**GE & HOTPOINT** start 1958 TV sets to market, feature slim look, 110-degree tubes. Gleanings of other manufacturers' plans (p. 10).

**RETMA BOARD** unanimously approves changing name to Electronic Industries Assn.; election of new dept. & div. directors announced (p. 12).

**NEW CERAMIC "PYROCERAM"** developed by Corning could find TV use in transparent picture tube screens; use in transmitting tube envelopes seen (p. 8).

**SATELLITES** figure prominently among new starters, KBTX-TV, Bryan, Tex. becoming 500th operating station. Canadian activity mounts (p. 7).

**NEW COMMISSIONER** prospects for FCC include attorney George S. Smith, VA deputy administrator John S. Patterson. Others fading rapidly (p. 14).

### **FCC DELAYS TOLL TV TESTS, WANTS SPECIFICS:**

Both proponents & opponents of pay TV drew some measure of comfort from FCC's "notice of further proceedings" issued May 23. What Commission said, basically, is that it believes a test of pay TV should be conducted to determine whether it should be adopted commercially. However, it went on, it's fearful of authorizing tests until it knows more precisely what the tests would be like. Hence, it asks industry to supply by July 8 specific information on 11 subjects relating to tests. (Full text of FCC's Notice is included herewith as Special Report to all subscribers.)

Also of significance is Commission's conclusion that it has "statutory authority" to approve toll TV "if it finds that it would be in the public interest to do so" -- but it leaves for the future a decision on the very touchy subject of whether subscription TV is "broadcasting," "common carrier" or what-have-you.

Proponents of pay TV were happy with FCC's assertion that an "adequate trial" is "indispensable to a soundly based evaluation" and its conclusion that it has the legal authority to give systems go-ahead. They were disappointed with fact a trial wasn't authorized with finality or promised with certainty.

Skiatron pres. Arthur Levey, for example, admitted he'd hoped for more speed from Commission but said he's sure comments filed will persuade the Commission to approve tests. Another proponent stated: "It's a step in the right direction. We're pleased that the Commission says it has legal jurisdiction. But it isn't all we wanted -- by any means." Still another said: "This commits the FCC to a test; it can't back down from that."

Opponents would have preferred to see the Commission shelve whole irritating topic but they claim this week's action delays everything at least a year and that plenty of additional delays will develop.

They point out that July 8 deadline is much too short; that time for filing reply comments must be given; that Commission vacations all of Aug.; that a new member and chairman will be on hand after June 30; that wired pay system will have

provided some answers by fall, taking edge off telecast toll TV; that proponents have yet to show they have any programs to offer, if they do start tests.

NARTB's reaction, as given by spokesman: "FCC was wise in not taking precipitous action. It recognized the need for more information. We still question its authority to adopt pay TV and we still believe pay TV isn't in the public interest."

Networks made no public statements, but their various spokesmen made it clear they like FCC's cautious approach, can't see possibility of ultimate approval.

Commission action is a victory for Chairman McConnaughey. He obtained a unanimous compromise without getting anyone really mad -- as he prepares to leave Commission June 30 for private law practice.

\* \* \* \*

Our own estimate of situation is that pay TV has had a setback. We believe stock market was a good barometer. Zenith rose only 2 points to 118, while Skia-tron rose 1/2 point to 5% May 24, day after FCC action.

Another excellent indication, we believe, is that Rep. Harris (D-Ark.), chairman of House Commerce Committee, is understood to be quite pleased with Commission action -- and he doesn't want subscription TV. Same day it issued call for comments on tests, FCC replied to Harris' sharp questions (Vol. 13:17) by stating it couldn't answer them satisfactorily until it got more information from industry.

These are in addition to our constant feeling out of Commission on the topic -- which has always given us impression majority doesn't favor pay TV. -- (AW)

**GOVT-FINANCED TV FOR SCHOOLS UNLIKELY:** Prospects for Federal aid to educational TV, as proposed in unprecedented \$50,000,000 bill by Chairman Magnuson (D-Wash.) of Senate Commerce Committee (Vol. 13:20) looked remote and dim this week.

Sprung unexpectedly on Senate floor May 17, Magnuson plan for \$1,000,000 grants to state authorities, Hawaii & Alaska for TV school equipment stirred no immediate enthusiasm even among ardent educational TV advocates. It was certain to have strenuous opposition from broadcasting industry. And Congress hasn't yet accepted broad principle of direct Federal aid to education itself.

Magnuson himself asked quick approval of proposal (S-2119) in follow-up speech in Senate May 22. He called for "earliest possible" hearings by his Committee, "very early vote by Senate on measure to help 48 states & 2 territories utilize 250 TV channels reserved by FCC for educational purposes."

Describing it as "modest proposal," Magnuson told Senate: "I am convinced that unless the Federal Govt. takes the initiative, offers the impetus, and contributes to the cost, the great educational potential from these channels will be lost."

Formal comment on \$50,000,000 plan was withheld by 2 organizations directly affected -- Joint Council on Educational TV and NARTB. But exec. director Ralph Steetle of JCET, which has never sought such Federal aid, told us that bill "seems to be hastily drawn." NARTB pres. Harold E. Fellows said with distaste: "It puts the Govt. into broadcasting, doesn't it?"

"We are as surprised as anybody" by sudden introduction of Magnuson proposal, JCET's Steetle told us. As it stands, he said, plan "only fits existing state TV educational authorities in a few places" -- notably Ala. & Okla., which have own statewide stand-by systems. Bill requires states & territories to underwrite TV operating costs, furnish facilities for "4 or 5" stations Magnuson thinks could be equipped with govt. grants of \$200,000-\$250,000 per unit.

"I've never known broadcasters to approve of that," NARTB's Fellows said, meaning any such injection of govt. money into non-military stations.

\* \* \* \*

Commerce Committee had made no move by week's end to schedule any hearings on bill despite Chairman Magnuson's advocacy -- and despite indications that Senate Democratic Policy Committee had direct hand in writing it.

TV measure was drafted for Magnuson by staff director Gerald W. Siegel of Democratic Policy Committee, chaired by Majority Leader Johnson (D-Tex.), whose wife is 94.4% owner of KTBC-TV, Austin; 50% of KRGV-TV, Weslaco; 29% of KWIX-TV, Waco.

Johnson is known to favor the bill. But Policy Committee sources said there is no intention to put it on legislative agenda now.

Meanwhile, Congressional mood on idea of Federal aid to education was shown by halting progress of cut-down \$1.5 billion general school construction bill toward probable defeat in House -- despite President's "full support." -- (WHB)

**BROADCAST BUSINESS GOOD, GETTING BETTER:** All of the industry's accepted barometers indicate beyond doubt another record year for TV -- not only in total billings but in average sales per station -- and continued pickup in radio, despite the unusual slowness of some big network sponsors in making up minds about next season.

Perhaps most significant indicator is NARTB survey of some 200 TV and 600 radio stations which showed that the average TV station anticipates 6% revenue gain this year over last, with 3% increase in expenses, while radio operators forecast 4% boost in revenues and only 1% boost in operating costs.

Almost 80% of TV stations look for some improvement in sales, NARTB said, with about two-thirds expecting higher costs. TV stations in markets of less than 100,000 population expect 12% revenue gain, larger stations predicting 4%.

Breaking down TV revenue predictions, stations expect 9.7% increase in time sales from networks, nearly 7% boost from national & regional spot and 4% hike in local revenues. In radio it was: From networks, no significant change; national & regional, up 5%; local, up 3%. Neither network-owned outlets nor stations not on air all of 1956 were included in survey.

Reliable indicator of advertiser spending, Printer's Ink National Advertising Index, shows total advertising up 3% in first quarter 1957 over last year's first quarter -- with network TV expenditures (time & production) up 8% and network radio piling up whopping 12% increase, biggest of any medium.

Network radio & TV showed biggest gains among the media for month of March -- up 9% & 8% respectively from March 1956, though network radio was down 8% from Feb. 1957, while network TV showed 3% gain over February.

In spot TV field, TvB released quarterly report, showing national & regional spot spending of \$116,935,000 on 321 stations during first quarter. Taking the 255 stations which reported in first quarter 1956 & first quarter 1957, TvB found hike of 11.7% in spot spending on gross one-time rate basis. TvB pres. Norman E. (Pete) Cash pointed out that 23 companies spent more than \$1,000,000 on spot TV during the quarter, compared with 15 in same 1956 period.

(List of top 100 national & regional TV spot advertisers and their expenditures, together with product classification breakdown of spot advertisers, is available from TvB at 444 Madison Ave., N.Y. 22.)

Investigation of FCC "leaks" is definitely planned by Senate investigating subcommittee headed by Sen. Jackson (D-Wash.) which is still making headlines with its CAB probe. Subcommittee counsel Don O'Donnell said he already has conferred with ICC & FCC general counsel in preparation for future hearings involving those agencies, but no date or timetable has been set. He laughingly denied a published report that subcommittee planned investigation of gyrations of subscription-TV stocks. "What's subscription TV?", he asked. Sen. Jackson, meanwhile, proposed criminal penalties for persons giving or receiving unauthorized information from govt. regulatory agencies and endorsed proposal to isolate members of CAB, ICC, FCC, etc. from "pressure" about pending cases by putting them in category similar to judges.

Suit against 23 TV film distributors and San Francisco's KPIX & KRON-TV has been filed by KNTV, San Jose, in California Superior Court seeking \$500,000 damages and asking injunction banning distributors from refusing to deal with station. Suit charges San Francisco stations and the distributors with restrictive practices in refusal to sell it films because of alleged "overlap" of San Francisco & San Jose service areas.

Ranks of the "reluctant 7" independent TV programmers from whom financial data was subpoenaed by FCC network study committee (Vol. 13:17-18, 20) were thinned this week after chief hearing examiner James D. Cunningham ruled that subpoenas were legal and relevant. Three of the firms capitulated, indicating that they planned to respond to subpoena. They were Entertainment Productions Inc., Official Films and TPA. The others—Screen Gems, Ziv and MCA-TV and its subsidiary Revue Productions—immediately prepared petitions for reconsideration of examiner's decision. The 4-member Association of TV Film Distributors, which presented anti-network testimony to network study group, was split down the middle—2 of its members (Official Films & TPA) abiding by decision, the other 2 (Screen Gems & Ziv) choosing to fight.

Pure science is neglected for practical advances in engineering, RCA chairman Brig. Gen. David Sarnoff said May 22 at Founder's Day at Dropsie College for Hebrew & Cognate Learning, Philadelphia. He said result is serious lag between fundamental knowledge & application such as in radio, where "we are constantly having to use frequencies before we know their characteristics." Sarnoff received honorary doctor of laws degree.

**ABC-TV NETWORK** billings for 1957-58 season already exceed those at the start of 1956-57 season, AB-PT pres. Leonard H. Goldenson told stockholders in New York this week in a meeting which was enlivened when an emissary from NBC exec. v.p. Robert Kintner read a statement intended to set record straight on the former ABC president's contributions to third network.

Goldenson expressed hope that ABC-TV would be able to reach 85% of all TV homes live by next fall—compared with last fall's 76% coverage—on basis of expected operation of new stations in Boston, Miami and Pittsburgh.

Attending meeting and holding Kintner's proxy was attorney Edward S. Greenbaum, who made these points: (1) ABC's profits (as separate from other AB-PT divs.) hit new high in 1956. (2) Sales of prime evening time at time of Kintner's resignation totaled 19½ hours weekly, a record for the company. (3) Lower revenues from *Mickey Mouse Club* resulted from joint Goldenson-Kintner decision to double guarantee to Walt Disney Productions. (4) "It would appear that the surprisingly poor showing in the first quarter of 1957 [Vol. 13:16] does not result from sales and policies during the time when Mr. Kintner was president," but from later cancellations, lower sales by ABC's o-&o stations and higher operating expenses.

Radio station sales reported this week: KFXD, Nampa, Ida. by Frank E. Hurt & Son Inc. (Edward Hurt, pres.) for \$277,000 to E. G. Wenrick Bestg. Co., 51% owned by E. G. Wenrick (also pres. of KBOE, Oskaloosa, Ia.), 49% by KFXD mgr. Kenneth Kilmer . . . WMEX, Boston, by Northern Corp. (Wm. S. Pote, pres.) for \$215,000 to Philadelphia adv. agency owners Robert S. Richmond (holding 85%; also owner of WPGC in Washington, D. C. area) and brother Max E. Richmond (15%) . . . KLER, Lewiston, Ida. by Cole E. Wylie for \$160,000 to owners of local daytimer KOZE (John M. Matlock, 60%, Eugene A. Hamblin, 40%) . . . WQOK, Greenville, S. C. by Albert T. Fisher and George Speidel III (also owners of WPAL, Charleston & WOIC, Columbia, both S. C.) for \$125,000 to James A. Dick, also owner of WIVK, Knoxville . . . WMBH, Joplin, Mo. by D. J. Poynor to Don O'Brien (70%) and Herbert Lee (30%)—Lee also holding 70% of WKTY, La Crosse, Wis., in which O'Brien has 30%. Brokers: KFXD, Hugh Norman & Assoc.; WQOK, Blackburn & Co.; WMBH, Allen Kander & Co.

Sale of WTVD, Durham, N. C. (Ch. 11) to new Durham TV Co. Inc., controlled by owners of WCDA, Albany, N. Y. (Ch. 41) for \$1,621,800 (Vol. 13:14) was approved this week by FCC. New owners are headed by Frank M. Smith, also pres. of WCDA, controlled by Lowell Thomas interests. Major selling principals—Harmon L. Duncan and wife (12.5% each), J. Floyd Fletcher (24.9%) and Durham radio WDNC (25%)—retain minority interest. Duncan and Fletcher are to remain as co-gen. mgrs.

CP for KDHS, Aberdeen, S. D. (Ch. 9) is being sold by Joseph E. McNaughton interests, publishers of *Effingham* (Ill.) *News* and *Pekin* (Ill.) *Times* for \$2447 out-of-pocket expenses, according to application filed with FCC. Buyer is John Boler, operator of North Dakota's KBMB-TV, Bismarck (Ch. 12); KCJB-TV, Minot (Ch. 13); KXJB-TV, Valley City (Ch. 4).

West coast broadcaster-publisher Sheldon F. Sackett has purchased defunct *Portsmouth* (Va.) *Times* for \$125,100, plans to resume publication. He owns radio stations KOOS, Coos Bay, Ore.; KVAN, Vancouver, KROW, Oakland; CPs for KOOS-TV (Ch. 16) & KVAN-TV (Ch. 21); *Coos Bay Times*.

Goldenson replied that he had not attributed earnings decline to Kintner, who resigned because of "policy differences." It was officially disclosed that company was paying Kintner about \$230,000 for his contract, which runs until 1960. Kintner made \$100,000 a year as president of ABC.

In other subjects covered, Goldenson: (1) Said ABC-TV definitely plans to move into live daytime programming June 1. (2) Expressed optimism that current network investigations by Justice Dept., FCC & Congress "will not materially alter the character of current broadcast operations." (3) Assailed pay TV as potential threat to viewer which would siphon off good free programs. (4) Conceded that "much remains to be done to rebuild the position of network radio." (5) Revealed that subsidiary Am-Par Pictures will release "the first of several moderate budgeted pictures" next month.

As to other subsidiaries, he said Am-Par Records has shown "substantial increase" in volume this year, that Disneyland Park (about one-third owned by AB-PT) is also currently running ahead of last year. In electronics, 2 companies in which AB-PT has interest—Technical Operations Inc. & Microwave Associates—are now operating in new plants in Burlington, Mass., industrial area, and Wind Tunnel Instrument Co., partly owned by AB-PT, will move to same location this summer.

Formal transfer by Consolidated (Bitner) of 3 TV & 3 radio stations in midwest to Time Inc. in \$15,750,000 deal (Vol. 13:16) was completed May 22 in N. Y. Stations (WTCN-TV & WTCN, Minneapolis; WFBM-TV & WFBM, Indianapolis; WOOD-TV & WOOD, Grand Rapids) will be operated by TLF Broadcasters Inc., newly formed Time Inc. subsidiary. Phil Hoffman, shifted from Time's KLZ-TV & KLZ, Denver, is v.p. & gen. mgr. of Minneapolis stations, succeeded as KLZ-TV mgr. by Jack Tipton, by Lee Fondren as KLZ mgr. Eldon Campbell is v.p. & gen. mgr. of WFBM-TV & WFBM. Willard Schroeder continues as pres. & gen. mgr. of WOOD-TV & WOOD.

Canadian TV applications to be considered by CBC Board of Governors at June 25 meeting in Ottawa: CHCA Television Ltd. for Ch. 6, Red Deer, Alta.; radio CHOV, Pembroke, Ont. (E. Gordon Archibald, pres.) for Ch. 5 there; radio CKBL, Matane, Que. (Rene Lapointe, managing director) for Ch. 9 there; Henri Audet for Ch. 13, Three Rivers, Que.; radio CKBI, Prince Albert, Sask. (E. A. Rawlinson, pres.) for Ch. 5 there; Wm. D. Forst for Ch. 5, Swift Current, Sask.; CKCO-TV, Kitchener, Ont. (Ch. 13) for power increase from 31.4-kw to 275-kw.

Commenting on possible acquisition of WATV, Newark, Metropolitan Educational TV Assn., N. Y. states: "Within the last few weeks it has become apparent that there is a strong possibility that META, with adequate support from individuals, business, industrial & civic groups, and foundations may well be able to acquire the station outright, provided adequate financing can be arranged, probably not to extend over more than a 5 years' period."

Sale of radio WAPL, Appleton, Wis. by Gerald A. Bartell family (owners of WMTV, Madison, Wis. & 4 AMs) for \$100,000 (Vol. 13:16) was approved this week by FCC. Buyers are station mgr. Miss Connie Forster (40%), attorneys Karl Baldwin & Lester Chudacoff (20% each) and R. P. Beelen (20%).

Negotiations by Harold F. Gross interests to purchase WDAF-TV, Kansas City (Ch. 4) & WDAF from *Kansas City Star* remained in "discussion" stage this week. Asking price for properties reportedly is \$10-\$12,000,000 (Vol. 13:16). Gross heads highly successful WJIM-TV, Lansing (Ch. 6) & WJIM.

**Personal Notes:** L. Byron Cherry promoted to v.p.-finance & management services, CBS Inc. . . . Wm. S. Morgan Jr., ex-radio KLIF, Dallas, where as gen. mgr. he promoted "Win a Million," "Wheel for a Day," "Mystery Voices" & \$50,000 treasure hunt contests, elected ABC Radio v.p. in charge of programming . . . Wm. Froug resigns as CBS Radio v.p. in charge of programming, Hollywood, to join Screen Gems exec. staff to create & produce new projects . . . W. Thomas Dawson, from WBBM-TV, Chicago, named sales promotion mgr. for CBS-TV Spot Sales . . . J. Robert Kerns, Storer Bestg. Co. v.p., named managing director of WPFH, Wilmington; Lionel Baxter, from radio WBRC, Birmingham, managing director of radio WIBG, Philadelphia . . . Jack McGrew promoted from commercial mgr. to station mgr. of KPRC-TV, Houston . . . W. K. Hoyt, publisher of *Winston-Salem Journal* and *Sentinel*, elected pres. of Piedmont Publishing Co., owner of WSJS-TV & WSJS, succeeding ODM director Gordon Gray, who was named chairman; Harold Essex continues as TV-radio gen. mgr. . . . Richard Bell, pres. of Key Television Inc., which recently acquired KEYT, Santa Barbara, takes over as mgr. from former pres.-gen. mgr. Colin B. Selph . . . Bill Walker, ex-KBTB, Denver, named promotion mgr. of upcoming WFGA-TV, Jacksonville . . . Robert Kimball named promotion mgr. of WAGA-TV, Atlanta, succeeding Charles E. Trainor . . . Lionel Wernick promoted to business mgr. of WCAU-TV, Philadelphia; Jack Dolph to asst. program mgr. . . . David M. Davis promoted from production mgr. to asst. gen. mgr. of educational WGBH-TV, Boston . . . Paul Williams promoted to public affairs mgr. of WWJ-TV & WWJ, Detroit . . . Ernest

N. Olivieri, ex-WNHC-TV, New Haven, named film director of upcoming WTIC-TV, Hartford . . . George C. Mirras promoted to sales development mgr. of WOW-TV & WOW, Omaha . . . H. Paul Field, ex-Benton & Bowles and Grey Adv., N. Y., named to new post of commercial services supervisor of WTVJ, Miami . . . Bernie Ebert resigns as production coordinator of KTLA, Los Angeles, to open adv. agency there . . . John E. Holmes, ex-Automatic Projection Corp., Viewlex Inc. & NBC, named sales mgr. of Roger Wade Productions . . . Henry Grossman promoted to new post of CBS-TV facilities operations director . . . Ward L. Quaal, v.p. & gen. mgr. of WGN-TV, Chicago, elected a director of WGN Inc. . . . Richard Butterfield, ex-WARD-TV & WARD, Johnstown, Pa., named station mgr. of KCRG-TV & KCRG, Cedar Rapids . . . Mrs. Mary McKenna named research & sales development director of DuMont Bestg. Corp.; David Yarnell, public relations director; Kenneth Klein, adv. director; all are from radio WNEW, N. Y., where they continue in similar posts at recently purchased DuMont station . . . Roy E. Morgan of WILK-TV & WILK, Wilkes-Barre, elected pres. of Pa. Assn. of Broadcasters.

### Obituary

John F. Grinan, 63, pioneer radio operator who received 1950 Radio Club of America award, died May 22 in St. Petersburg, Fla. of heart disease. In 1916, his N. Y. amateur station 2PM was first to transmit relay message to west coast and receive reply. He was at key of 1BCG, Greenwich, Conn., when first transatlantic short-wave message was transmitted in 1921. Surviving are 2 sisters.

**ADVERTISING AGENCIES:** Lyndon O. Brown named chairman of newly-formed Dancer-Fitzgerald-Sample executive committee . . . John Hoagland, formerly head of BBDO TV-radio programming, becomes Lever Bros. & General Mills account executive; George Polk, in charge of TV-radio planning, assumes program responsibilities; Don Rowe named Lucky Strike account executive, Robert Stefan asst. to v.p. in charge of Hollywood office . . . Wm. L. Wernicke, TV-radio director of Morey, Humm & Warwick, promoted to v.p. . . . Arnold Benson, ex-CBS Radio, joins Dowd, Redfield & Johnstone as copy group supervisor . . . Ben Lipstein, ex-Audits & Surveys Inc., appointed asst. to pres. & technical director of McCann-Erickson's Market Planning Corp. . . . Wm. J. Moore, ex-NBC, joins Benton & Bowles as TV operations director.

First-prize TV winners in *Billboard's* 19th annual promotion competition: Promotion of network programs in markets with 4 or more stations, WTVJ, Miami; in 3-station markets, WBNS-TV, Columbus, O.; in 1 & 2-station markets, WAFB-TV, Baton Rouge. Promotion of local programs, in markets with 4 or more stations, KBTB, Denver; in 3-station markets, WSM-TV, Nashville; in 1 & 2-station markets, KWTB, Oklahoma City. General audience promotion, 4 or more stations, WCCO-TV, Minneapolis-St. Paul; 3-station markets, KYW-TV, Cleveland; 1 & 2-station markets, KDAL-TV, Duluth. Promotion of syndicated film programs, 4 or more stations, KTTV, Los Angeles; 3-station markets, WSLs-TV, Roanoke, Va.; 1 & 2-station markets, WAFB-TV, Baton Rouge. Promotion of feature film programs, 4 or more stations, KTTV, Los Angeles; 3-station markets, WFIL-TV & WCAU-TV, Philadelphia (tie); 1 & 2-station markets, WFBG-TV, Altoona. Film distributor awards: Promotion of syndicated series, MCA-TV; feature film package, MGM-TV.

AAAA appoints John F. Devine (J. Walter Thompson, N. Y.) chairman, Hildred Sanders (Dan B. Miner Co., Los Angeles) vice chairman, TV & radio administration committee; Frank G. Silvernail (BBDO, N. Y.) chairman, Jane Daly (Earle Ludgin & Co., Chicago) vice chairman, broadcast media committee.

N. E. Holmblad, chief engineer of Danish Posts & Telegraphs, govt. operating agency which operates TV-radio, joins Great Northern Telegraph Co. Ltd. in Copenhagen as technical v.p.

New reps: WABT, Birmingham, to Harrington, Righter & Parsons (from Blair-TV); KLFY-TV, Lafayette, La. to Young June 1 (from Venard, Rintoul & McConnell); WLBR-TV, Lebanon, Pa. names Blair Television Assoc.

Rate changes: KPRC-TV, Houston, May 1 raised base hour from \$1000 to \$1100, min. \$220 to \$250. WCPO-TV, Cincinnati, April 15 cut base half hour from \$535 to \$412.50, raised min. from \$200 to \$275.

Edward F. Kenehan, FCC Broadcast Bureau chief since Aug. 1, 1955, becomes partner in Washington law firm of Haley, Doty, Wollenberg & Kenehan May 27. He had stint with Commission immediately after war, served as counsel for RCA engineering products div. 1951-55. Harold G. Cowgill, chief of Common Carrier Bureau, succeeds Kenehan, while John R. Lambert moves up to replace Cowgill on acting basis. Cowgill worked for Commission 1935-44, left to join law firm of Segal, Smith & Hennessey, later served as exec. v.p.-gen. mgr. of WTVP, Decatur, Ill. (Ch. 17) before returning to Commission.

Society of TV Pioneers, formation of which was sparked at this year's NARTB convention by W. D. (Dub) Rogers, KDUB-TV, Lubbock, Tex., votes shortly by mail ballot for pres. and 3 v.p.'s—nominees being selected by Richard A. Rawls, KPHO-TV, Phoenix, and P. A. Sugg, WKY-TV, Okla. City.

Robert L. Heald, NARTB chief attorney, resigns as of June 24 to become partner in Washington law firm of Spearman & Roberson. He came to NARTB from firm of Welch, Mott & Morgan, previously served as FBI special agent in 1941-46.

**TV IS BETTER than ever**—to paraphrase the movies' old promotional slogan, and recent stockholders' meetings and financial reports of motion picture producers and distributors strongly reflect that sentiment.

Movie distributor United Artists suddenly ended an industry guessing game when pres. Arthur B. Krim announced that negotiations with distributors to syndicate its highly valued post-1948 features to TV had been called off and that UA was even thinking of the possibility of buying out a TV film distributor itself. The company, he said, has decided to continue distributing its own feature films directly to TV. He said UA's revenue from TV syndication of 39 pictures made in 1951-52 totaled \$2,000,000 and that the 52 in syndication this year should bring in about \$5,000,000 in 1957.

"We have looked upon TV as a retarding factor," he said. Now, he added, "we regard it as a healthy source of additional revenue, and we expect revenue from it to increase substantially in the next few years." He said company expects to get in TV film distribution business whether it buys out a syndicator or not. Other officials pointed out that UA will make its first-run features available to Bartlesville, Okla. wired TV experiment.

Loew's Inc. pres. Joseph Vogel this week told N. Y. Society of Security Analysts that his company hopes to realize \$40,000,000 from TV licensing of MGM's 723-film feature library and may soon sign deal for release to TV of all MGM theatrical short subjects.

Pres. Spyros Skouras of 20th Century Fox told stockholders that minimum rental payments for the 237 features being distributed by NTA will total \$16,940,000 over next 7 years, that 560 of its pre-1949 features are still uncommitted and 210 made since 1949 will some day be available to TV. He added that 20th is now producing 3 TV film series and hopes to have 6 or 7 on air if current negotiations succeed.

Walt Disney Productions reported that for first time its TV income exceeded rental from theatrical pictures during 6 months ended March 30—the figures being \$6,747,759 vs. \$6,631,805.

TV news is in such demand by once-hostile newspapers that 3 networks must maintain big staffs of experienced ex-newspapermen just to keep up, May 18 *Editor & Publisher* reports. Roundup by Ray Erwin tells how "TV-happiness" of papers has brought increase up to 600% in 3 years in space given to TV & radio. Networks keep reporters on regular beats covering shows for press, supply vast quantity of photographs. NBC has press information staff of 43 in N. Y., including 14 writers. CBS has 42 in N. Y., 25 in Hollywood. ABC has 34 in N. Y.

New Pulse technique—"commercial recognition" measurement for comparable TV, radio & newspaper advertising costs in any market—was described May 22 by pres. Dr. Sydney Roslow at breakfast meeting of 300 advertisers & agency representatives in Hotel Plaza, N. Y. Formula developed in 2-year field studies uses home interviews in which respondents are shown lists of TV & radio commercials and newspaper ads, then asked to recall which they had seen, heard & read.

New TV spot analysis by TvB covering budgets of \$4729-\$100,000 per week tabulates audience and cost-per-1000 of various schedules of 10-sec. ID's purchased on 13-week basis, using highest rate station in top markets. Initial TvB report, based on Nielsen audience data for week of Feb. 11-15, concludes that "no one time period is best in everything."

**HOPE FOR COMPROMISE** report on TV network practices was high this week among members of both parties on Rep. Celler's anti-trust subcommittee, after meeting at which agreement was reached on several points—including draft report's wording on "must buy" practices (Vol. 13:19). Reports from subcommittee sources indicated that final document would be toned down somewhat from original language approved by Chairman Celler.

There were still 2 sticky points of contention on which the 2 factions on subcommittee had not yet agreed by week's end—the sections on BMI and on option time. One subcommittee member predicted satisfactory compromise on these issues would be reached next week, calling prospects for a single unanimous subcommittee document "better than ever."

Meanwhile, Senate Commerce Committee's proposed report on network practices, drafted largely by former chief TV investigation counsel Kenneth Cox, was awaiting reaction from Sen. Bricker (R-O.). Chairman Magnuson (D-Wash.) has indicated endorsement of report, and document has rested in Bricker's office for about 2 weeks. Spokesman for Bricker said he has read about one-third of lengthy draft and hopes to finish it next week. Whether it is finally issued as a Committee report or as a "staff study" hinges to great extent upon Bricker's reaction.

TV-radio self-regulation—not censorship—is objective of "action" committee of National Congress of Parents & Teachers. Dr. Kenneth E. Oberholtzer, committee chairman, said at 61st annual PTA convention this week in Cincinnati that it is "much concerned" about portrayals of "violence, force, intrigue or exploitation" on TV & radio and in movies & comics as way to solve human problems. But committee itself will not judge programs, proposing instead to encourage self-policing by industry by assisting individuals & local groups to make appraisals and transmit them to producers & publishers.

Anonymous political broadcasts would be banned in Ohio legislative bill, passed by Senate and referred to House, to require TV & radio stations to air names & addresses of persons making such statements. Similar requirement now applies to newspapers. Measure is opposed by Ohio Assn. of Radio & TV Broadcasters, whose counsel Carlton Dargusch Jr. told House committee that state has no right to enter federally-regulated TV-radio area; that stations already are responsible for statements made over their facilities.

FCC general counsel Warren Baker will be questioned by Sen. Pastore's communications subcommittee at 10 a.m. May 27 in hearings on bill to set up Airway Modernization Board (S-1856), charged with revamping air safety and traffic control regulations. Though FCC is not involved directly in legislation, any changes in air traffic control presumably would affect radio communications, radio navigation devices, etc.

"Bait" advertising on TV and in newspapers was charged May 24 by FTC against Fidelity Storm Sash Co., Baltimore, Washington & Philadelphia. Latest in FTC complaints of false advertising (Vol. 13:20) said 3 firms lured customers by offering storm windows at fictitious prices.

Suit for \$5,000,000 damages by Schick Inc. against Sperry Rand Corp. for alleged "false, misleading" TV commercials for Remington woman's shavers (Vol. 13:20) was withdrawn this week from N. Y. Supreme Court. Sperry Rand agreed out of court to discontinue TV demonstrations which allegedly disparaged Lady Schick shavers.

**New and Upcoming Stations:** **KBTX-TV, Bryan, Tex.** (Ch. 3) began program tests 5:30 p.m. May 22 as partial satellite of **KWTV-TV, Waco** (Ch. 10), 76 mi. away, bringing on-air box score to exactly 500 (92 uhf). All ABC-TV shows programmed by KWTV-TV will be carried without charge by KBTX-TV, which also has per-program agreement with CBS-TV. KWTV-TV owns 50% of Bryan outlet and KWTV-TV v.p.-gen. mgr. M. N. (Buddy) Bostick holds 10%. KBTX-TV officer-stockholders are local insurance man W. C. Mitchell, pres., with 10%; rancher Frank Seale, v.p., 10%; attorney John M. Lawrence III, secy.-treas., 5%; farmer-businessman Brazos A. Varisco, director, 10%. Harry Lee Gillam, from KWTV-TV, is station mgr., with Woody Cox, also KWTV, chief engineer. KBTX-TV base hour is \$150; KWTV-TV hour, \$300. Rep for both stations is Raymer.

**KCCC-TV, Sacramento, Cal.** (Ch. 40) goes dark May 31, it informs FCC, owner Lincoln Dellar exchanging plant & stock for approximately 17% of **KOVR** (Ch. 13), due to become area outlet (Vol. 13:20).

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

**WRLP, Greenfield, Mass.** (Ch. 32) is due to begin June 1 as satellite of **WWLP, Springfield** (Ch. 22), reports WWLP mgr. Wm. L. Putnam. It has 12-kw RCA transmitter and 620-ft. Ideco tower at Bolton Rd. site in Winchester, N. H. WWLP also holds CP for **Claremont, N. H.** translator **W79AA**, expected to start before end of June repeating WRLP, has applications pending for 5 more translators (Vol. 13:20). WWLP base hour goes from \$600 to \$700 when WRLP begins. Rep is Hollingbery.

**CHBC-TV, Kelowna, B. C.** (Ch. 2) has ordered RCA equipment, expects to be on air Sept. 1-15, reports J. H. Browne, pres. of **Okanagan Valley TV Co. Ltd.**, which also holds licenses for satellites in **Penticton** (Ch. 13) & **Vernon** (Ch. 7). It's building road to transmitter site 4 mi. NW of Kelowna, expects to start work on transmitter house early in June. It will use 100-ft. Stainless tower, will have studios at 342 Leon Ave. Roy G. Chapman, ex-CKOK, Penticton, will be gen. mgr., with Tom Wyatt, ex-RCA Victor, Vancouver, chief engineer. Rep not chosen.

**"CRAVEN PLAN"** comments deadline stands at June 3—Commission promptly rejecting RETMA's plea this week for extension to June 28. Only Comr. Hyde favored grant of delay; Comrs. Lee & Mack were absent. Substantial number of comments are in the works, attorneys report—but nothing like the total which would have descended on FCC couple years ago. Plan proposes to abandon most of allocations table, consider applications for channels wherever they can be fitted, engineering-wise—but operating stations and CPs have left few significant vhf drop-ins possible. (For full text of proposal, see Special Report, April 27.)

Commission disposed of several allocations changes, meanwhile: (1) Finalized shift of Ch. 13 from New Bern to Norfolk area, replacing it with Ch. 12. (2) Denied petition of **WNOW-TV, York, Pa.** (Ch. 49) for shift of Ch. 33 from Reading. (3) Started rule-making to commercialize Ch. 9 in Eugene, Ore., reassigning educational Ch. 7 to Eugene-Corvallis. (4) Finalized substitution of Ch. 4 for Ch. 8 in Hay Springs, Neb., Ch. 9 for Ch. 4 in North Platte. (5) Denied petition to substitute Ch. 20 & 77 for Ch. 9 in Charlotte, N. C. Commission received one rule-making petition, **WCOV-TV, Montgomery** (Ch. 20) asking either that Ch. 8 be shifted to Montgomery from Selma or that Ch. 12 in Montgomery be designated educational

**CJOX-TV, Argentia, Nfld.** (Ch. 10) hopes to start May 28 with test patterns, May 30 programming as satellite of parent **CJON-TV, St. John's** (Ch. 6), reports Geoff Stirling, CJON-TV pres.-gen. mgr. It has 500-watt RCA transmitter with wavestack antenna 75-ft. above ground on hill adjacent to U. S. Naval & Air Base. CJON-TV base hour is \$200. Reprs are Weed and All-Canada.

Ch. 3 **Kapuskasing, Ont.** satellite of **CFCL-TV, Timmons, Ont.** (Ch. 6) is expected to be on air in Sept., although equipment hasn't been ordered, nor has construction started, reports J. Conrad Lavigne, CFCL-TV pres. He hopes to use existing tower in Kapuskasing, some 25-mi. NW of Timmins. — (P.S.)

**Rawlins, Wyo.** translator **K73AF** began May 15 repeating **KFBC-TV, Cheyenne**, reports Donald D. Stanczyk, gen. mgr. of KFBC-TV owned radio **KRAL, Rawlins**, which is operating translator, built with public contributions. **Rock Springs, Wyo.** translators **K74AF & K78AB** plan June 1 start repeating **KTVT & KSL-TV, Salt Lake City**, reports John E. Wendt, secy. of Translator T.V. Bestg. Corp., also stating company expects to apply for Ch. 82 there. **Lone Pine, Cal.** translator **K80AD** expects transmitter about June 15, plans start about July 1, reports E. A. Barmore, secy.-treas. of Lone Pine Television Inc.

**Power increases:** **KRGV-TV, Weslaco** (Ch. 5) was due to begin with 100-kw May 20; **WCHS-TV, Charleston, W. Va.** began interim operation from new Coal Mt. site May 15, using 5-kw GE transmitter and 32-kw ERP—while 50-kw RCA unit is being moved to Coal Mt. so station can return to authorized 316-kw. **WTWO, Bangor, Me.** (Ch. 2) June 1 increases power to 36.4-kw ERP.

**WTPA, Harrisburg** (Ch. 71) plans to begin operation on Ch. 27 June 1, FCC recently having authorized channel swap with off-air **WCMB-TV**, as part of \$150,000 sale of transmitter & tower (Vol. 13:20).

**Enlarged studio** has been completed by **WCCO-TV, Minneapolis**, following year's construction including 2½-story addition at 50 S. 9th St. Station now boasts largest TV studio in area.

**Ground-breaking ceremonies** for new studio-office-transmitter building of **WANE-TV & WANE, Ft. Wayne** (2915 W. State Blvd.), will be conducted May 28.

and Ch. 8 be shifted from Selma to Tuscaloosa, also given to educators.

FCC denied petition of **WPTF, Raleigh**, to reconsider & stay grant of Ch. 5 to **WRAL-TV, Raleigh**—Comrs. Mack & Craven abstaining.

Only translator CPs issued were for Ch. 70, Myton, Utah and Ch. 75 for Roosevelt, Utah area—to **Uintah Basin TV Co.**

Private microwave—**Memphis to Tupelo, Miss.**—was granted to **WTWV, Tupelo** (Ch. 9).

**Hagerstown, Md., closed-circuit educational TV project** will be described in 4 papers at June 24-28 AIEE summer general meeting at Sheraton-Mt. Royal Hotel, Montreal. Papers will be delivered by Hagerstown project chief engineer John R. Brugger, RCA's Louie Lewis, Chesapeake & Potomac Telephone Co.'s Wm. Warman & Jerrold's Max Kraus. Other TV-radio papers scheduled for June 28 broadcast systems session: Canadian TV, by CBC's J. E. Hayes; CBC Radio Service, CBC's N. R. Olding; video testing techniques, CBC's A. Ste. Marie; TV lighting, Herbert More, Kliegl Bros.; filter to permit simultaneous transmission from single antenna of 2 complete TV stations on different channels, Canadian RCA Victor's G. B. MacKimmie.

**Telecasting Notes:** What's the newest TV program trend? It's music, says the entertainment trade press. Both *Billboard* and *Variety* this week have articles pointing out that about 20 TV musicals will be on air next season—a revival keyed by success of ABC-TV's 2 modestly budgeted Lawrence Welk shows . . . **Musical rundown** of networks, from the trade press: NBC-TV probably will have 7, ABC-TV at least 6, CBS-TV 4 or more . . . ABC drops radio version of *Wednesday Night Fights*, network pres. Robert E. Eastman stating that "programming must be exclusive; [the] so-called simulcast of most events detracts from radio's creativity" . . . ABC-TV network's biggest single time sale in its history—reportedly involving more than \$5,000,000 for a year—is for Sun. 7:30-9:30 p.m. segment, with principal purchaser rumored to be Kaiser Aluminum . . . Sometimes we wonder if the TV quizzes don't make those mistakes on purpose—witness the publicity gleaned as result of *Twenty-One's* Hank Bloomgarden-Jim Snodgrass \$73,500 snafu . . . The suspense is over for NBC-TV—General Motors has decided to buy *Wide Wide World* alt. Sun. next fall, with *Omnibus* (now produced by Robert Saudek Assoc.) sliding into alt. week segment for at least 13 weeks. Latter already has Union Carbide as 1/3 sponsor, and Aluminium Ltd. is expected to come in for 1/3 . . . N. Y. Gov. Harriman has asked ruling from CBS-TV's *The Last Word* on whether wording of state income tax returns uses correct grammar; decision will be handed down on May 26 show, in time to allow corrections before 20,000,000 new tax forms are printed . . . TV critic on TV: New York Herald Tribune Syndicate TV-radio columnist John Crosby signed as host for CBS-TV's 60-min. 7 *Lively Arts* on Sundays beginning next fall . . . Soviet Red chief Nikita Krushchev's appearance (filmed) on CBS-TV's *Face the Nation* (Vol. 13:20) will be June 2, program lengthened to full hour for show . . . Groucho Marx, actor, will star in 90-min. NBC-TV special next fall based on "Time for Elizabeth," written by Groucho Marx, author (with Norman Krasna) . . . Fund for the Republic's controversial film, "Segregation & the South" will be presented June 16 in special hour-length show in ABC-TV's *Open Hearing* series . . . MGM-TV reports 4 more feature film sales totaling more than \$2,500,000—including full 723-film library to NBC's WBUF, Buffalo, and WAAM, Baltimore, whose sale to Westinghouse pends FCC approval.

NBC will drop *Home* show late this summer because of sagging ratings. The 10-11 a.m. magazine-type program has already run for more than 3 years, having started in March 1954. Its place will probably be filled by 30-min. variety show starring Arlene Francis, hostess on *Home*, and another 30-min. show not yet selected. Network intends to revive *Home* concept on irregular one-shot basis some Sunday afternoons next season. Another of NBC-TV's magazine shows—*Tonight*—is in trouble, too, and its "America After Dark" format is slated to be discarded end of next month, with return to studio-audience variety format considered most likely.

Network TV audiences continue to grow, TvB reported this week on basis of study of Nielsen ratings—with each month of 1957 to date exceeding preceding year's comparable month's audience. Average evening network program reaches over 1,500,000 more homes per broadcast in 1957 than 1956, TvB reports, while average increase for weekday daytime shows is more than 350,000. Average evening program increase in 1957 over 1955 is 43%, weekday daytime 33%.

Survey of French TV programs in Canada will be conducted June 4-7 in Montreal by Schwerin Research Corp. to determine whether entertainment & selling themes appeal differently to French & English-speaking audiences.

CORNING Glass Works' new family of ceramic materials, announced this week in conjunction with dedication of its new Eugene C. Sullivan Research Labs, appears to have potential uses in TV-electronics field. First use of new Pyroceram will be for radomes in nose of guided missiles. Though Corning scientists won't even predict number of potential uses, one electronic application appears certain to be for envelopes of power and transmitting tubes. Pyroceram has excellent heat-resistant and electrical insulating properties and therefore is ideally suited for electron tube use.

Since Pyroceram may be made in transparent form, it opens up possibility of use in certain picture and radar tube screens. It can stand extremely high temperatures and conceivably could pave way for TV use of the transparent picture tube phosphors developed by Dr. Charles Feldman of Naval Research Lab (Vol. 13:17-19).

One of principal drawbacks of Feldman phosphors cited by TV industry is fact that special expensive glass is required for use with them because of extreme heat under which they must be applied. Corning engineers stated that Pyroceram probably will be far cheaper than the high-temperature glasses now being used in developmental models of the Feldman tube.

**ELECTRONICS PERSONALS:** Rodney D. Chipp, ex-DuMont labs, appointed systems engineering mgr. of Federal Telecommunication Labs (IT&T), Nutley, N. J. . . . Fred M. Farwell resigns as Underwood Corp. pres. to become exec. v.p. of IT&T in charge of U. S. research & manufacturing. . . . Dr. Werner F. Auerbacher promoted to engineering & mfg. v.p., George Rappaport to marketing v.p., Emerson govt. electronics div., Dr. Donald L. Burcham to v.p. for research labs . . . Daniel E. Noble, Motorola exec. v.p., moderates panel on Management of Research and Development Activities at June 6-7 Third Annual Conference of Armed Forces Management Assn., Bolling AFB, Washington, D. C.

Complete new line of industrial TV equipment, built around 2 basic cameras, was announced at week's end by DuMont, to be available from local established electronic distributors by July. Entirely new line, says DuMont, was designed after 2 years of research and interviews with more than 250 users of closed-circuit industrial TV systems. Completely installed systems built around self-contained TC-100 camera are available at about \$2000, while systems using tiny 3-lb. TC-200 (3x3½x10-in.) will cost about \$3500. Vidicon camera systems will be accompanied by full group of additional gear—which may be added later in "building-block" fashion—including remote focus, iris & lens change equipment, special housings.

Network-financed advertising research in new "See for Yourself" plan was announced this week by v.p. Matthew J. Culligan of NBC Radio, who said "present radio audience ratings are virtually meaningless as an indication of radio's true selling power." To prove point, he said, NBC Radio will pay up to \$10,000 for sales effectiveness studies (store audits, test market comparisons, etc.) by network advertisers whose campaigns are of sufficient frequency & length to give measurable result and which use "some exclusive copy points."

Closed-circuit color demonstration, followed by seminar, will be conducted May 28 by NBC-TV at Ziegfeld Theatre, N. Y., for visual communications conference sponsored by Art Directors Club of N. Y.

Licensed TV sets in London outnumbered radios for first time at end of March, 736,021 to 698,972. For all of United Kingdom, figure was 6,966,256 TVs, 7,558,843 radios, increase of 103,022 TVs during March.

RCA shipped 3-V color film chain May 21 to Tokyo.

**4 BIG MAKERS GO ALL-110°; 14-in. FADING:** Raging battle of "slim" 110-degree tube vs. conventional 90-degree seemed to be veering this week in favor of new design, with GE & Hotpoint introducing new lines consisting entirely of the 110-degree sets (see story below). Adding considerable strength to position of the new type tube is fact that all new models by RCA, Admiral & Sylvania will be 110s.

Manufacturers preparing to include at least some 110-degree sets in new lines include Westinghouse (about 50-50 division between 90 & 110), Motorola, Emerson and DuMont. Magnavox will stick to 90-degree, and it's probable that Zenith will, too.

Heavy promotional build-up which will be given the 110 by RCA, Admiral & GE -- among industry's top 3-4 in advertising and TV unit sales -- will provide strong impetus to consumer desire for the new-design sets.

Those manufacturers sticking with 90-degree tubes will also be able to claim a "slim" product -- new gun making tube about an inch shorter and new faceplate taking 2½ lb. off total weight. New faceplate, incidentally, is said to immunize set from pincushioning, because its radius is about that of electron beam scan.

We toured Corning's picture tube bulb plant this week while attending unveiling of its new research labs (see p. 8), and saw heavy production of 110-degree bulbs, but Corning officials were silent on ratio of 110 to 90-degree orders. They also refused to be drawn into discussion of merits of new tube vs. old -- and they aren't betting on which type will win final consumer acceptance.

\* \* \* \*

Tube glass manufacturers are important barometers of future TV picture tube trends because of relatively long lead time between bulb orders and tube & receiver production. Corning officials gave us this size-up of next season's tube outlook:

The 14-in. tube, comeback sensation of last 2 seasons, will be de-emphasized. Orders for these are definitely down -- with 17-in. expected to show proportionate increase, presumably due to size & weight reductions which bring 17-in. sets quite close to 14-in. in portability without great differential in cost.

Sizes smaller than 14-in. -- the conglomeration of 8½, 9 & 10 3/8-in. tubes -- are definitely dead after short-lived "boomless boom."

The 21-in. remains staple commodity -- with a little more emphasis next season as manufacturers hopefully stress higher-priced sets at expense of portables.

Some resurgence is noted in 24-in. size, presumably sparked by shallower cabinets (GE claims cabinet on its 24-in. set will be only 15-in. deep) made possible by 110-degree deflection. The 27-in. is now being made almost exclusively for replacement -- very few manufacturers (principally Muntz) currently making 27-in. sets, with no pickup in sight. The 27-in. is made with 90-degree deflection only.

Extremely heavy activity in color tube bulb production was notable at the Corning plant -- as result of RCA's switchover to all-glass tube (last metal-coned color tube was turned out by RCA April 9).

Corning hopes to take last big metal part out of color tube. Its engineers have designed new shadow-mask of "Photoceram," a glass-derived ceramic which is a first cousin of Corning's newly announced Pyroceram basic material. New shadow-mask is made from photosensitive glass, then heated to alter molecular structure.

Perforated ceramic shadow-mask has these advantages over present metal masks, according to Corning researchers: (1) Its expansion & contraction with heat variations are far less than metal mask, providing greater color stability. (2) It offers promise of interchangeability of masks from tube to tube -- whereas today's color tube screens are wedded to their individual metal masks.

Color bulb orders, Corning spokesmen said, are relatively high, and they view recent pickup as "more than seasonal." -- (DL)

**GE-HOTPOINT LAUNCH 1958 TV-MODEL SEASON:** First of the majors to take wraps off new TV models, Hotpoint showing wares May 24 at Burlington, Wis., GE May 27 at Louisville, go all out for 110-degree, wide-angle tubes (see above). Prices suggested are higher than this year's -- GE's 1958 table models ticketed \$190-\$260 compared with \$170-\$240, Hotpoint table sets \$190-\$250 vs. \$190-\$240. GE consoles run \$230-\$450 vs. current \$220-\$310; Hotpoint consoles range \$230 up -- high end not yet set -- compared with current \$270-\$330.

Catchy "Slim Silhouette" is theme tag of GE line which features 24-in. 110-degree tube in cabinet only 15-in. deep with 2-in. tube cup projection. Balance of line is in 21-in. table and console models -- a total of 19 sets in 10 basic models. GE emphasis is switching from portables to table & console sets with such extras as multiple speakers. Color sets are unchanged.

GE's 24-in. tube has a viewable area of 332 sq. in.; 21-in. has 262 sq. in. Other features of high-end sets: "Horizontal" console with full doors, a Danish Modern model, triple speakers, remote control, electronic tuning, push-button selection, circuit changes for 110-degree tube.

New cabinets come in metal, wood, pressed wood. Most sets are in production now, others in few weeks -- all on market in fall.

Interesting sidelight is consumer survey by GE to determine styling. First model circulated had 17-in. deep cabinet; 2nd had 13-in. cabinet & 4-in. tube cup; 3rd had 15-in. cabinet and 2-in. cup. Result showed 90% of those sampled preferred 15-in. cabinet and 2-in. cup.

Emphasis at Hotpoint also is on higher end. Line has 4 table, 7 console models -- including 2 lowboys with "Slender Profile" styling. Two deluxe 24-in. sets are part of console line -- rest of which has 21-in. tubes. Depth of sets is 15-in. with tube projection cup about 1½-in. Portables came out in April (Vol. 13:15).

Some deluxe features are: "Miracle Memory" fine tuner, improved tetrode tuner, 3 speakers on some models, touchbutton power tuning, automatic focus and sight-sound tuner. Two of consoles have casters; 2 have swivel bases.

\* \* \* \*

Here's some advance word on other set makers' plans and new models:

RCA will start distributor showings in New York's Hotel New Yorker June 2 -- with press showing June 4; Chicago showing will be June 6-8 at Hotel Knickerbocker; San Francisco's, June 9-11. Whole line will use 110-degree, includes 14, 17 & 21-in. portables; prices will be up 5-10%. Color sets will be shown in fall.

Philco will show its line June 3-4 at Philadelphia's Bellevue-Stratford Hotel, no information available except that color won't be offered. Exec. v.p. Larry F. Hardy has written distributors 3-page letter saying that color TV is an unprofitable business at manufacturers' level; that Philco believes same is true at distributor level; that only selected few retailers have made money on color. He said Philco is not against color, has spent a great deal of money on it, but believes much work is required before sets can be mass-produced profitably.

Admiral, introducing its line June 6-7 at the Americana Hotel in Miami Beach, will use 110-degree tube, won't have 24-in. sets or 21-in. portable. Its portable line came out this week end (see p. 12).

Westinghouse shows new line June 16 at Chicago's Merchandise Mart. About half will use 110-degree tube. Line will include 14 & 17-in. portables.

Sylvania starts series of four 3-day distributor meetings June 2 in Buffalo's Statler Hotel, then has public showing June 17 at Merchandise Mart. Line will include 17 & 21-in. portables, 21-in. table & console sets. Top price of \$200 previously reported (Vol. 13:16) applies only to portables; consoles will be somewhat higher. All new sets will have 110-degree tubes.

Emerson shows its line around end of June. Some sets will use 110-degree tubes and some prices will be higher.

DuMont's line will be given public debut June 12 at New York's Delmonico Hotel. Low end will use 110-degree tube, rest will have stub-neck 90-degree. A 14-in.

## Text of FCC Request for Specific Proposals for Pay-TV Tests

Adopted Unanimously and Issued May 23, 1957 as Public Notice 57-530, Mimeo 45331

### NOTICE OF FURTHER PROCEEDINGS

1. In our Notice of Proposed Rule Making adopted February 10, 1955 (FCC 55-165) we invited comments on proposals that the Commission authorize the use of frequencies allocated to television broadcasting for the transmission of programs in scrambled, unintelligible form under proposed systems calling for the payment of a charge by the viewer for the reception of such programs in unscrambled, intelligible form.

2. We have received proposals for three different systems for the encoding and decoding of television signals: "Phonevision", sponsored by Zenith Radio Corporation and TECO, Inc.; "Subscriber-Vision", sponsored by Skiatron Electronics and Television Corporation and Skiatron TV, Inc.; and "Telemeter", sponsored by International Telemeter Corporation. In this document we will use the general term "subscription television" to refer to all three of the foregoing systems, as well as to any other system which may be developed for the encoding and decoding of programs broadcast by television stations.

3. Interested parties representing important segments of the television industry, motion picture distributors, the proponents of three different systems of subscription television and others have formally submitted lengthy comments and reply comments in this proceeding. In addition we have received many thousands of informal expressions of opinion in letters from numerous organizations and members of the public—over 25,000 in all. The volume of the record, the complexity of the issues, the fact that basic departures from established practice are involved, and the necessity for concentrating much of the time of the Commission and its staff during the past year on television allocations problems have made it impossible, until now, to advance our continuing study of subscription television to a point where a decision could be reached concerning additional steps it would be desirable to take in this proceeding.

4. The record discloses basic disagreement between parties who claim that subscription television would provide a beneficial supplement to the programming now available to the public and an increase of the financial resources available to support television, and parties who contend that it would seriously impair the capacity of the present system to continue to provide "free", advertiser-financed programming of the present or foreseeable quantity and quality. The Comments filed to date have provided us with data and arguments which have furnished helpful assistance in our initial consideration of the questions of law, fact and policy set out in the Notice of Proposed Rule Making. Useful as they have been, however, the written submissions of the parties, taken alone, do not in our opinion provide a fully adequate basis for concluding either that the proposals in hand that we authorize subscription television should be denied, or that they should be granted by amending the Rules in such fashion as to open the way for permanent nationwide subscription television operations using the frequencies which have been allocated to television broadcasting.

5. Since we propose to defer final conclusions until completion of the steps discussed in this Further Notice we will not endeavor in this document to discuss the numerous questions here involved in detail but will mention briefly the principal matters which at this stage we think are of paramount importance. The additional proceedings contemplated in this Notice will be directed toward the specific questions which in our opinion remain unclear and on which we feel the need of additional information and study in order to afford us a sound basis for decision.

6. The first group of questions raised in our Notice,

designated as "Questions of Law", concern the statutory power of the Commission to authorize subscription television, its proper classification as a broadcast or other type of service, and amendments which might be required to the Communications Act of 1934, as amended, or to the Commission Rules and Regulations. Several of the parties provided us with detailed memoranda of law on these questions which, together with separate researches by Commission staff, have enabled us to reach the conclusion that the Commission has the statutory authority to authorize the use of television broadcast frequencies for subscription television operations if it finds that it would be in the public interest to do so. We believe this authority falls within the powers conferred on the Commission in the Communications Act for licensing the use of radio frequencies.

7. We leave for future determination the related legal questions of whether subscription television would be properly classifiable as "broadcasting" within the meaning of Section 3(o) of the Communications Act or whether it may be classifiable as some other type of service. Nor, in view of the steps contemplated in this Further Notice, is it necessary or desirable that we endeavor to reach final conclusions at this stage concerning the proper classification of subscription television. While we recognize the importance of settling this question, we believe that it would be premature to attempt to decide it until we have additional information concerning the manner in which subscription TV, if authorized, would operate in actual practice.

8. While the three major proponents of subscription television have sketched in some detail several proposed modes of conducting subscription television operations, some of the critical aspects of such operations are left for future determination. Since the classification of this novel type of service is in part dependent on the way it would actually operate in practice, we are not in a position to decide finally how to classify the proposed service until we can learn more about the techniques and methods which would be employed. We need more information than is available on the present record concerning the relationships between subscription program producers, distributors, community franchise holders, television stations, manufacturers and distributors of encoding and decoding equipment and the public, and, in particular, concerning the role of the broadcasters, to whom the Commission issues licenses authorizing the use of television broadcast frequencies and whom the Commission holds responsible for the proper discharge of their responsibility to operate their stations in the public interest.

9. We recognize that at the initial stage of rule making it was difficult for proponents of subscription television to specify precise plans of operation of a service which is not yet in being, and numerous aspects of which cannot feasibly be worked out and crystalized except in practice. At the same time it is not possible for us to make sound determinations concerning the classification of the proposed service, or to reach well-founded conclusions concerning its potential impact on the public and on the established system of television broadcasting on the basis of the information submitted so far.

10. We recognize also that it is impossible to make a fully realistic assessment of an untried service such as subscription television without ample demonstration of its operation in actual practice. The field experiments performed so far were too limited in scope and duration to disclose much more than an indication of the feasibility of the technical processes involved and the initial response of limited numbers of participating viewers. We believe that an adequate trial demonstration of subscription television in operation is indispensable to a soundly based

evaluation of its acceptability to the public, its capacity to enlarge the selection of program fare, now or foreseeably, available under the present system, its significance as a possible additional source of financial support for continued expansion of the nation's television services, its potential impact, beneficial or otherwise, on the established television system and its mode of operation in actual practice. Since all of these matters bear on a decision as to whether the authorization of subscription television on a nationwide scale will serve the public interest, convenience and necessity, we think it is now timely and desirable to determine the conditions under which trial demonstrations of subscription television could properly be authorized.

11. The question of field demonstrations of subscription television in itself poses problems and difficulties which are partly similar to, although in some respects different from, the problems which are associated with full scale nationwide operation of subscription television. It would seem clear, on the one hand, that field demonstrations under highly circumscribed conditions and limitations would be unlikely to yield reliable indications of how subscription television would be likely to operate if later authorized on a more general scale. On the other hand we do not believe that we could at this stage justify the authorization of subscription television on an unlimited or general scale, even for a prescribed trial period. It may be possible to avoid the objectionable results of either extreme by authorizing the conduct of field demonstrations of subscription television under conditions which will provide useful information on critical questions we cannot resolve on the present record, but which will preclude subscription television operations of such scope and magnitude as to induce inordinate investment either by the industry or by the public in equipment and other costs necessary for a novel type of television service on which we must reserve final judgment.

12. This brings us to the question of the basis upon which it may be useful and desirable to authorize the conduct of field demonstrations of subscription television. These questions involve a host of matters which have been lengthily debated in the comments submitted so far in this proceeding. They include, with particular reference to a trial period, the questions of whether subscription television operations should be confined to the larger markets, for example those with at least four stations, or in which at least four television services are available; whether some maximum limitation should be placed on subscription programming in terms of hours per week, per day or per broadcast time segment, or in terms of some percentage of the participating station's total broadcast hours per week; whether subscription television, as has been proposed by one of the proponents, should be limited to UHF stations with the possible exception of VHF stations in certain circumstances; whether subscription television operations in a particular market should be limited to a single system; whether a trial of any of the individual systems should be limited to a single station in any particular market or made available for participation of more than one station in an individual market; preservation of the broadcaster's duty to retain control over the selection of material broadcast over his station, which is necessary to the proper discharge of his responsibilities as a licensee; and numbers of other related problems.

13. Before it would be possible for the Commission to make decisions concerning the basis on which it may be desirable to permit field demonstrations of subscription television operations it will be necessary for us to obtain more information than is available on the present record concerning questions such as were briefly stated in the preceding paragraph.

14. Therefore, in order to assist us in reaching decisions on the foregoing matters, we have decided to afford an opportunity to television station licensees, sponsors of subscription television systems and any other interested parties to submit statements informing us as to their views on the following questions relating to a trial demonstration of subscription television:

(1) The city or cities in which it may be desirable and feasible to conduct trial demonstrations.

(2) Whether trial operations should be confined to a single station in any individual community; or whether more than one station could participate.

(3) Whether a trial in any individual community should

be confined to a single system; or whether it is proposed that more than one system be demonstrated in any individual community at the same time.

(4) If known, the identity of the individual stations which it is proposed would broadcast subscription programs in each community where trial operations would be conducted; and the basis for their selection.

(5) The time required for the production, distribution and installation of the necessary coding and decoding equipment & commencement of subscription programming.

(6) The minimum period of actual system operations necessary to a meaningful demonstration of the manner in which subscription television would operate, and of the reaction of the public to this novel type of TV service.

(7) The approximate minimum and maximum numbers of subscribers during the trial run in each city where trial demonstrations are proposed.

(8) Whether it is essential for a satisfactory trial demonstration of any proposed system that decoding equipment be sold or leased to the participating subscribers, and the terms of such sale or lease.

(9) The number of broadcast hours per week, and during the hours of 6:00 P.M. to 11 P.M. on weekdays and 1:00 P.M. to 11 P.M. on Sundays, which it is believed would be required for a meaningful trial demonstration of subscription television.

(10) Whether it would be preferable to state such limitations as may be imposed on subscription broadcasts in terms of a maximum number of hours per week, per month or per year, or in terms of some maximum percentage of the station's total broadcast hours per week, month or year.

(11) A statement of the specific ways in which it is believed that the conduct of the proposed field demonstrations would assist the Commission in evaluating the effects, impact, benefits, and potential hazards or disadvantages of subscription television if it were subsequently authorized on a more general scale.

15. While we believe that the information sought in the foregoing questions should be furnished primarily by any station licensees who may be interested in participating in trial demonstrations of subscription television and by other persons who would be associated in the operation, we will accept and consider comments on these matters by any other interested party. It is requested that the additional information be submitted in 14 copies on or before July 8, 1957.

16. We cannot, of course, anticipate the extent to which the additional information may answer all the questions which we believe it is important to evaluate before making decisions concerning the authorization of trial demonstrations. In the event the additional information fails to clarify all of the important considerations we believe to be involved, we will then decide whether it would be desirable to conduct oral hearings on specific issues to be designated.

17. Our immediate concern is to make sound determinations concerning the basis on which the Commission could authorize suitably controlled trial demonstrations of subscription television, as a means of ascertaining its potential impact and what amendments should be introduced in the Commission's rules and standards if it were later determined, on the basis of trial experience, and after further proceedings, that it would be in the public interest to authorize subscription television on a permanent basis.

18. It would, we think be premature at this stage to attempt to determine whether, if subscription television were ultimately authorized on some general basis, it would be necessary or appropriate to establish standards which would call for the use of a single system, or whether it would be appropriate to authorize the use of more than one system of encoding and decoding television signals. We do not believe that it will be possible to give adequate consideration to all the different questions involved in this matter unless the capacities, advantages and disadvantages of the respective systems which have already been proposed and of any others which may be proposed, could be suitably tested in field demonstrations.

19. We believe that the steps contemplated in this Further Notice will also help to disclose and clarify any matters which it may be desirable to take up with Congress, including any amendments to the Communications Act which the Commission may find it necessary or desirable to propose to Congress.

[Comr. Mack issued brief concurring statement.]

portable with 90-degree tube will be included. However, emphasis will be on selective production of high-end sets.

Motorola shows 1958 models July 18-20 at Chicago's Blackstone Theater and Conrad Hilton Hotel. Some 110-degree tubes will be used and new 17-in. portable is being added to Americana line. Prices probably will be up about \$20.

**Business Status:** Business is "continuing sideways movement" which has been so evident since the first of the year," but majority of National Assn. of Purchasing Agents Business Survey Committee predicts improvement for rest of year. Survey shows 40% of NAPA members think conditions in latter portion of 1957 will be better than for same 1956 period; 37% feel things will be worse; 23% expect no change. Production, the report says, showed no substantial change in past month. New orders were off for 32% of members compared with 25% who reported drop previous month.

Slight improvement in employment is noted, fewer members (25%) reporting employment cuts this month compared with last month (31%); 63% found employment unchanged and 12% saw an improvement this month. On inventories, 34% had lower totals, 49% had no change. May report, says NAPA, reflects "goal of effecting still further reductions in unfinished materials inventories. As finished goods inventories climb -- as many report they are -- additional concern is expressed about this tie-up of capital. To keep total inventory investment in balance, many managements are withholding expenditures for raw materials."

**Production:** TV output was 80,436 week ended May 17, compared with 80,949 preceding week and 115,373 in corresponding week one year ago. It was year's 20th week and brought TV production for year to date to about 2,074,000 compared with 2,745,-201 in same period of 1956. Radio production totaled 243,270 (97,750 auto) week ended May 17, compared with 251,249 (102,111) the preceding week and 255,193 (56,-440) in corresponding week year ago. Radio output for 20 weeks totaled about 5,847,000 (2,325,000) vs. 5,320,351 (1,946,743) in same 1956 period. -- (JSC)

**Trade Personals:** George R. Marek promoted from operations v.p. to v.p.-gen. mgr. of RCA Victor record div., replacing Lawrence W. Kanaga, new pres. of General Artists Corp. talent agency, succeeding founder Thomas G. Rockwell, who becomes chairman . . . Clinton H. Harris, v.p. & engineering director of Argus Camera div., named director of new product development for parent Sylvania . . . Roger H. Bolin named Westinghouse director of advertising; he retains responsibilities of former post of mgr. of general advertising . . . W. P. Lewis, ex-Canadian Industries Ltd., appointed sales promotion mgr. for Sylvania Electric Ltd., Montreal, replacing W. Burke who resigned to return to U. S. . . . Maynard H. Moore, ex-Magnavox, named New England district mgr. of Ampex Audio, succeeding Harold Bresson who becomes New England district sales mgr. of parent Ampex Corp.'s professional products div.

**DISTRIBUTOR NOTES:** Philco expands coverage of Graybar Electric, Seattle, to Portland and Eugene, Ore., replacing Appliance Wholesalers of Ore. which will continue to distribute Philco parts and accessories . . . Westinghouse appoints following district appliance sales mgrs.: T. V. Wake, Indianapolis; F. G. Roehrig, Milwaukee; R. W. Sanford, Des Moines; E. K. Findlay, St. Paul; J. T. Urban named regional mgr. of utility sales, Chicago . . . Stromberg-Carlson appoints Tri-State Supply Co., 1148 Market St., Chattanooga, for radio & hi-fi . . . Motorola appoints National Sales Co., 56 Rutter St., Rochester, N. Y. (Louis Solomon, pres.), which drops Sentinel . . . Hoffman Radio appoints Barton Distributors, Inc., Wichita, for central and western Kan., replacing Kelvinator Sales div. which continues to cover eastern Kan., parts of Mo., Neb., Ia.

\* \* \* \*

New NEDA chairman is Merle Applebee, Kansas City, succeeding R. C. Hall, R. F. & L. F. Hall Inc., Houston. Re-elected were pres. Joseph A. De Mambro, De Mambro Radio Supply Co, Boston; 1st v.p. M. E. Shifino, Rochester Radio Supply Co., Rochester, N. Y. Victor N. Zachariah, Zack Radio Supply, San Francisco, was named 2nd v.p. succeeding Albert N. Kass, Kass Radio & Electric Co., Philadelphia; Meyer Spiro, Meyers Electronics Inc., Bluefield, W. Va. secy.-treas. succeeding John G. Bowman, Bowman Radio Supplies, Chicago.

NARDA chairman Mort Farr used his 15-min. Philadelphia TV show this week to demonstrate how to install Philco Bantam air conditioner. He uncrated and mounted it in less than 2 mins. after window bolts and brackets had been installed. Farr said there were 150 calls following show, despite cold, damp weather.

Trav-Ler plans to import Swedish line of Luxor hi-fi radios, combinations, tape recorders.

Philco International pres. Harvey Williams said group's 1957 foreign production will be 5 times greater than Philco exports and predicted overseas market will offer American industry its greatest growth opportunity in next 20 years. He told International Management Assn. meeting in N. Y. this week that in British homes wired for electricity less than 10% have electric refrigerators, less than 18% have washing machines.

Receiver for Plamondon Magnetics, S. Harvey Klein, was appointed this week in Chicago Federal court when company said it had been unable to work out plan of arrangement and that it had lost about \$21,000 since filing Chapter XI petition in Feb.

Sylvania plans 70-city closed-circuit showing of 1958 TV line to dealers, probably originating in N. Y. in July. Gen. sales mgr. Robert L. Shaw says purpose is to get "our message directly to the dealers for greater impact."

**Topics & Trends of TV Trade:** Recommendation to change name of RETMA to Electronic Industries Assn. (Vol. 13:11-19) was approved unanimously at last week's board of directors meeting in Chicago. Ballots on the proposed name change will be sent to membership for formal proxy meeting vote. Change, virtually certain, will require 6-8 weeks to become effective. Other actions taken at closed meetings and released this week include:

(1) These div. directors were elected: Consumer Products—Herbert Riegelman, GE; E. J. Kelly, Westinghouse; J. S. Holmes, Warwick. Military Products—W. A. MacDonald, Hazeltine; Sidney R. Curtis, Stromberg-Carlson; C. F. McElwain, IBM. Technical Products—L. H. Bogen, Uni-tronics. Jack M. Ferren, Zenith, was elected director of Industrial Relations Dept., succeeding Robert C. Sprague Jr., Sprague Electric Co., who resigned to accept 1-year MIT fellowship. Reelected dept. heads were: Dr. W. R. G. Baker, GE, engineering; Ray C. Ellis, Raytheon, international; C. Paul Young, Philco, military relations; Frank W. Mansfield, Sylvania, marketing data.

(2) Site of next year's convention May 14-16 will be Chicago's Sheraton Hotel with spring meeting March 19-21 in Washington's Statler Hotel. Next quarterly meeting is to be held Sept. 10-12 at Los Angeles' Ambassador Hotel, and board approved recommendation to hold one of annual quarterly meetings on West Coast, alternating between Los Angeles & San Francisco. Board also approved circulation of questionnaire to determine "number, type, cost, and desirability of trade shows now patronized by electronic manufacturers" (Vol. 13:14).

(3) F. R. Lack, Western Electric, was appointed chairman of Guided Missiles committee, replacing L. L. Waite, North American Aviation. Military Products div. arranged to name ad hoc committee to meet Air Force request for study to provide simpler and cheaper maintenance of electronic equipment.

(4) Set div. directed exec. v.p. James D. Secrest to ask Commerce Dept. to obtain detailed statistics on radio imports from commercial attaches in those countries shipping radios into U. S. This followed Census Bureau report it would be unable to supply information.

\* \* \* \*

New Federal wage & hour regulation, denying learner certificates at less than \$1 hourly minimum wage for TV-radio-electronics components industry under all but "exceptional circumstances" is subject of suit by Beckley Mfg. Corp., Beckley, W. Va. and Micamold Corp. of Virginia, Tazewell, Va.—both subsidiaries of General Instrument Corp. They ask U. S. District Court in Washington to throw out new regulation and direct Wage & Hour administrator Newell Brown to reconsider their applications for learner certificate renewals. They say experienced workers are not available for simpler jobs and they would be forced to pay higher rate to inexperienced personnel.

Dealer junkets sponsored by manufacturers and wholesalers were criticized this week by Irving Witz, pres. of Emerson Radio of Pa. and Emerson of Fla. He said dealers would be better off remaining in their stores during current drop in sales rather than loading up on TV & appliances to qualify for trips. There are so many offers, he said, that some dealers are trying to sell trips they've won but are too busy traveling to take. He says he's heard Internal Revenue Service is questioning some awards' tax-free status, holding they come under taxable income.

Westinghouse receiving tube sales increase, says v.p. & gen. mgr. R. T. Orth, has resulted in adding 200 employees at Bath, N. Y. plant, bringing total to about 1400. Orth says plant is working overtime on Saturdays, will have to hire more employees by Sept. "if sales continue at this high level."

TV-radio imports and exports are being investigated by N. Y. Federal grand jury to determine, according to Anti-Trust div. attorney Harry G. Sklarsky, if a cartel exists and also why certain big foreign TV-radio producers have little or no exports to U. S. Issue came up before Federal Judge Lawrence E. Walsh when attorneys for Siemens & Halske A. G. of Munich and Electric & Musical Industries Ltd. (parent of Capitol Records), Manchester, England, asked judge to quash subpoenas on U. S. subsidiaries calling for parent firms' records. Judge reserved decision on motion.

Portable TV sets have been sold as first sets, says Motorola exec. v.p. Edward R. Taylor, when they should have been second or third sets for the patio, den, etc. with the result they accounted for 35% of total TV sales—rather than a more proper 20%. He also told Chicago Tribune forum on distribution and adv. this week that color TV had been marketed ineffectively at wholesale and dealer levels and he chided dealers for cutting prices rather than putting "customer satisfaction ahead of the fast buck."

Admiral's 1958 portable line uses 14-in. & 17-in. 110-degree aluminized tubes. Sets come in 4 colors and 4 models in each size: P14D11, recommended price \$130-\$140; P14D12 & 13, \$140-\$150; P14D14, \$150-\$160 (\$20 extra for uhf); P17D21, \$160-\$170; P17D22 & 23, \$170-\$180; P17D24, \$180-\$190 (\$25 extra for uhf). Single pole antennas are included in 3 higher-priced models of both series. Sets have cascode tuners, 41-mc IF.

TV service contract fee must be reported as income in year it's received, rather than splitting it between different years covered in 12-month contract, U. S. Tax Court in Washington has ruled. Ruling was against Bressner Radio Inc., Brooklyn. However, court ruled Bressner could deduct from 1951 fiscal income amount paid to new corporation to take over unexpired parts of service contracts.

Columbia Records has bought Bell & Howell Co. hi-fi radio-console line, price not disclosed, but including inventory, tooling and manufacturing rights. B & H pres. Charles H. Percy said sale would allow devotion of "capital, manpower and facilities to the expanding requirements of its photographic and tape recorder lines." Columbia will service B & H consoles now in dealer and consumer hands.

Emerson is prohibited from advertising that radios containing vacuum tubes are "transistor radios" and that certain radios are the smallest on the market—under terms of Federal Trade Commission consent order. FTC said Emerson's agreement to order is for settlement purposes only and is not an admission it has violated law. Complaint had been issued Aug. 20, 1956.

Philco plans open house, public invited, to show products and services during June 3-4 distributor meeting in Philadelphia's Bellevue-Stratford Hotel. Emphasis at 10 a.m.-10 p.m. showing will be on Philco activities public doesn't know too much about—guided missiles, medical research, computers, components, etc. One model of each consumer product will be displayed.

Estimated 12,000 receiving tubes, worth over \$20,000, were stolen from hush-hush National Security Agency's Franconia, Va., warehouse, says asst. U. S. Atty. A. Andrew Giangreco, and apparently sold to Washington dealer. No charges have been placed yet.

Sylvania June promotion is "Sun Bonnet" to be given free with purchase of 17-in. 110-degree portable. Bonnet extends 13-in. beyond face of tube, is designed to eliminate direct sun glare; inside is black, outside yellow.

GE appoints Brooke, Smith, French & Dorrance Inc. to handle advertising for specialty electronic components department.

**Financial & Trade Notes:** Television-Electronics Fund reports net assets of \$148,650,002 and 12,218,644 shares outstanding as of April 30, compared with assets of \$138,055,961 and 11,918,646 shares as of Jan. 31. During the quarter, these were the changes in its portfolio:

New stocks added: 6700 shares Johnson Service, market value \$415,400; 5000 Leeds & Northrup, \$151,250; 5000 Smith-Corona, \$188,750. Also added were \$100,000 worth of American Machine & Foundry 5% convertible debentures, due May 1, 1977; 3 groups of \$2,500,000 Govt. bonds each, due June 6 & 27 and July 18, 1957; \$1,500,000 General Finance commercial paper, due May 13, 1957; \$1,500,000 G.M.A.C. commercial paper, due May 28, 1957.

Stocks eliminated: 3100 Aerovox, market value \$14,337; 8000 DuMont Bestg., \$64,000; 9400 International Resistance, \$55,225.

Holdings were increased in ACF Industries, Addressograph-Multigraph, Aircraft Radio, American Chain & Cable, American Machine & Foundry, Babcock & Wilcox, Beckman Instruments, Bell & Howell, Bendix Aviation, Boeing Airplane, Burroughs Corp., Cincinnati Milling Machine, Clark Controller, Consolidated Electronics, Cornell-Dubilier, Douglas Aircraft, Dresser Industries, Eastern Industries, Eastman Kodak, Eaton Mfg. Co., Emerson Electric, Ex-Cell-O Corp., Fansteel Metallurgical, Garrett Corp., General Bronze, General Mills, General Precision Equipment, General Railway Signal, Harris-Seybold, Hazeltine, Hoffman Electronics, International Nickel of Canada, Lockheed Aircraft, Magnavox, Martin Co., Mergenthaler Linotype, Minnesota Mining, Motorola, National Acme, National Cash Register, Neptune Meter, North American Aviation, Otis Elevator, Philco, Reliance Electric & Engineering, Royal McBee, Servomechanisms, Stewart-Warner, Sylvania, Technicolor, Thompson Products, United Aircraft, Vltro, Westinghouse Air Brake, Westinghouse Electric, Zenith.

Part of holdings were sold in Allis-Chalmers, Amphenol, George W. Borg Corp., Borg-Warner, Bullard, Chance Vought Aircraft, CBS 'A', Cutler-Hammer, Electronics Corp. of America, Elgin Watch, Emerson Radio, Friden Calculating, GE, General Telephone, Globe-Union, Goodyear, Liquidometer, Penn Controls, Ryan Aeronautical, Sangamo Electric, Sperry Rand, Square D.

Unchanged during quarter were holdings in Admiral, American Bosch Arms, AB-PT, AT&T, Ampex, Barry Controls 'B', Bell & Gossett, Bulova, Carborundum, Clevite, Columbia Pictures, Conrac, Consolidated Electrodynamics, Corning Glass, Curtiss-Wright, DuMont Labs 'A', duPont, Eitel-McCullough, Electronics Assoc., Elox Corp. of Mich. 'A' & 'B', Federal Sign & Signal, Food Machinery & Chemical, General Dynamics, General Tire & Rubber, G. M. Giannini, Hammond Organ, Indiana Steel Products, Industrial Electronics, IBM, IT&T, Litton Industries, Machlett Labs, P. R. Mallory, Marchant Calculators, W. L. Maxson, Minneapolis-Honeywell, Northrop Aircraft, Oak Mfg., Paramount Pictures, Photon, Pullman, RCA, Raytheon, Robertshaw-Fulton Controls, Sprague Electric, Storer, Taylor Instrument, TelAutograph, Telecomputing, Television Assoc., Texas Instruments, Tung-Sol, 20th Century-Fox, Union Carbide & Carbon, United-Carr Fastener, United Utilities, Varian Assoc., Walt Disney Productions, Western Union.

[For status preceding quarter, see Vol. 13:8.]

\* \* \* \*

Twentieth Century-Fox earned \$2,171,680 (82¢ per share on 2,644,486 shares outstanding) on sales of \$32,863,275 in 13 weeks ended March 30 compared with \$460,739 (17¢) on \$26,202,889 in same period year earlier. Pres. Spyros P. Skouras told stockholders meeting May 21 in N. Y. that "it looks as though the first 6 months will produce earnings of about \$1.50" vs. 82¢ in first 1956 half. He said 1957 profits as whole would be ahead of last year, when earnings were \$6,198,419 (\$2.34), but declined to estimate by how much.

Guild Films had more than \$10,000,000 sales in first 5 months of fiscal year ending next Nov. 30—up 220% from entire 1956 fiscal period (Vol. 13:17), pres. Reuben R. Kaufman told stockholders May 18 at annual meeting in N. Y. He said "additional sales which we hope to close during the remainder of the current fiscal year could conceivably come to an additional \$10,000,000," bringing "very healthy profit" compared with \$8187 year earlier.

United Artists will gross \$5,000,000 this year from film syndication to TV compared with \$2,000,000 in 1956, pres. Arthur B. Krim predicted this week in first report since company became publicly owned (Vol. 13:15). In first 19 weeks this year, gross from theatrical distribution of film was \$20,761,962 vs. \$17,889,799 in similar 1956 period. (For UA's TV plans, see p. 6.)

Unitronics earned \$200,126 (40¢ per share on 505,700 shares outstanding) on 1st quarter sales of \$8,434,735 compared with \$134,454 (30¢ on 453,522 shares) on sales of \$6,160,974 in similar 1956 period. Pres. Brantz Mayor said Olympic TV sales were 5% ahead during the quarter vs. similar period last year.

Amphenol common stock, previously unlisted, went on big board of N. Y. Stock Exchange May 17.

Whirlpool earned \$3,027,838 (49¢ per share) on first-quarter sales of \$112,124,406 compared with \$3,762,062 (61¢) on \$95,068,150 in same 1956 period. Pres. Elisha Gray, in report to stockholders, said drop in profit was due to added cost of introducing new products and industry's pricing structure which "has not properly reflected increasing labor and material costs adequately to produce a suitable gross profit margin. We expect this to firm up during the balance of the year." He said industry sales have picked up since Easter and improvement is indicated for year's last half, although no change is expected in 2nd quarter results due to "strenuous competitive conditions . . ."

IT&T consolidated earnings were \$5,900,000 (82¢ per share) on revenues of \$157,000,000 in first quarter vs. \$5,500,000 (77¢) on \$121,000,000 year earlier, pres. Edmond H. Leavey predicting at May 22 stockholders meeting in N. Y. that company would have better year than record 1956 (Vol. 13:14). He stressed importance of IT&T research in electronics & communications in increasing development of civilian product lines in addition to huge defense business. Foreign manufacturing operations, particularly in telephone equipment, "are still our most valuable asset," Leavey noted.

Warner Bros. earned \$2,630,470 (\$1.43 per share on 1,828,696 shares outstanding) in 6 months ended March 2 vs. \$1,863,768 (75¢ on 2,474,247) in same period year earlier, reflecting high revenues (\$39,744,690 compared with \$37,587,622) from film rentals & sales. Pres. Jack L. Warner reported to stockholders May 22 that earnings from music publishing div. also continued to rise. Net working capital on March 2 totaled \$42,199,000 including \$12,300,000 cash, Warner said, noting that company has acquired 47,400 shares of its common stock in open market.

Dividends: Hoffman Labs, 25¢ payable July 1 to stockholders of record June 14; Sylvania, 50¢ July 1 to holders June 10; Clevite, 25¢ June 12 to holders May 31; Globe-Union, 30¢ June 10 to holders May 31; 20th Century-Fox, 40¢ June 29 to holders June 14; Radio Condenser, 5¢ June 20 to holders June 1; GE, 50¢ July 25 to holders June 21; Gabriel Co., 15¢ June 15 to holders June 10; Speer Carbon, 25¢ June 15 to holders June 3; Philco deferred dividend "due to the continued unsettled conditions in the appliance industry."

Top salaried U. S. industrialists in 1956, as shown in May 25 *Business Week* compilation derived from reports to SEC, include CBS chairman Wm. S. Paley, ranking 18th with \$316,526; CBS pres. Frank Stanton, 20th with \$312,335. They were the only TV-radio executives receiving more than \$300,000. Leading nation was Bethlehem Steel chairman Eugene G. Grace with \$809,011—which gave him take-home pay of about \$133,000 after taxes.

Varian Associates earned \$427,515 (32¢) in 6 months ended March 31 vs. \$153,970 (14¢) in corresponding period year earlier.

Ward Products (antennas) leases 48,000-sq.-ft. building at Amsterdam, N. Y., closes Ashtabula, O. plant about June 30.

German-made Metz radio and combination line, from \$70 to \$600, goes to Thor Appliance Corp., N. Y. as importer and national sales agent, replacing Metz of America, Los Angeles, which becomes Thor West Coast sales rep.

Philco leases 170,000-sq. ft. warehouse at Colerain Ave. & Monmouth St., Cincinnati, to be used, spokesman says, for Crosley & Bendix parts furnished by Avco following Philco's purchase of Bendix (Vol. 12:46).

Zenith increases suggested lists on 14-in., 17-in., 21-in. Royal and Super-Royal table TV sets by \$10.

**N**EW COMMISSIONER for FCC, to succeed outgoing Chairman McConnaughey, is still unknown. Couple new names have popped up, are getting some White House consideration—George S. Smith, partner in Washington law firm of Segal, Smith & Hennessey; John S. Patterson, deputy administrator of Veterans Administration. Comr. Doerfer is still standing up as likely choice for chairman.

Most previously speculated names seem to have fallen by wayside. Robert L. King, adm. asst. to Vice President Nixon, has asked that his name not be considered. George M. Moore, ex-Civil Service Commission member, is said to be up for another govt. post—clearly not for FCC. All others (Vol. 13:19) are claimed to be out of picture, some of them never in picture in the first place.

Smith is veteran of the TV-radio wars, extremely well known in industry. The 56-year-old lawyer is an Ohioan, like McConnaughey, served with old Federal Radio Commission 1928-32 before joining Segal firm. He could settle into Commission job about as fast as anyone. He's not being touted for chairmanship, doesn't aspire to it, says he'd like to see Doerfer make it.

Patterson, 55, is termed "prominent industrial & public relations executive" in VA biography, comes from Mt. Carroll, Ill. originally, has been with VA since Nov. 3, 1954. He's no complete stranger to TV—having served as consultant to U of N. C. just before joining VA, doing a great deal to get its TV facilities going.

Patterson has moved fast, got a lot of business experience, is considered "conservative." After graduation from U of Ill. in 1927, he joined Montgomery Ward, Chicago. Then executive positions with: Gary, Ind. Chamber of Commerce; Pekin, Ill. Assn. of Mfrs. & Commerce; Greensboro, N. C. Mfrs. Assn. and Chamber of Commerce; Navy 1942-46 (Comdr.); J. P. Stevens & Co. (fabrics mfr.) as industrial & public relations director before serving U of N. C. as consultant. He's married, has 3 sons.

He says he'd be interested in chairmanship if offered it but says hasn't been thinking about membership.

Programming breakthrough for Armed Forces TV stations came at week's end with joint announcement by Defense Dept. & NBC that network has donated more than 450 hours of new programming, consisting of over 6000 prints, representing 33% increase in total volume of programming available to the TV stations on isolated military posts. Included are 11 NBC Film programs—such as *Silent Service*, *Dennis Day*—as well as *Groucho Marx*, *People's Choice*, *Hallmark Hall of Fame* kinescopes and *Wisdom* interview series. Armed Forces TV Service operates 23 stations, is currently seeking bids for 6-station Korean network and is negotiating with Moroccan Govt. for 2 new outlets there.

Strain of TV quiz shows can be harmful physically to contestants, according to doctors interviewed by Marie Torre for column in May 23 *N. Y. Herald Tribune*. Consensus: Normally healthy adults are safe, but "pressure of a video contest can accelerate underlying ills, such as high blood pressure, coronary, ulcers & what have you." Dr. Jacques R. Fischl suggested physical examination or review of medical history before quiz participant goes on air. Shows aren't hazardous to children, however, according to Dr. I. Newton Kugelmass. TV doesn't "fluster" them; it's "just another form of being put on a pedestal," like at home.

Franchise for wired-theatre system in San Angelo, Tex. has been granted to Concho Theatres Inc., city to get 1% of gross receipts.

Sylvester L. (Pat) Weaver, ex-NBC pres. & chairman who has kept broadcasting trade guessing about what he's up to since he announced formation of Program Service last month (Vol. 13:15), came up with a couple of answers this week. He signed his first sponsor and got himself a partner. Sponsor is Taylor-Reed Corp., maker of Coca-Marsh syrup & other food products, for *Ding Dong School* (also ex-NBC) in 8 TV markets, starting July 1. Partner is Sid Caesar, who becomes NBC-TV alumnus after May 25 show. But disclosures of these Weaver developments raised more questions. Announcements from Weaver headquarters at 430 Park Ave., N. Y., didn't reveal what stations would carry *Ding Dong School* or what Caesar will be doing. He said sponsored program would be seen Mon. thru Fri. 10-10:30 a.m. in N. Y., Chicago, Washington, Philadelphia, Baltimore, Cleveland, Cincinnati, St. Louis. Weaver was reported in negotiations for time with WPIX, N. Y., which doesn't start broadcast day now until afternoon. Outlets for other cities were unmentioned. Caesar's role in Program Service was described as "new business association which will initially utilize the comedian's talents in a new form of motion picture presentation for theatres [employing a] unique adaptation of TV techniques." Nothing was said about using Caesar as TV performer.

One application for new TV station and 13 for translators were filed with FCC this week bringing total to 127 for stations (31 uhf) and 55 for translators. Station application was for New Orleans, Ch. 12, by owners of KWTW, Oklahoma City (Ch. 9). Translator applications were for Grangeville, Ida., Ch. 72, 75, 78 & 81 by Central Idaho T. V. Inc.; for Newport, N. H. (Ch. 71), Bennington, Vt. (Ch. 74) & Rutland, Vt. (Ch. 74) by owners of WWLP, Springfield, Mass. (Ch. 22) and upcoming WRLP, Greenfield, Mass. (Ch. 32), who also filed for Lebanon, N. H. (Ch. 81) last week; for North Warren, Pa., Ch. 67, 74 & 82 by Conewango Valley TV Inc.; for Brownlee Trailer Court, Ore., Ch. 79 & 82 by Morrison-Knudsen Construction Co.; for Madras, Ore., Ch. 80 by operators of Ch. 74 translator there. [For details, see *TV Addenda 24-T* herewith.]

ABC-TV's Mike Wallace and disk jockey "Long John" of WOR, N. Y., are being called to stand next week as witnesses in Federal Trade Commission's "misleading advertising" proceeding against Dan Dale Alexander, author of *Arthritis and Common Sense*. FTC charges that Alexander's appearance on their shows earlier this year constituted "advertising." Hearing before FTC examiner James Purcell will be conducted in Army Bldg., N. Y. Theme of book, which has sold 550,000 copies at \$4, is that arthritis is caused by faulty diet, can be cured by proper diet—and FTC claims this is false.

"Broadcasters Club" in Washington, in process of formation by committee headed by attorney Leonard H. Marks, contemplates 150 local members (\$100 initiation, \$100 annual dues), 300 out-of-town (\$50 & \$50). Location: 1737 DeSales St. Colony Restaurant will supply lunch, cocktails, cater private parties—no dinner, however.

Jerrold Electronics buys the 3 J. H. Whitney community antenna systems—in Walla Walla, Richland & Wenatchee, Wash., price undisclosed, taking Whitney completely out of CATV business. Systems service some 9000 subscribers, bringing the 9 Jerrold-owned systems' total to 20,000.

Paul W. Kesten Fellowship was established this week by CBS Foundation Inc. at Harvard Graduate School of Business Administration in memory of former CBS exec. v.p. & vice chairman who died in Dec. 1956. Fellowship in advertising or marketing, worth \$2500 annually, will be awarded to "outstanding" first-year student.

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# Television Digest

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## SUMMARY-INDEX OF THE WEEK'S NEWS—June 1, 1957

"WEAVER NETWORK" picks up steam, announcing 14 hours weekly—but plans are even bigger than talk, with night shows & full day schedule blueprinted (p. 1).

OPPOSITION TO CRAVEN PLAN appears stronger than expected, includes AMST & JCET. Networks appear lukewarm, favor objectives, doubt practicality (p. 2).

TALL-TOWER CRITERIA agreement imminent, opponents of new standards arguing that they would ban all towers over 1000 ft. except in antenna farms (p. 2).

FCC PAY-TV ACTION provoking differing reactions. Rep. Harris seems satisfied with Commission's doubts. Rep. Celler wants pay-TV prohibited—now (p. 3).

U. S.-CUBA MICROWAVE grants made by FCC to AT&T and Florida Micro Communications, both planning TV service in summer or fall at \$500-\$750 an hour (p. 4).

AVERAGE TV FACTORY PRICE dropped to \$121 in April from \$127.50 year earlier, as portables' share of market increased from 10% to 35% (p. 9).

STATION BOX SCORE stands at 500 as Paducah vhf starts, Sacramento uhf stops. Canadian satellite begins in Argentina, Nfld. (p. 6).

SAFEGUARDS FOR TV and other allocated frequencies urged by FCC general counsel as Senate Committee considers airways modernization bill (p. 7).

VIDEOTAPE MAY SOON be cheaper than 16mm film for syndicated shows & commercials unless inspection & billing procedures improve, study indicates (p. 8).

TV NETWORK BILLINGS dip in April to \$41,206,913 but show 5.7% gain over year ago. Business this year runs at 7.8% higher rate (p. 12).

**PAT WEAVER STARTS MAKING LIKE A NETWORK:** Sylvester L. Weaver's "Program Service" began looking more like a network this week -- and there are strong indications that the former NBC chairman & pres. has more up his sleeve than he's talking about.

Announcing Chicago Tribune's WGN-TV as his first "affiliate," he disclosed a few more of his program plans -- totaling 14 hours weekly -- as a starter.

Program Service's weekday schedule of live shows, beginning July 1, as announced by Weaver in Chicago: 9:30-10 a.m., Mary Margaret McBride; 10-10:30, Ding Dong School (sponsored by Taylor-Reed Corp.); 10:30-11, Paul Fogarty's exercise show from WGN-TV. Some time this summer, he plans to enter early evening field with new 5:30-6 p.m. weekday "Entertainment with Information," will also network WGN-TV feature Lunchtime Little Theatre. He revealed that he'll start nighttime programming next fall with 90-min. Saturday dance party from Chicago's Aragon Ballroom.

Without giving call letters, Weaver has announced he'll have affiliates this summer in New York, Washington, Philadelphia, Baltimore, Cleveland, Cincinnati and St. Louis, and that in Oct. he'll add Hartford-New Haven, Indianapolis, Milwaukee, Minneapolis and Detroit. But he's shooting for greater number of outlets this fall.

Though he's refusing to go very far in discussing future plans -- preferring to dole out tidbits of information at strategic moments -- here are some indicators of the kind of planning currently going on in the Weaver domain:

Programming -- By fall, he's hoping to build up an almost-solid block of day-time shows from 9:30 a.m. until 3 p.m. His nighttime plans include every evening of week -- with 2 hours on Saturdays (7-9 p.m.). Though he has already announced 90-min. dance party for Saturday evenings, there is still considerable speculation that at least part of the 2-hour segment will be occupied by Weaver's friend and "movie" partner, Sid Caesar. As Weaver himself said in Chicago this week:

"One of the glorious things about the situation now is that so many entertainers are available. Because of the follow-the-leader policy of the networks, look at how many comedians are free -- Sid Caesar, Buddy Hackett, Jack Leonard, Jack Paar, Jack Carson, Imogene Coca, to name a few."

"Spectacular" concept, which he pioneered, still features in his plans -- with at least one "sports spectacular" planned early in the game.

Sponsors -- Though only announced advertiser is Taylor-Reed (Cocoa Marsh) for Ding Dong School, there has been plenty of advertiser interest in Program Service project, with signatures on dotted line for at least 5 hours weekly -- and sponsors either signed or on the verge include an auto maker and an aluminum firm.

Affiliates -- Though Program Service will affiliate at first mainly with independent stations in 4-station markets, it's also plumping hard for agreements with some ABC affiliates along its basic cable-microwave route. The temptation Weaver is offering is daytime programming (vs. ABC-TV's begin-at-3 p.m. status) -- and there are reports he's asking options on nighttime segments in exchange.

Personnel -- Program Service currently operates with basic 4-man staff, but additions are due, including at least one more former NBC executive. -- (DL)

**Craven Plan Running into Opposition:** Deadline for comments on "Craven Plan," FCC's proposal to dispense with allocations table (Vol. 13:17), comes June 3 -- and support by industry shapes up as lukewarm at best, with some substantial groups quite vigorously opposed. Chairman McConnaughey seems to be pushing for final approval before he leaves Commission June 30 -- for he and Commission majority quickly denied the requests for more time filed last week by RETMA, this week by NARTB.

Networks indicate they don't plan any strong stand on matter. Likelihood is that they'll favor plan's objectives -- flexibility & speed in establishing stations -- but express doubt that proposal will accomplish them. Actually, like the other owners of well-situated vhf stations, they have something to lose in any plan that tends to permit encroachment on coverage of their stations -- though Craven Plan rigidly specifies that engineering standards won't be breached.

Assn. of Maximum Service Telecasters, however, doesn't take any middle ground. It will claim that allocations table is "keystone" of today's good service; that present method of channel-shifting via rule-making makes it easy for Commission to evaluate moves; that proposal is premature because TASO has just started its work on analysis of vhf-uhf coverage; that FCC itself points out fact most vhf channels are already occupied; that uhf would be weakened by vhf move-ins; that plan will produce less flexibility, rather than more; that faster rule-making procedures are better answer; that mileage separations will be hard to maintain. AMST spokesman says none of its 124 members has dissented from its position.

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Another source of opposition is Joint Council on Educational TV. Though "deeply gratified" by proposal to maintain educational channel reservations, JCET believes there are many dangers in plan, fears whole TV structure may be weakened.

JCET says that present procedures aren't "inflexible." In fact, it states, "If the procedural step of rule-making were to be abandoned, it appears that in many cases proposals to change or add TV facilities would be presented to the Commission on a competitive basis, so that the desirability of the change itself would have to be considered together with the choice among the applicants. Surely in many cases this would result in a much longer proceeding, and oftentimes the competitive aspects of the proceedings would be waste motion, if the changes in facilities were found intrinsically undesirable."

JCET is very fearful of hurting uhf. It says new rule may "make it generally possible to add a second vhf station in almost any area where there is a single vhf station presently in operation" and it claims that plan "would inevitably weaken the Commission's efforts to promote uhf by means of deintermixture." -- (AW)

**Tall-Tower Criteria Agreement Ready:** The 5-year-old military-aviation-TV industry dispute over tall TV towers comes to another climax Mon. June 3 when Joint Industry-Govt. Tall Structures Committee (JIGTSC) meets to ratify new set of criteria for the guidance of regional airspace subcommittees and Washington Airspace Panel in their consideration of whether proposed tall towers represent aviation hazards.

Document appears virtually to prohibit all future towers over 1000 ft. unless they are built in antennafarms -- but its supporters say this isn't true, that it's sufficiently flexible to permit Airspace Panel to continue to decide on a case-by-

case basis. New criteria are supported by entire NARTB board and by AFCCE, presumably will have no trouble gaining formal approval by the TV-aviation-govt. group.

TV industry supporters of document say it is only way to stave off action in Congress to ban all over-1000-ft. towers. Controversial section of draft involves apparent endorsement of Air Force regulation 86.3, which provides: "Objects or structures located at a distance greater than 100,000 ft. from an airfield reference point are considered obstructions to air navigation if...the top elevation is more than 1000-ft. above the ground elevation at the site." Document specifically states that Air Force rule shall be applied as "reference criteria" in cases of military and "joint-use" airports (all airports used jointly by military and civil planes).

Opponents state that "joint-use" term covers most major airports -- and they add that "over 100,000 ft. from an airfield reference point" could include virtually any location in the country. JIGTSC document notes these exceptions to criteria:

"The above criteria are adopted with the understanding that 'farm areas' will be established in every community. In the establishment of the height of towers in these 'farm areas', aviation interests will compromise their needs to the fullest extent possible in order to provide tower heights required to deliver the maximum service to the public. To meet this objective, the above-noted criteria will not apply." In preface to criteria, JIGTSC document states:

"These criteria, per se, are not intended as a rigid standard to be arbitrarily applied by the Airspace Panel in approving or disapproving applications for tower construction, and it is not intended that these criteria shall apply to existing antenna structures. Exceptions will be made by the Airspace Panel for the purpose of establishing or adding to antenna farm areas, as appropriate, and where existing conditions of terrain, obstructions or other circumstances would make application of these criteria inappropriate."

JIGTSC will ask FCC to change Part 17 of its rules to conform to new criteria. Commission already has rule-making pending to encourage use of antenna farms.

**S**PLIT REACTION to FCC's move on pay-TV last week (Vol. 13:21) is still evident—proponents still claiming they're getting somewhere, opponents satisfied they've staved off whole business for at least a year, perhaps indefinitely.

Newspaper reporters shared this schizophrenia. "If one thing is clear," wrote Jack Gould in May 29 *N. Y. Times*, "[it] is that pay-as-you-see video is a long way from practical realization. There are enough problems, social, legal, technical and economic, to keep the idea of toll-TV tied up for years."

Here's how *N. Y. Herald Tribune's* Charles Carroll evaluated it May 26: "Box-office TV, described variously as boon or bane to the TV industry, has taken a giant step toward full-scale testing. The FCC in effect flashed the green light for testing when it decided last week that it has the power to authorize pay-TV. However, just when the controversial system will go on the air on a large scale was not clear."

Even pay-TV's foes in Congress—Rep. Harris (D-Ark.), chairman of House Commerce Committee, and Rep. Celler (D-N. Y.), chairman of House Judiciary Committee—have varying views of FCC's action. Harris indicates he's satisfied that Commission shares his doubts about its powers to give subscription TV final go-ahead, noting that Commission said it may have to come to Congress later (see Special Report, May 25). Celler isn't complacent. He wants pay-TV outlawed—period. He wants FCC to declare that toll-TV simply isn't in the public interest—and if Commission won't do it, he intends that Congress kill the matter, once and for all. He told us he'll press Harris committee to conduct hearings on his bill to prohibit pay systems.

Theatre owners aren't relaxing, either. Their Joint Committee on Toll TV issued statement asserting that

FCC "erred" and that Congress & courts will find subscription TV "unconstitutional on more than one ground."

Meanwhile, Skiatron's Matty Fox, that wide-ranging wheeler-dealer, has west coast all stirred up with talk about financing move of N. Y. Giants to San Francisco and Brooklyn Dodgers to Los Angeles while tying up closed-circuit pay-TV rights to their games. Fox has been rumored planning to put pay-TV across under virtually every conceivable situation and in virtually every country with TV. In San Francisco, Pacific Telephone & Telegraph Co. pres. Mark Sullivan confirmed he had consulted with Fox representative Allen Lane about supplying cable facilities. "We have been working with Skiatron to find out the initial number of lines they're going to want," he said, "I think the plan is to just have a coast circuit at first and later to work back east by hooking onto trunk coaxial lines."

Dodgers pres. Walter O'Malley pooh-poohed the Skiatron talk. "I have never received a cent from Mr. Fox at any time," he said. "Skiatron doesn't enter the picture at all. I guess this is a great day for denials, isn't it?" No one seemed able to reach Fox for comment, and plenty of reporters were trying. At any rate, newspapers were full of such quotes as: "Reports circulated that the 2 clubs might each receive \$2,000,000 a year for 10 years for the rights to paid, closed-circuit TV coverage on the west coast."

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Add candidates for FCC vacancy: T. Hartley Pollock, St. Louis attorney; he's 49, member of Pollock, Ward, Klobasa & Shaw, was active in Citizens for Eisenhower, has been pres. of Bar Assn. of St. Louis (1955-56). He's being pushed for chairmanship. There's no reliable indication, meanwhile, as to who's in lead position among all those named to date (Vol. 13:21).

**F**IRST 'OVER-HORIZON' TV microwave grants were made this week by FCC—to 2 competing companies proposing to link Florida and Cuba by 180-mi. tropospheric scatter relays—with indications that both would be in operation by late summer or early fall. The international TV grants were made to AT&T and Florida Micro Communications Inc.

AT&T's grant was modification of authorization made last year for over-horizon telephone communications between Florida City, Fla. & Guanabacoa, Cuba on 840 & 880 mc. FCC action permits monochrome relay to be added. Facilities at Cuban end of link will be owned and operated by Radio Corp. of Cuba (IT&T subsidiary). Although AT&T hasn't given target date for the 2-way relay operation, best guess is that operation will begin by about mid-Sept. 1957, in time for World Series.

Grant to Florida Micro Communications is for Tavernier, Fla.-Matanzas, Cuba link on 800 mc. FMC will own stations at both ends, plans only southbound service initially, adding northbound relay later. It has entered into agreement with Cuba's Telemundo network (CMAB-TV, Havana, & satellites) to bring Cuban programs to U.S. FMC, with headquarters at 1521 S.W. 13th St., Miami, is headed by Miles R. DuKet, with about a score of other stockholders, mainly from Chicago. It hopes to have monochrome-color channel in operation in 2-3 months, using composite klystron-powered transmitter.

Grant to AT&T was unanimous (Lee absent), while FMC grant was 4-1, Mack abstaining and Craven dissenting and indicating doubt whether "technical feasibility has been indicated."

Neither carrier has yet filed tariffs with FCC, but AT&T indicated in its application that it plans to charge about \$600 an hour for monochrome TV service over the relay, and FMC spokesmen have informally stated their charge would be \$500 an hour for monochrome and \$750 for color.

FCC's network study committee held another "hearing" in New York Federal Courthouse this week, with chief examiner James D. Cunningham presiding. This time 3 of the 7 subpoenaed independent programmers—Entertainment Productions, Official Films and TPA—showed up. Cunningham gave them until June 14 to produce material requested by network study group under Dean Roscoe Barrow. Other 4—Screen Gems, Ziv, MCA-TV & Revue Productions—continued to fight committee's right to subpoena their financial data, and Cunningham filed request with FCC to institute proceedings in Federal Court to require recalcitrants to honor subpoenas. The 4 programmers immediately answered with new filing, stating that matter could not be referred to court while Commission was still considering their request for review of Cunningham's refusal to quash subpoenas.

FCC was brought into act featuring Mike Wallace & Mickey Cohen with filing of protest May 31 by Los Angeles police captain James Hamilton against "sensationalism" of Wallace's ABC-TV interview May 19 with ex-gangster Cohen. It was another repercussion from broadcast, for which ABC-TV v.p. Oliver Treyz apologized on Wallace's May 26 show. Hamilton is one of group of Los Angeles officials who were denounced by Cohen in unrehearsed interview in language which brought threats oflander suits against all involved, including sponsor Phillip Morris. FCC refused to disclose full contents of Hamilton's complaint until ABC-TV has chance to present its side of controversy.

Blast at FCC, voiced by Rep. Dingell (D-Mich.) in House speech this week, used some of strongest language applied to Commission since death of Rep. Cox (D-Ga.), whose cry was usually "Communists!" Detroit attorney Dingell said Chairman McConnaughey, who leaves Commission June 30, is "winding up one of the most ignominious careers in the history of quasi-judicial regulatory agencies." He also blasted Comr. Doerfer as having "worked closely with Mr. McConnaughey in giving the Commission the reputation it has acquired . . . [Both] have demonstrated a penchant for endearing themselves to networks and bigger telecasters—the people, in short, whom the FCC is supposed to regulate." Dingell said a Commission investigation of AT&T charges for TV transmission "has been kept under wraps, possibly because of the Chairman's ties with the people he formerly represented as an attorney." McConnaughey should be brought before the House Commerce subcommittee, he said, to explain favors he has sought from broadcasters—and also certain "decisions of the Commission in which he and 3 others (Comrs. Doerfer, Lee, Mack) of the 7-man group have voted together in shocking disregard of policies," citing grant to *Boston Herald-Traveler* as example. Dingell went on to say that "among attorneys who are practicing before the present FCC, it is now believed that a case is arranged rather than tried, and the winner is the party with the most political strength." Commissioners declined to react.

Allocations activity at FCC this week: (1) Finalized addition of Ch. 10 to Tampa-St. Petersburg. (2) Proposed shift of Ch. 9 from Iron Mountain, Mich. to Wausau, Wis., replacing it with Ch. 8. (3) Invited comments on conflicting proposals to add Ch. 6 to Eureka, Cal. or Brookings, Ore. (4) Received proposal from WAKR-TV, Akron (Ch. 49) for addition of Ch. 12 to Akron-Cleveland, substituting Ch. 41 for Ch. 12 in Erie, Pa., Ch. 5 for Ch. 12 in Clarksburg, W. Va., Ch. 12 for Ch. 5 in Weston, W. Va.; proposal would require Erie's WICU to shift to Ch. 41, Clarksburg's WBLK-TV to Ch. 5. (5) Received proposal from prospective applicant Minnowa Bcstg. Co., Fairmont, Minn., for addition of Ch. 12 (6) Received request from WVEC-TV, Hampton-Norfolk (Ch. 15) for permission to shift to new Ch. 13.

Efforts of WJHP-TV, Jacksonville, Fla. (Ch. 36) to block grant of WFGA-TV (Ch. 12) pending FCC action on request to deintermix area were turned down by Court of Appeals this week. Court said that Commission was neither arbitrary nor capricious in its action; that Commission was reasonable in hastening service to area; that no tentative decision in favor of deintermixture had been made—as in Peoria, Springfield, Hartford, New Orleans, etc.—when WJHP-TV asked that WFGA-TV grant be stayed.

Experimental operation on new Ch. 12 in New Orleans, proposed by WJMR-TV (Ch. 20), drew opposition from TASO & AMST. TASO denied it had generally approved proposal and AMST told FCC that operation would be at co-channel mileage separation less than that prescribed by FCC rules. WJMR-TV proposes 40-kw ERP, 250-ft., says it would cause no more interference than 316-kw & 1000-ft. at normal separation.

CPs issued by FCC this week: Ch. 7, Hays, Kan., to KAYS; Ch. 5, Great Falls, Mont., to Cascade Bcstg. Co. (management consultant Francis N. Laird & engineer Robert R. Laird); Ch. 72 translator, Libby, Mont., to Libby Video Club; Ch. 83 translator, Santa Rosa, N. M., to Chamber of Commerce.

Probe of govt. agency "leaks" by Sen. Jackson's (D-Wash.) committee (Vol. 13:21) brings FCC and other agency representatives up for closed meetings June 4.

NARTB board's semi-annual meeting is scheduled June 18-21 at Washington's Mayflower Hotel.

**Personal Notes:** Ludwig W. Simmel promoted to mgr. of sales, service & traffic of NBC Radio; Wm. G. Thompson Jr. to supervisor of co-op sales . . . Michael Burke, ex-Ringling Bros. and Barnum & Bailey, named director of CBS-TV network programs in England, where he will act as talent scout . . . Frank McCall, ex-NBC, resigns as gen. mgr. of National Airlines' upcoming WPST-TV, Miami, to join Cellomatic Corp., N. Y. as v.p. in charge of sales . . . Ralph N. Harmon and Richard M. Pack, Westinghouse Bestg. Co. v.p.'s, awarded Westinghouse Electric Corp.'s Order of Merit & Silver W for "outstanding contributions to Westinghouse leadership" in broadcasting . . . Martin L. Nierman promoted from eastern sales mgr. to v.p. & national TV div. sales mgr. of rep Edward Petry & Co.; Ernest Lee Jahncke Jr., former v.p. & asst. to pres. of ABC, joins Petry as v.p. & asst. to pres. Edward Petry; Ted Page promoted to asst. sales mgr.; Thomas E. Knode resigns as v.p. in charge of TV, Charles H. Philips as sales development mgr. . . Dillon Anderson reelected to Westinghouse Electric board following 2-year hiatus while he served as President Eisenhower's special asst. for national security affairs; he's also 2.8% owner of KTRK-TV, Houston . . . Richard D. Buckley, gen. mgr. of DuMont's newly-acquired radio WNEW, N. Y., named DuMont v.p. in charge of all TV-radio programming & sales; John M. Grogan shifts as program mgr. from WNEW to WABD . . . Jerome P. McGranaghan, ex-GOP national speakers bureau, becomes asst. to NARTB govt. relations mgr. Vincent T. Wasilewski . . . Eugene S. Thomas, gen. mgr. of KETV, Omaha, elected v.p. of owner Herald Corp. (*Omaha World-Herald*) . . . Miss Alma F. Graef, ex-MBS director of commercial operations, joins NTA Film Network as director of sales services; Mrs. Lynn Cleary Christensen, ex-DuMont Network and WABD, New York, named asst. to v.p.-gen. mgr. Raymond E. Nelson; Joseph Schackner, ex-MBS, becomes asst. to station relations dir. Tony Azzato . . . Merl L. Galusha, from radio WGY, Schenectady, rejoins WRGB as mgr., WRGB sales manager Robert F. Reid becoming manager of radio WGY, succeeded at WRGB by George F. Spring . . . Waldo Abbot retires June 30 after 32 years as U of Mich. broadcasting director, will continue for year as consultant . . . Roger B. Read promoted from local sales mgr. to asst. gen. mgr. & gen. sales mgr. of WKRC-TV, Cincinnati,

succeeded by Richard F. McCarthy . . . Burton H. Hanft elected Screen Gems v.p. in charge of business affairs; Irving Starr named supervisor of European production . . . Dick Lewis appointed Chicago sales representative, MGM-TV commercial & industrial film dept. . . Jack Berch, who has headed own producing firm, joins ATV Film Productions as partner & v.p. in charge of sales & client relations . . . James F. O'Grady named midwest sales mgr. of rep Young TV Corp., headquartering in Chicago . . . Jack Miller appointed asst. gen. mgr. of KTVR, Denver.

**Obituary**

Frank Pell Lawrence, 70, retired AT&T v.p. in charge of long lines dept., died May 27 in Community Hospital, Montclair, N. J., from burns suffered 2 days earlier from flaming canvas lawn chair at home. He joined Bell System as engineer in 1912, advanced to AT&T long lines chief in 1940, retired 6 years later. Surviving are his widow, son, daughter, sister.

Realignment of NBC-TV news & special affairs set-up was announced this week by exec. v.p. Robert E. Kintner, putting new emphasis on news and sports. New creative programming unit has been established, headed by Henry Salomon, director of "Project 20" and writer-producer of *Victory at Sea*, who reports to TV network programs v.p. Manie Sacks. News dept. has been separated from public affairs dept. and will operate as independent unit under news director Wm. R. McAndrew; sports dept., also separate, continues under director Thomas S. Gallery. Davidson Taylor continues as v.p. for public affairs and in addition has been appointed general program exec. in program dept. News, public affairs & sports depts. report to Kintner.

Deadline for applications for NBC President's Award of \$4000-\$6000 for TV-radio study & training is June 30. Annual competition is open to all U. S. applicants aged 25-35 "who show unusual skill & promise in the field of broadcasting." Winner will study under major directors, producers or executives.

Hearne & Spillane is new name of John P. Hearne law firm, Lester W. Spillane, ex-FCC, advancing to partner. Offices: 405 Central Tower Bldg., San Francisco; 6363 Sunset Blvd., Los Angeles.

Private plane crash atop 9500-ft. Ferris Mt., Wyo., cost life of Dalton LeMasurier, pres.-gen. mgr. of KDAL-TV & KDAL, Duluth-Superior. Rescue party May 30 found wife, who survived 19 days of exposure without food on snow-covered peak. Mrs. LeMasurier, 45, was unable to tell rescuers how long her husband lived after engine failure sent their light plane down May 11 in flight from Pasadena toward Duluth. But she thought he died either 4 days later or week before she was found huddled near his body. With no shelter except burned wreckage of plane & no nourishment except 4 pieces of chocolate & bottle of vitamin pills, she suffered shock, frostbite, sunburn, malnutrition, but was reported in "amazingly good" condition at Rawlins, Wyo. hospital. Search for plane, missing following take-off from Salt Lake City for Rapid City, S. D., ended after foreman Jack Putnam of Buzzard Ranch at foot of mountain spotted wreckage through binoculars. Duluth stations had offered \$2500 for information leading to discovery.

J. B. Fuqua will be sole owner of WJBF, Augusta, Ga. (Ch. 6), having paid \$300,000 for 35% held by Martin Theatres of Ga. and acquired 6% held by D. M. Kelly Jr. for undisclosed sum. Martin Theatres recently became sole owners of WTVM (formerly WDAK-TV), Columbus, Ga. (Ch. 28), buying 25% from radio WDAK for \$25,000 (Vol. 13:19).

CBS Foundation Inc. will give 1957 grants totaling \$38,000 to 12 privately-supported schools from which 19 key CBS executives graduated. Awards of \$2000 each are "in recognition of the services of these alumni to CBS," representing "cost of education" over & above costs charged to student: George T. Bristol Jr., Amherst; Kenneth E. Raine, Berea; Frank J. Shakespeare Jr., Holy Cross; Wm. Bachman & Joseph A. W. Iglehart, Cornell; George J. Arkedis & Robert J. Dunne, Fordham; Leon R. Brooks, Philip Feldman & Lewis Gordon, Harvard; Howard A. Chinn & Robert G. Marchisio, MIT; Harold C. Lang, NYU; Wm. Ackerman & Irving Townsend, Princeton; John A. Schneider, Notre Dame; Mitchell Miller & David J. Oppenheim, U of Rochester; Henry Howard, Yale.

USIA budget of \$96,200,000—slashed from \$144,000,000 sought by Administration—was finally voted May 29 by economy-bent Congress. Appropriation is \$6,000,000 more than Senate first granted (Vol. 13:20), but \$10,000,000 under figure favored by House for fiscal 1958 (Vol. 13:16). USIA had \$113,000,000 budget in current fiscal year. Only Sens. Javits (R-N. Y.) & Neuberger (D-Ore.) held out for Administration in 75-2 passage by Senate of Senate-House compromise measure, which struck at USIA payrolls & overseas news service. Left intact, however, were major VOA TV-radio projects, including \$1,100,000 to start new Middle East transmitter.

**New and Upcoming Stations:** WPSD-TV, Paducah, Ky. (Ch. 6) began May 28 as NBC-TV interconnected affiliate, becoming city's first outlet—nearest stations being WSIL-TV, Harrisburg, Ill. (Ch. 22), 45 mi.; KFVS-TV, Cape Girardeau, Mo. (Ch. 12), 53 mi. With KCCC-TV, Sacramento (Ch. 40) leaving air May 31 (Vol. 13:20-21), on-air box score remains 500, operating uhfs drop to 91. First Canadian satellite, CJOX-TV, Argentia, Nfld. (Ch. 10) began May 30 carrying programs of parent CJON-TV, St. John's (Ch. 6), bringing Canadian on-air total to 40.

WPSD-TV has 10-kw RCA transmitter, 500-ft. Ideco tower with 6-section superturnstile antenna on south edge of town. Owner *Paducah Sun-Democrat* (E. J. Paxton family) recently sold radio WKYB there to WEW, St. Louis (Vol. 13:16), also owns 25% of WFRX, West Frankfort, Ill. E. J. Paxton Jr. is v.p.-gen. mgr.; Sam Livingston, from WKYB, asst. gen. mgr.; Fitz Hooton, ex-KPLC-TV, Lake Charles, program director; E. J. Pell, WKYB, chief engineer. Base hour is \$400. Rep is Pearson.

CJOX-TV has 500-watt RCA transmitter with wave-stack antenna 75-ft. above ground on hill adjacent to U. S. Naval & Air Base, on west coast of peninsula, 60 mi. from St. John's. Owners are Geoff Stirling, pres. & gen. mgr. of parent CJON-TV, with v.p.-program director Don Jamieson serving as station mgr. of CJOX-TV. CJON-TV is raising base hour July 1 from \$200 to \$230. Reps are Weed and All-Canada.

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

WIIC, Pittsburgh (Ch. 11) plans July 15 start with NBC-TV but hasn't set target for test patterns, reports gen. mgr. Robert A. Mortensen. It's installing 100-kw RCA transmitter, has 840-ft. Truscon tower ready except for installation of transmission lines and GE helical antenna. It will be city's 2nd commercial vhf, WENS (Ch. 16) planning to leave air when WIIC gets going. Base hour will be \$1800. Rep will be Blair.

WWL-TV, New Orleans (Ch. 4) has started construction of transmitter house at site near Gretna, La., expects to begin Aug. 15 with CBS-TV, writes gen.-mgr. W. H. (Slim) Summerville for owner Loyola U. Ideco 750-ft. tower is scheduled to arrive Aug. 1, delivery date on RCA transmitter and antenna unreported. J. D. Bloom, from WWL, will be chief engineer. Rates not set. Rep will be Katz.

KETV, Omaha (Ch. 7) has studio-transmitter building at 27th & Douglas Sts. 85% complete, expects to have 50-kw RCA transmitter wired by July, 1957, says v.p.-gen. mgr. Eugene Thomas for grantee Herald Corp. It has 583-ft. Ideco tower with 12-section antenna ready, aims for start with ABC-TV in Sept., says test patterns will begin during "Aug. or Sept." John Quigley, ex-operations mgr. of KAKE-TV, Wichita, will be program mgr. Rates not set. Rep will be H-R Television.

WLWI, Indianapolis (Ch. 13), planning Sept. 15 start with ABC-TV, has Sept. 1 test pattern target, reports John T. Murphy, TV v.p. of grantee Crosley Bestg. Corp. Foundation forms for transmitter house are being constructed and 50-kw RCA transmitter has been ordered for Aug. 15 delivery. Ideco 1016-ft. tower is due July 12, 12-bay superturnstile antenna Aug. 1. Robert Lamb, ex-TV sales mgr. of Crosley rep firm in Chicago, will be sales mgr. Rep will be Crosley.

WAVY-TV, Portsmouth-Norfolk (Ch. 10) has Aug. 15 test pattern target, hopes to start with ABC-TV Sept. 1—Sept. 15 at latest—reports v.p.-gen. mgr. Carl J. Burkland. Studios are ready and closed-circuit programs have been conducted for special groups. It has 50-kw RCA transmitter on hand but installation awaits comple-

tion of transmitter house, due in about 7 weeks, at site near Drivers, Va. Work on 1050-ft. Ideco tower with 12-section superturnstile antenna begins June 3, with completion target June 25. Base hour will be \$700. Rep will be H-R Television.

KMOX-TV, St. Louis (Ch. 11), set back when FCC turned down CBS request to start with temporary facilities (Vol. 13:14, 18), has changed target to "close to the end of the year," reports gen. mgr. Gene Wilkey. Make of transmitter and tower to be used not reported. Rep will be CBS Spot Sales.

WINR-TV, Binghamton, N. Y. (Ch. 40) has changed test pattern target to Aug. 15, programming to Sept. 1, reports gen. mgr. Dale Taylor, ex-mgr. of radio WENY, Elmira. Owner is *Binghamton Press* (Gannett), which acquired CP along with radio WINR from group headed by Mayor Donald W. Kramer (Vol. 13:2). It has a 25-kw RCA transmitter due July 15 and construction has begun on TV addition to radio transmitter house. RCA 52-gain pylon antenna is due July 1 for installation on 299-ft. tower. Base hour not set. Rep will be Hollingbery.

KPLO-TV, Reliance, S. D. (Ch. 6) still is planning June test patterns, but hasn't set programming target for operation as semi-satellite of parent KELO-TV, Sioux Falls (Ch. 11), reports principal N. L. Bentson. RCA 10-kw transmitter has been installed in Butler steel building and 700-ft. Stainless tower is scheduled for completion by June 10, when 6-section superturnstile antenna is to be installed. Microwave connection to Sioux Falls, 146 mi. away, is under construction. KELO-TV, also operating KDLO-TV, Florence, S. D. (Ch. 3), has \$450 base hour. Rep is H-R Television.

KTVC, Ensign, Kan. (Ch. 6) expects to begin test patterns about first week in July, hasn't set programming target, reports Wendell Elliott, v.p.-gen. & sales mgr. & 5.65% owner. It has 5-kw transmitter installed, is assembling 6-bay antenna for installation on 600-ft. Liberty tower, now up. GE microwave to Stafford, Kan. will be ready shortly, to pick up ABC-TV affiliate KAKE-TV, Wichita. Base hour will be \$100. Rep not chosen.

WMVS-TV, Milwaukee (Ch. 10, educational), planning Aug. start, has 10-kw RCA transmitter on hand, but transmitter house near WITI-TV at Port Washington & Donges Bay Rds. won't be ready until mid-July, writes H. E. Barg, asst. director & business mgr. for grantee Board of Vocational & Adult Education. Alford 4-bay antenna will be side-mounted at 700-ft. level on WITI-TV tower. — (PS)

Second translator in Truth or Consequences, N. M., K8OAC began operation May 21, repeating KGGM-TV, Albuquerque, reports city mgr. Robert B. Laursen—city being operator of K7OAE, repeating KOB-TV, Albuquerque. Redmond, Ore. translators K73AE & K83AA haven't target as yet to begin repeating KOIN-TV & KPTV, Portland, reports A. J. Sheffield, JC-TV chairman for grantee Redmond Jr. Chamber of Commerce. He hopes Adler transmitters will arrive by June 15, when K73AE antenna is due from Wenatchee, Wash.—no delivery date set yet for K83AA antenna. Kirk Patrick, Prineville, Ore. will be in charge of maintenance. Romeo, Colo. translator K82AC began program tests May 28, repeating KGGM-TV, Albuquerque, reports Jack M. Corry for San Luis Valley TV Inc.

Upcoming facility changes: WFIE, Evansville, plans to switch from Ch. 62 to Ch. 14 by end of June; KPLC-TV, Lake Charles, La. (Ch. 7) has Aug. 1 goal for increase to 316-kw ERP; WJTV, Jackson, Miss. (Ch. 12) plans 316-kw by Sept. 1.

KSIX-TV, Corpus Christi (Ch. 10) boosted power to 214-kw May 29.

**P**ROTECTION OF TV channels and other frequencies from preemption by new aviation electronic & communications systems was urged by FCC general counsel Warren Baker in testimony on airways modernization bill (S-1856) before Senate Commerce Committee May 27. He agreed to supply language for section of bill designed to assure coordination between proposed Air Modernization Board and FCC with respect to frequencies.

Legislation arose from report by Edward P. Curtis, special asst. to President for aviation planning, which recommended—among other things—“modernization” and “flexibility” of civilian and military aviation telecommunications.

Baker pleaded for “adequate consultation” with FCC before new electronic equipment is developed so that it can be determined whether proper spectrum space is available. Using TV requirements as an example, Baker told Committee that if air communication or navigation equipment were developed which used bands presently allocated to other services, “you are faced with the question, shall you throw away the piece of equipment because it needs the space now occupied by TV, or shall members of the public who have TV equipment junk their equipment in order to make way for it?”

“We would not like to see equipment developed in a particular band because it would be slightly less costly for the aviation interests,” he continued, “without taking into account that it might have to dispossess other people who have made substantial investments.” He suggested frequencies above 890 mc as “virgin territory” for new developments and systems.

Referring to recent discredited rumors that military was planning to take away Ch. 2-6 (Vol. 13:15), Baker proposed coordinated over-all study of spectrum utilization, to establish a “long-range program how best to use a spectrum which there is no more of.”

Sen. Potter (R-Mich.) repeated his proposal for similar study by independent group to ascertain whether military frequencies are being properly used. He added that he is “having some work done at the present time to see whether or not it would be desirable” to have such a study.

Radio station sales approved this week: KWIL, Albany, Ore. by *Albany Democrat-Herald* (R. R. Cronise, publisher) to Larry Gordon, gen. mgr. of KWIN, Ashland, Ore. for \$80,000 (Vol. 13:16). WKDL, Clarksdale, Miss. by Ann P. McLendon & W. L. Kent to co-equal owners Tom R. Stillwagon, gen. mgr. of WALB-TV & WALB, Albany, Ga., and WALB-TV employes John B. Craddock & Joseph G. Rachuba for \$40,000 (Vol. 13:16).

Option for 50% of CP for KPAC-TV, Port Arthur, Tex. (Ch. 4) is being exercised by Jefferson Amusement Co. (Julius M. Gordon, pres.), according to application filed this week to turn CP over to new Texas Goldcoast TV Inc. Julius M. Gordon will be KPAC-TV pres.; Carl D. Levy, of Jefferson, secy.; O. W. Collins, Port Arthur College, v.p.; Earl R. Moxon, also representing college, treas. Each group is to advance \$150,000 toward construction.

KICA-TV, Clovis, N. M. (Ch. 12) & KICA equal owners will be Mae Straus & Frank Lesley, FCC having approved their purchase of 1/3 for \$36,666 from Garfield C. Packard, now owner of KTRC, Santa Fe, N. M. (Vol. 13:18).

Catalog of govt. & civic agency program material is being sent to member radio stations by NARTB; directory of commercial sources is due to be distributed next month.

Radio station sales reported this week: KLUF, Galveston, sold by Mayor George Roy Clough & family for \$105,000 to local group (with minority interest in KGUL-TV) including banker R. Lee Kempner, investment mgr. Thomas H. McCray, clothier David H. Nathan, attorney Preston Shirley, KGUL attorney Ballinger Mills, furniture dealer Edward Schreiber, lumber dealer Robert T. Coleman Jr., beer distributor Thomas A. McCarthy, furniture dealer Morris Plantowsky . . . WHMA, Anniston, Ala. (250-w) by Col. Harry M. Ayers, publisher of *Anniston Star*, for \$75,000 to Ralph Allgood and Grove Wise, also owners of WRMA, Montgomery, Ala. . . WSPC, Anniston, (5000-w) by W. S. Weatherly and associates for \$65,000 to Col. Ayers, who proposes to change call to WHMA, having retained WHMA-FM . . . WWOC, Manitowoc, Wis. by Francis M. Kadow for \$62,300 to Joseph Clark, owner of WFOX, Milwaukee . . . KORT, Grangeville, Ida. by Far West Radio Inc. (Hub Warner, pres.) for \$50,000 to Edward M. Brainard, freelance TV-radio writer currently with Civil Defense Administration, Battle Creek. Brokers: WHMA & WSPC, Blackburn & Co.

Transfer of KVEC-TV, San Luis Obispo, Cal. (Ch. 6) by John C. Cohan and Jerome Kantro (50% each) to Salinas Valley Bestg. Corp., owner of KSBW-TV, Salinas-Monterey (Ch. 8) & KSBW, in which pres. Cohan holds 32% interest, Kantro 5%, was revealed by application filed this week with FCC. Also filed was application for transfer of radio KVEC to Cohan, who is paying Kantro \$50,000 for his 50% and will become 100% owner. In KVEC-TV transaction, Cohan & Kantro are to get \$25,000 each plus advances they have made to TV—Cohan \$27,250, Kantro \$50,200. Combined KVEC-TV & KVEC March 31 balance sheet shows \$77,390 deficit. It lists \$365,686 fixed assets, \$31,803 current assets; \$141,272 current liabilities, \$232,938 long term debt, \$105,000 advances by partners.

Sale of KCOP, Los Angeles (Ch. 13) for \$4,000,000, long anticipated (Vol. 13:15), was formally announced this week. The Copley Press property will be taken over by Bing Crosby, George L. Coleman, Joseph A. Thomas & Kenyon Brown. Formerly KLAC-TV, station was purchased in 1953 by Copley from *New York Post* publisher Mrs. Dorothy Schiff for \$1,375,000. Crosby, Coleman & Brown also own 1/3 each in KFEQ-TV & KFEQ, St. Joseph, Mo. (Ch. 2).

WAAM, Baltimore (Ch. 13) had surplus of \$788,696 Dec. 31, according to application filed this week to transfer station to Westinghouse for \$4,400,000 (Vol. 13:18-19). March 31 balance sheet lists \$688,234 current assets (\$216,670 cash, \$143,295 accounts receivable, \$297,500 U. S. Treasury Notes), \$344,720 fixed assets (after \$877,964 allowance for depreciation). It had \$904,992 capital & surplus, \$136,008 current liabilities, no long-term.

WMTV, Madison, Wis. (Ch. 33) is being sold by Gerald A. Bartell family for \$550,000 to WMTV Inc., 50% owned by WTVJ Inc. interests (Mitchell Wolfson, pres.), owners of WTVJ, Miami (Ch. 4), also having 20% interest in upcoming WFGA-TV, Jacksonville (Ch. 12). Other WMTV Inc. owners: Lee Ruwitch, WTVJ exec. v.p.-gen. mgr. 25%; radio WMAY, Springfield, Ill. (Gordon Sherman pres.-gen. mgr. & 36% owner), 25%.

Tax-supported educational TV has been upheld by Ill. Supreme Court in case in which taxpayers challenged right of U of Ill. to spend \$25,000 a year from state funds in operating WILL-TV, Champaign-Urbana (Ch. 12). Justice Byron O. House said university can't be restricted “to specific authorizations in its proposed research & experimentation,” that TV “is one of the many activities incident to the management & operation of the university.”

RCA shipped 3-V color film camera May 31 to upcoming WWL-TV, New Orleans (Ch. 4).

**Telecasting Notes:** "Spectaculars" and "specials"—irregularly scheduled 60 & 90-min. shows—haven't diminished in popularity, though it once looked like they might die out altogether. Next season, in fact, probably will see more of them than ever. *Variety* totaled up NBC-TV's scheduled and planned ones for next season, found a whopping 98 on the list—including 64 of them definitely on the agenda . . . Publicity build-up is beginning already on big 2-hour (8:30-10:30 p.m.) Nov. 27 color spectacular, *Annie Get Your Gun* (Mary Martin, John Raitt), which network hopes will be another *Peter Pan* . . . ABC going in for spectaculars this year, too—announcing two 60-min. live Frank Sinatra shows, with the singer-actor also doing 13 half-hour musicals and 23 half-hour dramas on film . . . Series of 7 special 60-min. color travel films starring Lowell Thomas is subject of negotiations between CBS-TV and GM's Delco div., Pat Weaver no longer involved; Art Linkletter also scheduled to do six 60-min. travel films for CBS-TV next season . . . Screen Gems steps up its operations in the spectacular field with "multi-million dollar agreement" with Henry Jaffe to develop & produce new TV shows, including Shirley Temple series of 60-min. fairy tales, new Lindsay-Crouse comedy suspense series, children's show, religious show and possibly some combination live-film 90-min. "specs" . . . Money: ABC-TV reported signing \$7,000,000 pact with Kellogg for 5-5:30 p.m. week-day strip for kiddie film shows (re-runs & cartoons), plus alt. weeks of *Circus Boy* (Sun. 7-7:30 p.m.). CBS-TV reportedly rang up \$6,000,000 in gross daytime sales last week, 6 advertisers signing long-term pacts on 5 shows . . . CBS-TV has bought all rights to Jackie Gleason's 39 filmed *Honeymooners* shows . . . U. S. Military Academy at West Point reports 400% increase in mail inquiries—or about 7000 so far—concerning entrance requirements since TV film series *West Point* was inaugurated . . . People watch TV, Pulse found in special N. Y. area survey, which turned up fact that "only" 15% of sets which are in operation during afternoon have no viewers.

TV isn't ruining book business, according to retailers interviewed at this week's Chicago convention of American Booksellers Assn. by Kenneth Slocum for May 29 *Wall Street Journal*. Despite "predictions from national authorities on many subjects" that TV would turn book readers into TV viewers, sales "turned up sharply" in 1956 and are likely to go higher this year, Slocum reports. ABA pres. H. Joseph Holihan doubts that TV affects reading habits one way or another: "Book stores in non-TV areas report identical trends with those in metropolitan areas."

Individual market ratings will be added to Pulse's nationwide U. S. Telepulse ratings, effective with May edition. Each monthly edition will contain ratings on network and syndicated film programs in 40 different markets—based on surveys in 23 major cities and 17 supplementary markets—with 150 individual markets covered in course of a year.

State Committee on Radio & TV has been established by Soviet Cabinet following deluge of complaints that programs were drab and dull. Committee, headed by D. I. Chesnokov, ex-editor of monthly party journal *Kommunist*, was named—according to govt. announcement—because of increasing importance of TV-radio as informational and political medium.

WWJ-TV, Detroit, celebrates 10th anniversary with closed-circuit program from Detroit to New York luncheon June 6, to Chicago luncheon June 7.

New reps: WEAT-TV, W. Palm Beach, to Venard, Rintoul & McConnell (from H-R Television); WTWV, Tupelo, Miss. to Jack Masla (from Young).

**VIDEOTAPE** may soon be more economical than film for distribution of syndicated programs and commercials to TV stations, according to study disclosed this week by management consultant Boyce Nemece, former exec. secy. of SMPTE. His conclusions: If methods can't be found to prolong effective life of TV film prints, mass switch to tape could come much sooner than many people think.

"Equipment availability, reliable splicing techniques plus assurance of reliability may be all that stand between the principal producers of film for TV and a radical change in their production techniques," study concludes. Among its findings:

Syndicated 16mm TV films have useful life of only 5-15 presentations on air, compared with normal motion picture use experience of 200-400 projections for each release print. Difference is attributed to physical damage from rough handling by station personnel, inadequate inspection at film exchange and failure of distributors to fix responsibility and to collect for film damage.

"Black-&-white 16mm prints for TV now cost 2-4 times as much per program hour as do 35mm color films for theatres"—the former costing distributor about \$54 per hour per print, or \$3.60 per program hour when aired 15 times, or \$10.80 when damage prevents use more than 5 times, and the latter seldom costing more than \$1.75 per projection hour. At same time, "the costs of tape and head replacement as reported by Ampex are already well within the range of film costs now being sustained." Tape and head replacement are currently in the neighborhood of \$5 per operating hour—\$5 for an hour's recording and \$5 for each playback.

Barring change in TV film inspection methods and billing procedure, to make possible more use per print and lower hourly cost, Nemece says, "the alternative may be Videotape."

Rate increases: KGUL-TV, Galveston, May 15 raised base hour from \$1000 to \$1200, min. \$200 to \$250, with min. being flat rate without discounts. WDSU-TV, New Orleans, June 1 raised hour from \$900 to \$1100, min. \$225 to \$250. WJHP-TV, Jacksonville, May 1 raised hour from \$300 to \$400, min. \$60 to \$80. WMFD-TV, Wilmington, N. C. May 15 raised hour from \$250 to \$350, min. \$50 to \$70. KELP-TV, El Paso, has raised hour from \$250 to \$300, min. \$50 to \$60. WCBI-TV, Columbus, Miss. Aug. 1 raises hour from \$150 to \$180, min. \$22.50 to \$30. CFPL-TV, London, Ont. April 1 raised hour from \$450 to \$525, min. \$100 to \$140. CKSO-TV, Sudbury, Ont. July 1 raises hour from \$220 to \$240, min. \$44 to \$48. Spot increase: KGO-TV, San Francisco, May 15 raised Class AA 20 sec. from \$375 to \$450, Class A min. or 20 sec. from \$270 to \$300.

Color TV microscope permitting direct examination of fine structure of living cells exposed to ultra-violet light was demonstrated May 27 by Dr. Vladimir K. Zworykin at faculty meeting at Rockefeller Institute for Medical Research, N. Y. He said device should lead to discovery of otherwise invisible cellular details. Director of Institute's medical electronics center and honorary RCA v. p., Dr. Zworykin recently was honored as co-designer of radio "pill" for research in intestinal disorders (Vol. 13:15). He is subject of "Personality Portrait" in June 1 *Saturday Review*.

Honorary degree of doctor of science was awarded to Motorola exec. v.p. Daniel E. Noble by Ariz. State College at graduation exercises. ASC pres. Dr. Grady Gammage, in conferring degree, said Noble's "complete dedication to the new field of electronics has already resulted in enduring benefits to mankind, both at home and abroad, in war and peace."

**APRIL TV FACTORY PRICE AVERAGE DECLINES:** Average price of TV sets at factory level in April dropped to about \$121 from \$127.50 in April, 1956, top industry statisticians tell us. Drop reflects bigger bite lower-price portables are taking out of market -- estimated 35% in April, compared with about 10% in same month last year. And retail sales followed about same pattern -- portable sales running 35% in April.

Drop in average price is attributable not only to greater percentage of portables in production mix but to drop in delivery of 21-in. table & console models from 65% last April to 58% this April.

Drive for higher prices -- and concomitant higher profits -- evident in the higher-end emphasis in new GE & Hotpoint lines (Vol. 13:21), is expected to be reinforced as other leading producers introduce lines in next few weeks.

Steady descent of TV prices, in face of mounting labor and production costs, evoked this comment recently from official of leading set maker: "This industry has produced and sold over 14,000,000 sets in last 2 years and hasn't made a nickel."

Full impact of decline is pinpointed by RETMA statistics on factory unit sales and total dollar volume -- with average price working out like this: 1947, \$280; 1948, \$235; 1949, \$193; 1950, \$180; 1951, \$177; 1952, \$172; 1953, \$170; 1954, \$140; 1955, \$138; 1956, \$127.

Analyzing problem from another standpoint, one TV industry spokesman put it this way: "What other industry has improved its product as much as TV and still cut price in half in 10 years?" To point up drop in TV prices compared with other industries, we obtained these wholesale price indices from U.S. Labor Dept. (Figures are expressed in terms of 1947-49 base period, which equals 100):

	<u>1953</u>	<u>1954</u>	<u>1955</u>	<u>1956</u>
TV Receivers	74.5	71.2	69.1	69.7
Motor Vehicles	118.9	119.3	122.9	129.8
Automatic Laundries	104.8	103.0	100.2	102.1
Refrigerators	105.6	106.4	101.5	98.0

**Slim Look:** This fall seems sure to be called the "Slim Look" era as TV manufacturers take a cue from thinner room air conditioners which have caught public's fancy. Emphasis on styling also sparks set makers' attempts to "return TV to the living room" (Vol. 13:20) with use of wide-angle 110-degree tube (Vol.13:21) at higher price & profit levels. GE's "Slim Silhouette" and Hotpoint's "Slender Profile" set pace with 21-in. & 24-in. sets only 15-in. deep with 1½-2-in. tube cup projection, accent on deluxe features at big-ticket prices. Comes now RCA -- with press showing June 4 at New York's Hotel New Yorker -- disclosing "first on-the-wall lean-clean console TV." We haven't seen set yet, but from what we hear RCA is eliminating tube cup projection -- "doghouse" -- as part of depth saved by use of 5-6-in. shallower 110-degree tube.

**49-lb. Portable:** Sylvania's 21-in. 110-degree portable -- first reported in April (Vol. 13:16) -- made appearance this week. It weighs 49 lbs., and TV-radio gen. sales mgr. Robert L. Shaw claims it is "more than 50% lighter than 21-in. table models with 90-degree tubes." Dubbed "The Californian," king-sized portable has metal cabinet, 261-sq.-in. screen, aluminized tube, suggested list of \$200. Cabinet is 13 11/16-in. deep, compared with 20-in. for 21-in. 90-degree table sets. RCA shows its 21-in. portable next week.

**BDSA Group Saved:** Appropriation to operate Commerce Dept.'s BDSA industry divisions for another year -- although on curtailed scale -- was assured this week when House-Senate conference committee approved Senate recommendation of \$2,167,000 to keep divisions going, after House had removed operating funds -- which, in

effect, would have killed the industry-govt. liaison operations (Vol. 13:15-16, 19-20). Passage of final legislation probably will come June 3 or 4 in both houses. Commerce Dept. already has given dismissal notice to more than 100 employes in industry divisions in anticipation of appropriation cut -- but Electronics Div., under director Donald S. Parris, has not been affected by the personnel cuts.

**Production:** TV output was 86,629 week ended May 24, compared with 80,436 preceding week and 117,767 in corresponding week one year ago. It was year's 21st week and brought TV production for year to date to about 2,165,000 compared with 2,862,177 in same period of 1956. Radio production totaled 249,720 (93,275 auto) week ended May 24, compared with 243,270 (97,750) the preceding week and 283,306 (76,723) in corresponding week year ago. Radio output for 21 weeks totaled about 6,099,000 (2,418,000) vs. 5,585,390 (2,017,395) in same 1956 period. -- (JSC)

**Topics & Trends of TV Trade:** Shipments of TVs to dealers totaled 1,457,636 in first quarter 1957, when production was 1,474,729, according to RETMA state-by-state report. They compare with shipments of 1,702,236, production of 1,844,632, in first 3 months of 1956. New York led with 163,054; California was second, 131,733; Pennsylvania was third, 101,095. March shipments totaled 535,310, compared with 499,251 in Feb. and 549,220 in March 1956. Here's first quarter 1957 report (county-by-county tables available to members from RETMA on request):

State	Total	State	Total
Alabama	24,294	New Jersey	52,757
Arizona	8,952	New Mexico	5,561
Arkansas	13,696	New York	163,054
California	131,733	North Carolina	29,969
Colorado	13,047	North Dakota	5,258
Connecticut	24,418	Ohio	80,733
Delaware	3,274	Oklahoma	14,908
District of Columbia	16,815	Oregon	16,710
Florida	56,470	Pennsylvania	101,095
Georgia	30,692	Rhode Island	7,221
Idaho	5,550	South Carolina	13,072
Illinois	83,134	South Dakota	5,590
Indiana	35,617	Tennessee	26,874
Iowa	15,965	Texas	80,477
Kansas	16,613	Utah	6,660
Kentucky	25,832	Vermont	2,963
Louisiana	26,606	Virginia	24,284
Maine	7,132	Washington	22,431
Maryland	20,843	West Virginia	15,779
Massachusetts	43,030	Wisconsin	24,951
Michigan	52,253	Wyoming	3,320
Minnesota	22,222		
Mississippi	14,403	U. S. Total	1,453,940
Missouri	32,300	Alaska	1,039
Montana	8,343	Hawaii	2,657
Nebraska	10,802		
Nevada	2,211		
New Hampshire	3,526	Grand Total	1,457,636

**DISTRIBUTOR NOTES:** National Assn. of Electrical Distributors elected George Albiez, Englewood Electrical Supply Co., Chicago, pres. at this week's 49th annual convention in Washington, succeeding Ralph J. Brown, GE Supply Co., Bridgeport, Conn. who becomes a director. J. M. Bilet, Northland Electric Supply Co., Minneapolis, was named v.p., succeeding Albiez. Relected v.p.'s were J. P. Hamblen, Southern Electric Supply Co., Houston; S. W. Mesick, Los Angeles Wholesale Electric Co; George W. Provost Jr., Doubleday-Hill, Pittsburgh . . . Sylvania appoints George H. Lehleitner & Co., Inc., 601 S. Galvez St., New Orleans (George H. Lehleitner, pres.), ex-Crosley-Bendix . . . Graybar promotes Donald B. Peck to district appliance sales mgr. for Wash., Ore., Mont., northern Ida., Alaska . . . Olympic, San Francisco, moves to larger quarters at 450 Ninth St.

**Drop in consumer sales** of major durable goods, despite further gains in consumer incomes, is cited by Federal Reserve Board as cause of recent production cutback and reassessment of factory and distributor inventories. Report lists sharp cut in TV-appliance production from last autumn; it notes TV rate was "reduced substantially further" in April and manufacturers TV stocks have declined. Retailers' TV and household goods stocks have "generally not been large relative to sales" in last 1½ years, board says, while sales have declined much less than production.

President Eisenhower, his Council of Economic Advisers and Federal Reserve Board have agreed direct Federal control of consumer installment credit is not needed. The President said he is not going to ask Congress for standby authority to regulate installment credit, agreeing with board that better restraint is obtained "by the use of general monetary measures and the application of sound public and private fiscal policies." President's Economic Council voiced opposition to Federal regulation of down payments and repayment terms.

Imports of radios and parts totaled \$8,491,510 in 1956, compared with \$3,350,896 in preceding year, Census Bureau reports. Bulk of the imports—with no breakdown by types—came from: West Germany, \$3,124,355 in 1956, \$1,631,716 in 1955; Japan \$2,482,424 & \$232,935; United Kingdom \$1,013,716 & \$392,486; Netherlands \$801,285 & \$584,810; Canada \$788,868 & \$367,306; France \$163,201 & \$73,533; Switzerland \$48,939 & \$23,782.

Master Video Systems Inc., New York specialists in hotel & industrial TV-radio, has acquired controlling stock interest in Transvox Corp., N. Y. manufacturer of Transvox Pocket Pager. Master Video pres. Arthur J. Moxham announced that his company's general offices and labs have been moved to larger quarters at Port Washington, N. Y. and that sales & service headquarters for the combined companies have been opened at 4 E. 43rd St., N. Y.

Battery-operated TV sets will be possible by first quarter 1958, pres. Nicholas Glyptis of Multi-Tron Lab, Chicago, announced this week. Multi-Tron's version of battery set is based on application of "pure signal" picture tube which is said to operate directly from diode or transistor output, eliminating video amplifier (Vol. 13:8, 13), uses combination of transistors and tubes. Glyptis says circuits and components can be developed in time to produce battery-operated set by early 1958.

RCA is first TV choice among 306,493 families in Cincinnati market area, according to analysis by *Cincinnati Times-Star*. Top 10 preferences by families (83.2% own one set, 15.8% own 2): RCA, 20.6%; Philco, 15.7%; Admiral, 12.4%; Crosley, 11.6%; Motorola, 7.2%; GE, 6.7%; Zenith, 5.1%; Muntz, 4%; Westinghouse, 3.7%; Emerson, 2.7%. Of sets owned, 22.5% were bought new in 1956, 19% in 1955, 16.1% in 1954, 23.7% in 1953. (For similar survey in Portland, Me., see Vol. 13:20.)

Dr. Lee De Forest announced he has applied for patent for picture-on-wall TV set 4-in. thick with "chassis and controls located on each side and on the bottom of the screen."

Colorado color set sales in first 4 months this year were 362, compared with 751 in all 1956 and 252 in 1955, according to Rocky Mountain Electrical League.

**Financial & Trade Notes:** Siegler Corp. emerges as \$75,000,000 firm, principally electronics, in merger with Hufford Corp. and Unित्रonics Corp.; latter is parent of Olympic Radio & TV, David Bogen Co. & Presto Recording Corp. Awaiting stockholder approval, plan calls for exchanging 1 share of Siegler common for 2 shares of Unित्रonics and issuing 108,000 shares of Siegler stock for outstanding Hufford shares.

Retaining Siegler name, new firm will be centered at Siegler's Anaheim, Cal. headquarters. Siegler pres. John G. Brooks says that merged companies will continue present operations; that Hufford pres. Merrill L. Bengston will become chairman of Siegler exec. committee.

Siegler initially made space heaters, recently moved into closed-circuit TV, electronic equipment, woodworking machinery, children's specialty products.

Hufford produces equipment for guided missile and aircraft, headquarters at El Segundo, Cal. Subsidiaries include Smith-Nelson Co., Santa Barbara, Cal. and Vac-U-Lift, Salem, Ill.

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Microwave Assoc. filed registration statement May 29 with SEC (File 2-13387) for 50,000 shares of \$1 par common stock to be offered by Lehman Bros., which has option to buy up to 20,000 at \$7 per share between Nov. 24, 1957 & May 24, 1962. Proceeds will be applied to working funds and to retire \$250,000 current bank debts, but company said substantial borrowings may be necessary in next year.

Litton Industries earned \$1,271,000 (\$1.10 per share) on sales of \$20,372,000 in 9 months ended April 30 compared with \$687,000 (67¢) on sales of \$10,732,000 in similar period preceding fiscal year. Report notes record \$44,000,000 order backlog, gross assets of \$15,702,000 compared with preceding period's \$9,842,000, stockholders equity of \$6,988,000 vs. \$4,185,000.

Ampex Corp. has negotiated sale of \$5,500,000 of 15-year 5% debentures through Blyth & Co. to dozen eastern institutional investors. Funds will be applied to working capital for expansion.

**ELECTRONICS PERSONALS:** John Kinnally promoted to mgr. of Philco govt. & industrial div., Dayton, O. office . . . C. Douglas Webb elected IT&T secy., succeeding Geoffrey A. Ogilvie, retired . . . Alfred C. Lindquist named merchandising mgr., theatre & industrial products dept., RCA commercial electronic products . . . Harvey J. Finison, ex-National Pneumatic exec. v.p., appointed mgr. Raytheon semiconductor div. . . W. Wm. Hensler elected Howard W. Sams & Co. v.p.-operations for all divs. except finance and industrial relations . . . Joseph L. Langevin named RCA Service Co. Tucson facility mgr., responsible for supervision & coordination of contract work at Army Electronic Proving Ground; he succeeds H. A. Baldwin, now administrator of atomic energy services in RCA's govt. service dept. . . Richard H. Baker promoted to administrator of value engineering, RCA defense electronics products.



Highest Brazilian civilian award, Officer Cruzeiro do Sul, has been presented to RCA international div. v.p. and managing director Meade Brunet for "Your important contribution to the mutual understanding of our two countries."

RCA has started 200,000-sq. ft. warehouse and boiler plant at Indianapolis TV plant "to keep pace with the increased production" of color sets, completion due next April.

Reese B. Lloyd, Philco TV-radio div. operations v.p., has been named pres. of Heintz Mfg. Co., Philadelphia (metal products).

Electronics Investment Corp., San Diego, in annual report of April 30, lists these portfolio additions since Jan. 31, 1957 (Vol. 13:9): 200 Amphenol, now holds 5000; 520 Babcock & Wilcox, now 5720; 3000 Beckman Instruments, new; 2600 Dresser Industries, new; 1000 Friden Calculating Machine, now 3000; 1000 General Precision Equipment, now 4000; 5000 General Railway Signal, new; 5650 G. M. Giannini, new; 4000 Hazeltine, new; 1000 IT&T, now 9000; 4000 Leeds & Northrup, new; 300 Minnesota Mining & Manufacturing, now 3000; 2000 RCA, now 7000; 1500 Taylor Instruments, new; 14,300 Telecomputing Corp., new; 1000 Thompson Products, new; 1000 Western Union, now 8000; 1000 Westinghouse Air Brake, now 6000; 1000 Westinghouse Electric, now 3000; 1500 Eastern Industries pfd., now 5000; \$200,000 Fischer & Porter 5¼% debentures; \$76,500 Ling Electronics 6% debentures. Sold during quarter were these total holdings: 4000 Douglas Aircraft, 6000 General Dynamics, 500 Minneapolis-Honeywell, 100 North American Aviation, 10,000 Texas Instruments. Also sold were 1000 Combustion Engineering, leaving 8000; 400 Litton Industries, leaving 5000. Common stockholding as of April 30 were valued at \$13,326,992; preferred holdings, \$171,375; U. S. govt. bonds, \$399,500. (For previous annual report, see Vol. 12:25; for report on Television-Electronics Fund Inc., see Vol. 13:21).

Sylvania will issue \$6,000,000 in new 4½% sinking fund debentures, due 1975, for private sale to 11 institutional investors with Guaranty Trust Co., N. Y. as trustee, according to SEC authorization under Trust Indenture Act of 1939. Guarantee Trust is trustee of 2 earlier Sylvania sinking fund debenture issues, but SEC ruled no material conflict of interest is involved in new issue.

Dividends: Clarostat, 5¢ payable June 28 to stockholders of record June 14; Arvin Industries, 50¢ June 29 to holders June 10; Bendix Aviation, 60¢ June 29 to holders June 10; Meredith Publishing, 45¢ plus 10¢ extra June 12 to holders June 5; Sprague Electric, 30¢ June 14 to holders May 31.

Admiral's automation story, as told by public relations director Martin Sheridan and staff to employes, distributors, dealers, is subject of case study in May 27 *Public Relations News* (815 Park Ave., N. Y.). Article says 10-minute color film on Admiral automation and resultant benefits was requested by 85 TV stations. Other methods used were speaking tours, special automation section in annual report, TV commercials, newspaper & magazine advertising.

RCA will establish military airborne electronics lab in Boston area between Burlington & Bedford, Mass., senior exec. v.p. Dr. E. W. Engstrom told Greater Boston Chamber of Commerce this week. Construction of the 132,000-sq. ft. building will begin in June, with completion expected in June 1958, though first of the 600 engineers, scientists and supporting personnel are due to be transferred from present airborne systems lab in Waltham late this year.

Radio shipments to dealers, excluding auto sets, totaled 1,612,044 in first 3 months of 1957, compared with 1,470,873 in corresponding 1956 period, reports RETMA in state-by-state and county-by-county tables available to members on request to RETMA. March shipments were 759,428 vs. 487,454 in Feb. and 530,349 in March 1956.

Sonora Radio & TV Corp. was formally adjudged bankrupt this week. In March, govt. agents had seized \$750,000 worth of machinery & merchandise, later sold for \$277,000, Govt. regaining \$195,000 toward 1956 excise tax debt of \$407,749 and withholding tax debt of \$23,909.

RCA confirmed this week that it is now shipping all-glass color tubes in limited quantities (Vol. 13:21).

## Network Television Billings

April 1957 and January-April 1957

(For March report see *Television Digest*, Vol. 13:17)

**A**PRIL BILLINGS of TV networks were 5.7% higher than year earlier, although they slipped to \$41,206,913 from \$43,652,995 in March, according to Publishers Information Bureau. Network business of \$167,747,111 in first 4 months of 1957 was running 7.8% better than in corresponding 1956 period, paced by CBS with cumulative total of \$78,097,833, up 11.1%. The complete PIB report for April:

### NETWORK TELEVISION

	April 1957	April 1956	% Change	Jan.-April 1957	Jan.-April 1956	% Change
CBS	\$19,385,098	\$17,668,950	+9.7	\$78,097,833	\$70,302,742	+11.1
NBC	15,154,388	15,136,596	+0.1	63,241,934	59,632,400	+6.1
ABC	6,667,427	6,173,922	+8.0	26,407,344	25,722,106	+2.7
<b>Total</b>	<b>\$41,206,913</b>	<b>\$38,979,468</b>	<b>+5.7</b>	<b>\$167,747,111</b>	<b>\$155,657,248</b>	<b>+7.8</b>

### 1957 NETWORK TELEVISION BY MONTHS

	ABC	CBS	NBC	Total
Jan.	\$ 6,715,581	\$20,231,474	\$16,554,941	\$ 43,501,996
Feb.	6,175,488	18,309,088	14,900,631	39,385,207
March	6,848,848	20,172,173	16,631,974*	43,652,995*
April	6,667,427	19,385,098	15,154,388	41,206,913
<b>Total</b>	<b>\$26,407,344</b>	<b>\$78,097,833</b>	<b>\$63,241,934</b>	<b>\$167,747,111</b>

\* Revised as of May 28, 1957.

Note: These figures do not represent actual revenues to the networks, which do not divulge their actual net dollar incomes. They're compiled by Publishers Information Bureau on basis of one-time network rates, or before frequency or cash discounts, so in terms of dollars actually paid may be inflated by as much as 25%. However, they're generally accepted in the trade as an index.

Tightening of translator rules, proposed by FCC (Vol. 13:17), generally drew opposition from translator operators, who don't want to quit when regular TV stations hit their areas. Adler Electronics, manufacturer of virtually all translator equipment, reflected their arguments in comments filed this week: (1) If town getting several translator signals must lose translator service when a conventional station starts, public suffers loss of program choice. (2) Translators have inhibited growth of illegal vhf boosters. (3) Multiple service from translators actually creates more potential audience for conventional stations; Adler says statistics indicate that set saturation rarely goes above 50% in 1-station areas, 75% in 2-station. Postponement of rules change for 1-2 years was urged by Adler, which reports it has put some 60 translators on air, is adding them at rate of about 3 weekly.

Three applications for new TV stations and one for a translator were filed with FCC this week, bringing total to 127 for stations (32 uhf) and 54 for translators. Applications were for Moline, Ill., Ch. 8, by group of local businessmen headed by realtor Mel Foster; for Pittsfield, Mass., Ch. 64 satellite, by WWLP, Springfield; for Lafayette, La., Ch. 3, by KVOL there. Translator application was for Hawthorne, Nev., Ch. 80, by Mt. Grant TV Booster Service Corp., operators of Ch. 70 translator there. [For details, see *TV Addenda 24-U* herewith.]

Bill requiring courts to open trials to TV-radio coverage has been pigeonholed by Cal. State Senate Judiciary Committee, which referred measure by Democratic Sen. Robert I. McCarthy to interim committee for "further study." Bill Welsh, special events director of KTTV, Los Angeles, testified in favor of measure, maintaining TV entitled to equal press rights and did not seek "sordid presentations."

"True-lease" rental plan is offered by Philco govt. & industrial div. for capital-goods financing of use of such equipment as closed-circuit TV, electronic data processing system, microwave communications system, color X-ray viewing contrastor. Leases run 1-5 years, can be optioned for renewal on year-to-year basis at reduced rentals.

Final court test of "equal time" political broadcast rule in Sec. 315 of Federal Communications Act—long opposed by NARTB—is in works. Appeal to Supreme Court to decide nettlesome issues of law is expected following dismissal May 23 by N. D. state court of \$150,000 libel suit by Farmers Union against WDAY-TV, Fargo, for carrying derogatory speech by splinter candidate A. C. Townley in 1956 Senate campaign (Vol. 13:8). Judge John Pollock ruled that station was immune from damage action because Sec. 315 creates legal privilege in "equal time" requirement. At same time, he said special state "defamation" statute (14-0209) limiting broadcasters' liability is invalid because it favors TV & radio over other media. Farmers Union promptly filed notice of appeal of decision to N. D. Supreme Court, indicating it will carry case to U. S. Supreme Court if it loses again. WDAY-TV, which had NARTB cooperation in defending suit, plans similar move if lower court is overturned. In either event, highest court probably will be asked to rule on legality of Sec. 315 itself.

Celler anti-trust subcommittee this week approved report on TV network practices and sent it to printer, to be released within next 2 weeks. Some sections of report have been toned down from language in Celler's original draft, and separate views have been filed by some members on certain topics. Subcommittee majority is said to have disapproved report's comment on BMI, noting that legal action against organization is pending and expressing opinion that comment would be improper at this time. Last significant issue was compromised in May 29 meeting, when subcommittee voted to soften recommendation on option time, requesting that FCC study situation—deleting its original threat to initiate legislation to abolish time options if FCC doesn't outlaw the practice.

Report on Hong Kong's closed-circuit TV system (Vol. 12:22, 13:19) from NBC correspondent Jim Robinson: Rediffusion Hong Kong, subsidiary of British-owned firm, started commercial programming early last month with 1500 sets, is currently installing about 100 sets weekly. Rediffusion supplies sets for \$5 installation fee and \$10 a month rental. They're 16-in. British-made receivers "tropicalized" for humid climates. TV service offers 4 hours of programming daily—consisting of newsreel, American & English filmed shows, locally produced Chinese programs and on-the-spot public service cut-ins. Rediffusion also operates highly successful wired radio service in Hong Kong (pop. 2,270,000), grossing more than \$100,000 monthly on rentals alone.

FCC will get breather before it undergoes new Congressional investigation by House Commerce "watchdog" subcommittee in \$250,000 probe of 17 regulatory agencies (Vol. 13:16). Subcommittee headed by Rep. Moulder (D-Mo.) plans no hearings until after 85th session adjourns—probably in Aug. Meanwhile, selection of staff is slowly under way, first being old hand at govt. regulation of industry. He is Dr. Walter M. Splawn, 77, whose appointment as consultant to subcommittee was announced May 27. Now retired, he was ICC member in Truman & Roosevelt administrations, was special counsel for 1930-33 House investigation of holding companies. Dr. Splawn once was pres. of U of Tex.

ABC-TV salutes affiliate KTVI, St. Louis (Ch. 2) with special presentation—"No More St. Louis Blues"—June 12 in Chase Hotel, St. Louis. Hosts to advertisers, agencies, press for report on network's growth will be ABC-TV v.p. Oliver Treyz and KTVI v.p.-gen. mgr. Joseph Bernard.

Add new lines: Russians will show the latest in Soviet monochrome (all red?) TV sets (largest, 17-in.) at Oklahoma Semicentennial Exposition starting June 14 in Oklahoma City.

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# Television Digest

with **ELECTRONICS REPORTS**

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## SUMMARY-INDEX OF THE WEEK'S NEWS — June 8, 1957

**RATIONING OF NETWORK LINES** looms as probability next fall, with demands for circuits twice as great as last year, as result of increased TV networking (p. 1).

**CBS-TV HAS WORLD BEAT** in Khrushchev interview, but White House views it dimly; President refuses reply to Soviet leader's challenge to U. S. (p. 2).

**VIGOROUS CELLER REPORT** frowns on option time & must-buy practices, urging FCC & Justice Dept. study; serves notice of continued surveillance (pp. 3 & 6).

**REP. HARRIS** not satisfied with FCC pay-TV action. Wired system "deals" involving Dodgers-Giants west-coast move still inconclusive (p. 4).

**TALL-TOWER CRITERIA** approved on one-year trial basis, limiting new structures over 1000 ft. to antenna farms except in special cases (p. 7).

**CRAVEN PLAN** comments cover spectrum of opinion, stations' self-interest generally apparent. Chairman McConaughy may be key to final vote (p. 7).

**OPTIMISM FOR FALL TV** set business is keynote among industry leaders in showings of new lines; full employment, record consumer spending cited (p. 10).

**NEW TV SET LINES:** Generally higher priced; RCA & Sylva eliminate tube-cup projection; Philco & Zenith emphasize short 90-degree tubes (pp. 10-12).

**COLOR DRIVE** to be stepped up by RCA based on lesson learned in Milwaukee "Carnival of Color"; 5 more set makers expected to hike promotion (p. 12).

**FCC "PLAYING POLITICS"** charge levied by more Congressmen. Madison and Indianapolis decisions cited. Orlando's Ch. 9 goes to WLOF (p. 8).

**CABLE THEATRE** debate at NCTA convention compares Bartlesville flat monthly fee concept with pay-as-you-see coinbox technique (p. 9).

**FIRST SATELLITE IN CHAIN** of translators & satellites of Springfield's WWLP begins operation in Greenfield, Mass. 501 TV stations now on air (p. 9).

**AT&T MAY RATION CIRCUITS THIS FALL:** Network topkicks are keeping their fingers crossed and hoping it won't happen -- but at the same time they're making advance plans for the probability that the AT&T will have to allocate its major inter-city microwave-cable routes among TV users this fall, for first time in 5 years.

Spectre of allocations -- throwback to TV's pioneer days -- materializes once again because of this simple fact: There is every indication that demand for live network circuits this fall will be double that of last fall. Nobody at the networks or at AT&T cares to go into specifics about the situation, and full facts won't be known until July 29 when requirements are weighed against available facilities, but on basis of announced plans for increased use of live video trunk circuits, it appears almost a certainty that old allocation formula will have to be dusted off for some important routes, including east-west trunk lines.

Even for spring & summer, AT&T is being kept humping to fill bigger live TV demands than ever -- as we forecast in our Jan. 5 issue (Vol. 13:1) -- despite fact that facilities are constantly being increased and improved. New daylight time schedules have given phone company some rough moments -- and one sore spot currently is southwest, where cables are already being allocated because demand is greater than facilities, and "protection channels" are being used for regular TV relay.

AT&T refuses specific comment on situation, except to state that it's too early to say anything, because requirements won't be firmed up for almost 2 months. But it's no secret that networks already have given AT&T the word on what they'll be needing in way of relay circuits -- because the contracts with sponsors are specifically contingent on live clearance of programs to affiliates.

The threatened serious shortage of network facilities is due to a large number of simultaneous developments in TV field, most significant being:

(1) Expansion of ABC-TV program schedule and number of live affiliates -- combined with possible programming increase by other networks.

(2) Large increase in coverage planned by Sports Network Inc. (Dick Bailey),

leading syndicator of live sports events. Sports Network is virtually full-fledged network so far as demand for microwave-cable is concerned, seeking regular full-time 1 p.m.-midnight contract with AT&T. It handles baseball, pro & college (NCAA regional) football, basketball, is adding hockey and stepping up relays of boxing next fall. At least one other sports "networker" may also join this field.

(3) Pat Weaver's Program Service -- if current plans jell (Vol. 13:22) -- will also be a substantial user of network routes, though this week it was reported his programming won't begin July 1 as previously announced, but later in summer. Other live "networks," in talking stage, could aggravate shortage of trunk routes, if anything comes of all the talk.

(4) Closed-circuit TV's demand for network loops should be at least as big as last season, the 2 leaders in business-meeting field next season due to be TNT's Tele-Sessions and Teleprompter's Group Communications -- with such other firms as Closedcircuit Telecasting System (color) likely to become important later.

Another complication which could add to congestion of transcontinental and western regional routes would be move of N.Y. Giants & Brooklyn Dodgers to the west coast -- if it happens. This almost certainly would extend maze of professional baseball networking routes to a full coast-to-coast proposition -- whereas to date principal baseball networking has been confined to area east of Kansas City. Also, with Los Angeles and San Francisco each having a "home" team, demand for western regional network circuits should increase substantially.

\* \* \* \*

Note: It's scant solace for immediate future, but AT&T's Bell Labs this week announced development of new type microwave which could go far toward ending video network clearance problems. New "TH" system, based on solid-state technology, using new diodes, promises to more than triple the carrying capacity of present microwave systems -- carrying 12 TV programs and more than 2500 telephone conversations simultaneously. First "substantial installation" on major route is due in 1959.

**WHITE HOUSE BRUSHES OFF KHRUSHCHEV TALK:** Biggest telecast news coup of year, bringing Soviet boss Nikita S. Khrushchev straight from Kremlin into U.S. living rooms, was scored June 2 by CBS-TV. But unanswered at week's end was big question raised by unprecedented interview: Will it also stand as Russian propaganda beat?

President Eisenhower appeared indifferent to world-wide impact of hour-long, party-line TV debut by First Secretary of Communist Party of USSR on Face the Nation. He dismissed it at June 5 news conference as just case of "commercial firm in this country trying to improve" commercial standing with "unique performance."

White House spurned demands in Congress & press for "equal time" appearance by President to answer Khrushchev, despite quick offers of facilities by all 3 TV networks -- and tentative invitation from Moscow to use Russian air for reply.

"Somebody in the Govt. would be glad to accept" unrestricted Russian offer of TV-radio time, guaranteed against jamming, President said. But he ruled out any personal participation, designated no spokesman. CBS-TV then set up its own counter-broadcast forum, scheduling "Comment on Khrushchev" panel for June 9.

Unrehearsed interview with agile, articulate Khrushchev -- his first on TV anywhere -- was smash page one story in newspapers here & abroad. "Season's most extraordinary hour of broadcasting," Time Magazine called it.

It brought outpourings by editorial writers & columnists from Walter Lippmann to George Sokolsky. Orders to CBS-TV for rerun films came from many non-CBS stations and from Great Britain, Canada, Australia, Sweden, Cuba, Mexico. Even Russians saw & heard interview -- with one dialectical portion edited out for home consumption.

Editorial consensus: Khrushchev is a very clever propagandist ("Let us live in peace, let us compete"); TV performed salutary service in bringing Americans face to face with biggest Communist of them all.

Few protests against program were reported from viewers, estimated by network at 5,000,000 -- who didn't include President or Secretary of State Dulles. CBS-TV counted 81 telephone calls to N.Y. & Los Angeles headquarters in half-hour following

Face the Nation; 47 favored, 34 opposed grant of time to Khrushchev. Formal complaint was filed in advance by Catholic War Veterans commander Wm. J. Gill.

CBS-TV's Kremlin scoop was 2 years in making. When Moscow approval of interview finally came through, Face the Nation crew headed by producer Ted Ayers flew in last week, set up film equipment in 40-ft. office on second floor of Council of Ministers Bldg. Khrushchev was questioned by moderator Stuart Novins, Moscow CBS correspondent Daniel Schorr & B.J. Cutler of N.Y. Herald Tribune.

Interview was carried by Soviet home service & short-wave which purported to give full text. Deleted for Russian listeners, however, was exchange between Schorr & Khrushchev on whether any "contradictions" between Marxist-Leninist principles & Soviet practice exist today. Khrushchev said there are none.

\* \* \* \*

Network's purposes in producing interview were summed up June 6 by pres. Frank Stanton of CBS Inc. in answers to 9 questions posed day earlier in House by Rep. Anfuso (D-N.Y.), who asked why Khrushchev got "wide forum to reach the American people" with Soviet propaganda. Replying in detail, Stanton concluded:

"We believe that the people of America, if properly informed, are entirely capable of judging & deciding for themselves, and that it is a gross disservice to all of us to withhold or suppress evidence that can in any way help us all to arrive at the truth. It was in this belief that we labored so long & so hard -- and in the end successfully -- to get this face-to-face interview."

**VIGILANCE IS KEY TO CELLER REPORT:** The celebrated Celler report on TV industry -- finally released at week's end -- sniffs possible anti-trust violations in some of the networks' traditional ways of doing business, but by-&-large expresses willingness to leave these problems in hands of FCC and Justice Dept.

The 7-man subcommittee, which held extensive hearings on TV industry last year, made it plain, however, that it intends to watch FCC closely to see that it follows "suggestions" in the report. Group made only one proposal for legislation: Possible amendment of Robinson-Patman and Clayton anti-trust acts to bar quantity sponsorship discounts which are not geared to actual cost savings by networks.

Report is a piercing one in many respects -- and its effects will be felt in the future, as it takes its place alongside the Senate Commerce Committee's Plotkin Report and its forthcoming Cox Report (due in couple weeks) and presumably FCC's Barrow Report. Cumulative effect of this 5-foot reference shelf devoted to subject of "what's wrong with TV" will be difficult to ignore in terms of implications on future FCC -- and Justice Dept. -- actions.

\* \* \* \*

If networks were relieved by the report, it wasn't so much because of what was in it as because of what they once feared would be in it. Except for section dealing with ASCAP-BMI -- over which there is strenuous controversy -- the word "reckless" isn't likely to be applied to this report. Networks once had feared that Rep. Celler might insist on taking strong stand against network ownership of stations, programs and film syndicators, against multiple ownership of all kinds, against ownership of networks by theatre chains or manufacturers.

Even as recently as few weeks ago, conclusions & wording of original Celler-endorsed draft were considerably sharper than the version which was finally approved by full subcommittee (Vol. 13:19). In many cases, where specific action or goals were originally directed or demanded, subcommittee substituted more general suggestions -- preferring not to usurp powers of FCC or Justice Dept.

Recommendation on option time is example. Original draft had proposed "study by the FCC with a view toward abolishing time options," and threatened "in the absence of expeditious Commission action, the Committee will be constrained to...recommend appropriate amendment of anti-trust laws to accomplish the same purpose."

In final report, subcommittee substituted conclusion that "it is necessary for the Commission to consider amending the option time rule" and serving notice that "the Committee will maintain a continuing interest" in FCC's actions in this area. Even this language failed to gain support of the 3 Republicans on subcommit-

tee -- Keating (N.Y.), McCulloch (O.) & Miller (N.Y.) -- who objected to stress on word "amendment," feeling that subcommittee shouldn't try to influence FCC.

But report itself takes dim view of option time, stating that "if network survival depends upon [such] curtailment of competition...utility-type regulation [would] be necessary in order to safeguard the public interest." Report goes on to say subcommittee would prefer to see "artificial restrictions" removed.

Must-buy practices met with sharp disapproval of subcommittee, which proposed that FCC "consider" ban on them and instead "permit the networks to prescribe a gross minimum time charge, leaving the advertiser free, however, to select the stations making up the network package." It specifically inserted the proviso that FCC shouldn't have authority to prescribe what the figure should be.

Section on broadcasters' activity in music field was second longest in the 150-page report, but its recommendation was shortest -- proposal for thorough Dept. of Justice investigation into all phases of music field. Text of chapter, however, can hardly be described as favorable to BMI in any way. Five of the 7 members gave "additional views," Democrats Rodino (N.J.) & Rogers (Colo.) stating that section shouldn't be construed as expressing opinion with respect to pending litigation and the 3 Republicans going further by saying that "it is impossible for us to determine [where] the truth lies," noting regretfully that record has bearing on pending song-writers' suit against BMI and expressing confidence in Justice Dept. to "continue to perform its proper functions" without prompting by subcommittee.

FCC took lacing in report for failing to order hearing on NBC-Westinghouse Philadelphia-Cleveland station swap, now subject of govt. civil anti-trust suit, and subcommittee called for "code of ethics" to govern conduct of Commissioners and staff. Section dealing with allocations called for more deintermixture, FCC-backed public education campaign on uhf receivers and excise tax relief for uhf sets.

NBC was only network to comment on report immediately -- taking notice of the subcommittee's recognition of networks' important and beneficial role in history of free broadcasting, but maintaining it would be "inappropriate" to comment on the specific issues raised in report "since they are under active study by the govt. agencies concerned or are in the process of litigation in the courts."

Report is unmistakably a vigorous one, while it largely avoids the pitfalls of threats and precipitous action. Judging from Rep. Celler's past history, it's safe bet that he will continue to scrutinize closely actions of the FCC, networks and broadcasters in fields which he feels present problems with anti-trust implications. [For digest of report's major conclusions & recommendations, see p. 6.]

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**L**OTS OF NOISE on the pay-TV front this week— but nothing conclusive emerged. Consider:

(1) Rep. Harris (D-Ark.), chairman of House Commerce Committee, apparently not too satisfied with FCC's compromise fact-finding action (Vol. 13:21), asked Commission to specify exactly why it thinks it has legal authority to authorize toll TV "if it finds that it would be in the public interest to do so." "This seems particularly important," he said, "in view of the Commission's statements . . . that the Commission leaves for future determination the question whether subscription TV should be classified as 'broadcasting' or some other type of service and that the Commission may desire to take up with Congress any amendments to the Communications Act which the Commission may find necessary or desirable for the purpose of regulating subscription TV in the public interest."

"These statements may lead some to the conclusion that the Commission claims in principle the *general* legal power to authorize subscription TV, but that having authorized subscription TV it may lack the *specific* powers to regulate subscription TV (as a broadcast service or as some other type of service) in such a way that the public interest is protected."

(2) Well-cultivated mystery still surrounds alleged

tieup between Brooklyn Dodgers, N. Y. Giants, Skiatron's Matty Fox and talk of moving teams to west coast. There were continued rumors of million-dollar wired pay-TV contracts—signed or unsigned—while N. Y. Mayor Wagner met with Dodgers' pres. Walter O'Malley and Giants' pres. Horace Stoneham in effort to keep teams in N. Y. Meanwhile, Skiatron added piquancy by filing application with city of Los Angeles, asking permission to wire up the town; T. M. Chubb, gen. mgr. of Public Utilities Dept., said he needed more information before he could give recommendation. Still nothing conclusive—while Skiatron stock oscillated between 6 & 7¼ during the week.

(3) Tapping this delightful publicity vein, one Max Kantor, pres. of ITV Inc., N. Y., called press conference to report he was offering \$5,000,000 for rights to carry Dodgers' & Giants' games on wired TV in N. Y. Team spokesmen said they'd never heard of Kantor or his offer.

(4) General Federation of Women's Clubs, meeting in Asheville, N. C., found virtually all other business shunted aside while Zenith and CBS tugged & pulled in effort to get resolution favoring their positions. And who, of all people, showed up there as a Zenith lobbyist? Ex-FCC Comr. Frieda Henneck. Group finally resolved to ask Govt. to take cautious approach "while insuring the maintenance of free TV service as it now exists."

**Personal Notes:** Wm. Seaman promoted to ABC-TV network production mgr., Thomas P. DeVito to program service mgr. . . . Theodore W. Herbert resigns as eastern sales mgr. for General Teleradio stations . . . John B. Poor, MBS pres., given doctor of laws degree by Wesleyan U, Middletown, Conn. . . . Harry Pertkin, ex-ABC-TV & DuMont, named NTA film network sales exec.; Peter McGovern, ex-Byron Productions, named director of network promotion . . . James R. Hoel, ex-Katz rep Chicago office, named gen. sales mgr. of WTCN-TV, Minneapolis-St. Paul . . . Gene Walz, ex-operations chief of KYW-TV, Cleveland, resigns to join WCKT, Miami, as exec. producer . . . Harold (Hack) Woolley, sales mgr. of KTVT, Salt Lake City, named pres. of Salt Lake Advertising Club . . . Victor Ludington, ex-station mgr. of WOAY-TV, Oak Hill, W. Va. named gen. sales mgr. of upcoming WINR-TV, Binghamton (Ch. 40); Bill Dorn, ex-program mgr. of WDAN-TV, Danville, Ill., program director; Gino Ricciardelli, ex-chief engineer of WPTV, Palm Beach, technical director . . . Paul Blue promoted to program mgr. of KLZ-TV, Denver . . . Robert L. Larsen promoted to program mgr. of educational WGBH-TV, Boston . . . Fred Beck, mgr. of KVEC-TV, San Luis Obispo, named operations director for KVEC-TV & KSBW-TV, Salinas-Monterey, and will headquarter in Salinas; Rowena Kimzey, KSBW-TV, named resident mgr. of KVEC-TV, which has requested change to KSBY-TV and will become satellite of KSBW-TV . . . Roger N. Cooper promoted to station relations mgr. of American Research Bureau, headquartering in Washington . . . Dick Jolliffe, from CBS Radio network sales service, named sales service mgr. of KTLA, Los Angeles . . . Reginald P. Merridew, ex-radio WGAR, Cleveland, named managing director of Storer's radio WJW there, replacing Jack Kelly, who moves to Storer's N. Y. sales office . . . Charles W. (Chad) Mason promoted to program director of WSUN-TV, St. Petersburg; Jerome Baker, ex-American Heart Assn., named sales promotion & adv. mgr. . . . Eugene J. Muriaty, former adv.-sales promotion mgr. of WBZ-TV, Boston, appointed promotion mgr. of WTIC-TV & WTIC, Hartford . . . Mack Edwards promoted to public service director of WAAM, Baltimore . . . John B. Jaeger

**ADVERTISING AGENCIES:** Lawrence Wisser, ex-Emil Mogul, named senior v.p. & creative director of Weiss & Geller, N. Y.; Max Tendrich promoted to exec. v.p. . . . Max D. Anwyl named financial v.p. & secy. of Needham, Louis & Brorby; Howard M. Brenneman succeeds him as treas. . . . Wm. I. Hoffhine Jr., secy.-treas. of Guild, Bascom & Bonfigli, San Francisco, elected a v.p. . . . Robert LaChance, ex-Guild, Bascom & Bonfigli, joins Young & Rubicam there in TV production capacity . . . Curtis Berrien, ex-Foote, Cone & Belding, Chicago, joins Reach, McClinton, N. Y., as v.p. & copy director . . . Robert G. Holmes, ex-WWLP, Springfield, Mass., joins Houck & Co., Roanoke, Va., as TV-radio director . . . Frank Daniel, ex-Lennen & Newell, joins Ted Bates as asst. media supervisor . . . Robert J. Dunn, ex-C. L. Miller Co., joins Erwin, Wasey & Co. as merchandising director . . . Peter H. Nicholas, ex-Benton & Bowles, named research vp. of Charles W. Hoyt Co. . . . Don Trevor, ex-ATV Film Productions, joins Doyle Dane Bernbach as TV producer . . . John F. Klatt named exec. mgr. of *Media/Scope*, new magazine published by Standard Rate & Data Service . . . Walter A. Tibbals, ex-BBDO, named head of TV-radio dept., Anderson-McConnell Adv., Los Angeles . . . Miss Charlene Hirst appointed TV-radio media director, Mohr Assoc.

New officers of National Community TV Assn.: pres., George J. Barco, Meadville, Pa.; v.p., Glenn H. Flinn, Tyler, Tex.; secy., A. J. Malin, Rochester, N. H.; treas., Clive Runnells Jr., Williamsport, Pa.

promoted to exec. v.p. of radio WNEW, N. Y., John V. B. Sullivan to v.p. & sales mgr. . . . George A. Greenwood, ex-radio WNAX, Yankton, S. D., named promotion mgr. of WSAZ-TV & WSAZ, Huntington, W. Va. . . . Wm. Lewis Cooper Jr., ex-WJAR-TV, Providence, named film mgr. of WPIX, N. Y. . . . John C. Morris, ex-radio CKSL, London, Ont., named gen. sales mgr. of CHEK-TV, Victoria, B. C. . . . Wm. A. Gietz promoted to local sales mgr. of WTAR-TV, Norfolk . . . Paul Hill promoted to program supervisor of WWTW, Cadillac, Mich. . . . Johnny Carpenter named public relations director of KOIN-TV, Portland, Ore. . . . Gene Plotnik, ex-*Billboard Magazine* assoc. editor, named Screen Gems trade & consumer press editor . . . A. J. Richards, ex-gen. mgr. of defunct KCCC-TV, Sacramento, named gen. sales mgr. of radio KROY there; Wm. R. Funnell, ex-program director of KCCC-TV, named Sacramento sales rep for KOVR, Stockton . . . Bette Doolittle, ex-NARTB and American Women in Radio & TV, joins Grocery Manufacturers of America as director of women's press & TV-radio relations . . . Irving Waugh, ex-commercial mgr. of WSM-TV, Nashville, named v.p.-gen. mgr. of WSIX-TV, Nashville, also acquiring minority interest from former v.p.-gen. mgr. R. D. Stanford Jr., who is selling his 1/3 to Waugh and other local residents, including niece of principal owner Louis Draughton . . . Simon Goldman, pres.-gen. mgr. of WJTN, Jamestown, N. Y., elected to NARTB radio board, defeating Michael R. Hanna, WHCU, Ithaca, in special election for N. Y.-N. J. district . . . Al Sussman promoted to AAP eastern sales mgr. . . . Mark Munn, asst. sales promotion supervisor, WGN Inc., Chicago, receives Ohio State U's first Ph.D. degree in mass communications.

### Obituary

Dwight D. Doty, 51, partner in Washington law firm of Haley, Doty, Wollenberg & Kenahan, died suddenly of heart attack at his home June 5. Graduate of Georgetown U Law School, he had worked in Justice Dept., served in Navy during World War II, joined FCC in 1947. He was chief of Broadcast Facilities Branch in Bureau of Law, then chief of Renewal & Transfer Div. of Broadcast Bureau, left for private practice in 1951. Surviving are his widow, 2 sons, daughter, mother.

Competence of management is most important single factor in financial success of TV-radio stations, consultant Richard P. Doherty (TV Radio Management Corp.) told Virginia State Bcstrs. Assn. this week in Richmond. He enumerated these failures as "common causes of low profits or loss, and of mediocre broadcast operations": Inadequate financing, mediocre or poor staff, inadequate attention to continuity as major advertising task, lack of sales planning, poor employe morale, lack of management imagination and creativeness, inadequate sales incentive compensation plan, mediocre programming, ineffective cost control, lack of rate integrity. He predicted that increase in total TV revenue would level off to about 10% for 1957, as against average of 30% a year from 1951 to 1956, principally because of decrease in new-station starts.

First TV films of Maine House of Representatives at work in Augusta have been authorized in special permission voted by legislature for cameraman Bruce Nett of Guy Gannett's WGAN-TV, Portland. Representing *Kennebec Journal* of Augusta and other Gannett newspapers in state in addition to stations, Nett won approval to roam floor of legislature with camera—with stipulation that film would be silent, commentator to give narration on TV.

Highest civilian award by Army for exceptional services will be presented June 11 at Pentagon ceremonies to Edgar G. Shelton Jr., asst. to AB-PT Washington v.p. Robert H. Hineckley. Shelton was director of National Security Training Commission.

# Highlights of Celler Subcommittee's Report on TV

Major Conclusions & Recommendations of House Judiciary Anti-Trust Subcommittee's TV Investigation Report

(See story on page 3)

**Option time:** "The Committee concludes that it is necessary for the Commission to consider amending the option time rule. In such consideration, particular weight must be given to the anti-trust principles discussed above [restriction of competitive opportunity by non-network programmers & advertisers, concentration of program control in hands of a few, and parallel with Paramount block-booking case], together with the networks' contention that option time is indispensable to their operations. Because of the importance of this matter from an anti-trust standpoint, the Committee will maintain a continuing interest with respect to the Commission's activities in this area."

Reps. Keating (R-N. Y.) McCulloch (R-O.) & Miller (R-N. Y.), would have substituted different conclusion: "Against this background, the Committee believes that the Commission should consider the option time rule in light of the foregoing principles and the light of the networks' contention that option time is indispensable to their operation."

**Must-buy policy:** "The Committee, without expressing opinion as to the legality or illegality of 'must-buy' under the anti-trust laws, thinks it clear that one of its effects is to deprive the national advertiser of untrammelled freedom of choice in selecting those stations and markets where he desires to have his advertising message carried.

". . . The Committee believes the FCC should consider issuance of a regulation prohibiting any network practice requiring an advertiser to buy designated stations as a condition to getting on the network . . . To avoid any possibility of network fragmentation, the action by the Commission might well permit the network to prescribe a gross minimum time charge to the advertiser. It might further provide that the figure not be so high as to deprive the advertiser of real flexibility in station selection . . . However, this is not to say that the Commission should be given authority to prescribe what the figure should be."

**"First-call" practice:** ". . . The FCC should consider amending its chain broadcasting regulations to limit the conditions under which the first-call privilege may be used to delay the broadcast of network TV programs. Among the factors relevant to such limitation are: (1) the nature of the program substituted for the delayed program, whether local or network; (2) the relative desirability of the time period in which the deferred program was originally scheduled and the time period in which it is later broadcast; and (3) the length of the delay . . . The Commission [should] also consider amending its rules to require a network, when its program is not broadcast by the local affiliate, to give appropriate notice of program availability so that other local stations may have opportunity to carry the program."

**Network discounts:** "To eliminate the competitive advantage obtained by the large network advertiser over the small advertiser solely because of the large advertiser's quantity purchasing ability, the Committee will consider possible amendment of the Robinson-Patman Act [and the Clayton Act] so as to make it applicable not only to the sale of goods but also to the sale of services by independent contractors engaged in trade and commerce."

**Network programming practices:** "A question not completely resolved by the record is whether the networks tie sales of network and network-owned station time to the sale of network-owned or controlled programs . . .

The Dept. of Justice should continue its investigation of these practices."

**Network talent contracts:** "Network practices with respect to talent raise grave questions of legality under the anti-trust laws in several respects. NBC's talent-development program seems little different in operation and effect from the concert & artist bureau it sold after institution of the Dept. of Justice anti-trust suit in 1941. Provisions in the talent contracts of both major networks restrict business activities of talent-using enterprises outside, as well as within, the domestic radio & TV industry. Accordingly, the Committee believes it necessary for the anti-trust div. thoroughly to investigate these practices of the networks and determine whether the filing of a new anti-trust suit is warranted . . ."

**Multiple station ownership:** "[It] appears that the multiple ownership of stations has had a recognized anti-competitive influence in the broadcasting field, which may lend itself to the abuses of concentration and tie-ins, and may produce incalculable competitive advantages for multiple owners and a degree of conflict of interest on the part of the networks. It further appears that the Commission has continued to permit this practice only because substantial interests developed in the wake of its earlier tolerance. The Committee concludes that the Commission should give these anti-trust and other factors emphatic consideration in any change in the multiple ownership rules."

**Affiliation agreements:** ". . . Continued discrimination in the compensation of network affiliates based on consideration of their financial stature will lead to increased concentration in the TV industry and will frustrate the objective of a competitively free system. The Commission should consider the advisability of making public all affiliation contracts filed with it. [It] should also make detailed study of the affiliation agreements a part of its continuing duties . . ."

**FCC network study group:** "This group appears to be making a conscientious, energetic and objective inquiry. It is imperative that the group complete its study promptly and submit an early report and recommendations for Commission action. It is no less imperative that the Commission act upon its study group's recommendations without delay."

**Inter-city relay facilities:** "In light of the importance of the issues to the achievement of national objectives for broadcasting, the Committee believes that the length of time during which [FCC] proceedings [on private microwaves and investigation of AT&T charges] have been allowed to drag on is inconscionable."

**FCC-Justice liaison:** ". . . In approving the NBC-Westinghouse exchange of 1955 without a hearing, without adequate consideration of the specific anti-trust histories of the applicants and their parent corporations and without maintaining adequate liaison with the anti-trust div. of the Dept. of Justice, the FCC fell short of performance fully protecting the public interest . . . The Committee also believes it necessary that, in the future, the FCC adhere to the policy of critically examining the anti-trust background of each license applicant."

**FCC practices & policies:** "The evidence demonstrates that for at least the past 10 years an air of informality has surrounded cases pending before the Commission. This has permeated the Commission's administrative processes

**O**NE YEAR TRIAL of new tall-tower criteria to guide Airspace Panel and subcommittees in air hazard clearances (Vol. 13:22) was approved this week by Joint Industry-Govt. Tall Structures Committee (JIGTSC), all TV industry representatives voting in favor of proposal. New criteria, which the JIGTSC document says "are not intended as a rigid standard to be arbitrarily applied," would prohibit all new towers over 1000 ft. unless they are in antenna farm areas or "where existing conditions of terrain, obstructions or other circumstances would make application . . . inappropriate."

JIGTSC voted not to disband, but to watch application of new criteria carefully during the year's trial period. At end of period, group presumably would be called into session again to determine whether further revisions are necessary.

One section of JIGTSC document was not approved, and was referred to CAA & FCC representatives on committee for further work, after which new version will be circulated for approval of all JIGTSC members. Controversial section involved CAA Order No. 18, putting broadcasters on notice that they must consider locations of existing airports when planning towers. Broadcast industry representatives wanted section amended to put shoe on other foot as well—making it necessary for airport operators to consider location of existing TV-radio towers when planning locations of new airports.

"Tallest man-made structure east of the Mississippi" is sought by WIS-TV, Columbia, S. C. (Ch. 10), which this week applied to FCC for authority to build 1518-ft. tower 13 mi. NE of Columbia and to increase ERP to 316-kw, using RCA's first vhf traveling wave antenna. Cost of improvements would be approximately \$500,000.

to a point where various members of the Commission without reluctance have, during the past decade, repeatedly discussed with one or more interested parties the merits of pending cases—even going so far as to indicate how particular Commissioners would vote. This practice [is] repugnant to fundamental principles of quasi-judicial procedure . . . The Committee believes it imperative that the Commission adopt without delay a code of ethics that would proscribe conduct of this kind by Commissioners and their staff and by attorneys and other representatives of industry alike . . ."

Allocations: "The Committee recommends that, pending the outcome of the proposed program of research & development concerning the feasibility of a major shift to uhf, the Commission vigorously press forward in its program of selective deintermixture . . . The Commission should broaden this program to include many more markets, if feasible in the public interest, and should continue to order the removal or conversion of existing stations where the public interest requires. The Committee will follow closely the pace and progress of the Commission's deintermixture program.

"[This program should be coupled] with a national educational campaign spearheaded by the agency itself. The public must be made to realize that a substantial portion of the TV system will ultimately utilize uhf and that all-channel receivers are essential equipment . . . The Committee recommends that Congress give favorable consideration to legislation that will spur the production of all-channel sets [either by exempting all-channel sets from Federal excise tax or] by increasing the tax on vhf-only sets."

ASCAP-BMI: See story, page 3.

**C**RAVEN PLAN comments filed June 3 by 100-plus parties displayed great variation in reactions to concept of virtually dropping fixed allocation table. There was large group in favor, large number opposed. In addition, substantial group said, in effect: "If you do make changes, please adopt our suggestions instead."

Naturally, self-interest of each party filing was generally apparent—though there were definite exceptions. Usually, big-coverage vhf stations want status quo, many stating FCC shouldn't tamper with present plan until TASO turns up definitive technical vhf-uhf data. Some vhf operators favored plan, presumably with eye to migrating to larger cities. Uhfs split wide open. Some have little vhf competition and they want to keep it that way; thus, they oppose Craven plan. Others aren't making out, hope to glom onto a vhf channel themselves, and they frequently urged Commission to specify that new vhf channels added in their areas should be earmarked for uhf operators.

Though some parties in favor of plan skirted talk of co-channel mileage cuts, others went all the way and asserted that assignment should be made on a coverage & interference basis—as in AM.

ABC & NBC were generally leery of plan. ABC expressed doubt that plan's objective of speeding administrative procedures would actually be achieved. NBC fretted over possibility that plan would "pose threats" to present mileage separations and to uhf stations.

But CBS came out for it, said it believes that plan will provide "more efficient use of channels"; that allocation plan has served its purpose; that TASO results shouldn't be awaited—because TASO is exploring "problems of much wider scope" and its "date of completion is uncertain."

Biggest question, of course, is how Commission will finally vote. Comrs. Hyde, Bartley & Lee dissented to issuance of proposal, while Comr. Mack expressed doubts though concurring (see Special Report, April 27). If final vote comes before Chairman McConnaughey leaves June 30, it's believed plan has good chance of approval. If vote comes later, much depends on new commissioner.

FCC's proposed translator rules change—to require cessation of translators when regular stations start in markets involved—drew approximately 70 comments at deadline this week. Comments were clearly divided: (1) Translator operators, grantees & applicants opposed proposal, don't want "death sentence" hanging over their heads. (2) Stations planning to serve translators extending their coverage areas also opposed, for obvious reasons. (3) Stations operating or planning conventional satellites favored proposal, fearing translator competition for audience; same goes for small-town regular-station operators. NBC was sole network filing; it supported proposal "with reservations," said case-to-case determination would be better than "absolute rule." It endorsed objective of promoting establishment of conventional stations.

All-out drive for equal news coverage of public proceedings by camera & microphone was urged June 6 by Howard H. Bell, asst. to NARTB pres. Harold E. Fellows, in speech to Va. Assn. of Broadcasters at Richmond. He said "full recognition & acceptance of electronic journalism" can't be won by individual broadcasters, that all-industry campaign is necessary.

Political broadcasters must identify themselves in Ohio under new law (Vol. 13:21) finally voted by state legislature. Employees of TV-radio networks & stations are exempted from ban on anonymous political material which already applied to newspapers.

**O**PEN SEASON ON FCC appears to be order of the day in House of Representatives. Following violent attack by Rep. Dingell (D-Mich.) last week (Vol. 13:22), Rep. Reuss (D-Wis.) on June 3 lit into Commission for "political favoritism." Reuss backed complaint of Madison, Wis. *Capital Times* that it lost decision for Ch. 3 (WISC-TV) to Morgan Murphy interests because of politics. He sicked Moulder "watchdog" committee on Commission as "its first order of business."

Then June 4, Rep. Bray (R-Ind.) got worked up about FCC decision giving Indianapolis' Ch. 13 to Crosley, turning down locally-owned applications. He cited facts that Crosley is multiple owner; that coverage of some of its stations overlaps; that its stations are run by employes, not by owners, etc. Bray's position was seconded by Indiana GOP Reps. Harden, Harvey & Brownson. Brownson thanked colleagues for joining him in calling on FCC Chairman McConnaughey to protest grant to Crosley. Rep Bow (R-O.), however, stood up to defend McConnaughey, said fact latter is from Ohio wouldn't prejudice him toward Crosley, which headquarters in Cincinnati.

Congressional complaints didn't affect FCC, for on June 5 it announced intention of denying defeated applicants' petitions for reconsideration.

\* \* \* \*

One of the few remaining larger-city vhf decisions was wrapped up this week when Commission gave Orlando's Ch. 9 to Mid-Florida TV Corp., interlocked with radio WLOF, denying WORZ and reversing initial decision of examiner Basil P. Cooper.

With Comr. Hyde not participating, Comr. Craven abstaining, FCC denounced WORZ principals for "numerous omissions & misstatements" in application & hearings, found that they tipped scale—otherwise nearly balanced—in favor of WLOF.

Examiner had given WORZ "clean bill of health," FCC noted. But Commission found that station's controlling Murrell family group "intentionally misrepresented the nature & extent" of participation in WORZ management by Wm. O. Murrell Sr., against whom disbarment proceedings had been instituted. Examiner had held that WLOF itself was deceitful in letter calling attention to Murrell's professional status.

Principal owner of radio WLOF is Harris Thompson (52%), Washington financier who bought 37% interest in Feb. from John W. Kluge (Vol. 13:6), who retained approximately 30% in TV applicant. Loser WORZ is controlled by Mrs. Naomi T. Murrell (55.9%), wife of Wm. O. Murrell Sr., and their son, daughter, son-in-law.

\* \* \* \*

FCC is sticking to its Ch. 3 Hartford decision, it indicated this week, announcing tentative vote denying petition for reconsideration of Hartford Telecasting. Commission also adhered to plans for deintermixing Springfield, Ill., issuing decision turning down efforts of WMAY-TV to keep Ch. 2; grantee gets Ch. 36 instead.

FCC allocations actions: (1) Finalized addition of Ch. 12 to Farmington, N. M., Ch. 10 to Presque Isle, Me. (2) Finally denied shift of Ch. 5 from Ft. Smith to Fayette, Ark. (3) Proposed substitution of Ch. 15 for Ch. 41 in Florence, Ala. (4) Proposed addition of Ch. 2 to Portland, Ore.—to be considered with conflicting proposals to add it to Longview or Vancouver, Wash.

WENS, Pittsburgh (Ch. 16) filed petition seeking addition of either Ch. 9 or Ch. 6 to city. First plan would involve swap of Ch. 16 & Ch. 9 (WSTV-TV) with Steubenville. Second, involving a lot of operating stations, would

require shift of Ch. 12 from Erie and Clarksburg to Akron-Cleveland and to Johnstown-Altoona, shift of Ch. 8 from Lancaster to Johnstown-Altoona and to Philadelphia-Camden-Atlantic City-Wilmington, shift of Ch. 6 from Johnstown to Pittsburgh.

Translator grants: Globe-Miami, Ariz., Ch. 77 & 80 to Community TV Project.

Note: TASO advises us it neither supports nor opposes experimental operation on New Orleans' Ch. 12 proposed by WJMR-TV (Ch. 20), correcting our report of opposition (Vol. 13:22).

**Radio Station Sales Reports:** WILD, Birmingham, by Sherwood R. Gordon for \$335,000 to Bartell Bestrs. Inc. (Gerald A. Bartell, pres.) . . . WWPf, Palatka, Fla. by L. C. McCall & J. E. Massey for \$100,000 to George W. Hall, local businessman . . . KHMO, Hannibal, Mo. by Mt. Ranier Radio & TV Bestg. Co. (Lester M. Smith, pres.) for \$97,500 to Jerrell A. Shepherd, owner of KLIK, Jefferson City and KNCM, Moberly, Mo. . . WNAV, Annapolis, control by Capital Bestg. Co. (Albert H. MacCarthy estate and Alfred H. Smith) for \$91,000 to Washington Bestg. Co. (Henry Rau, pres. & 58% owner), operator of WOL, Washington and WDOV, Dover, Del. . . KIHQ, Sioux Falls, S. D. by Leslie P. Ware for \$65,000 to James A. Saunders, gen. mgr. of St. Paul auto agency (51%) and John W. Hazlett, sales mgr. of WDGy, Minneapolis (49%) . . . KIHQ, Hood River, Ore. by C. H. Fisher for \$60,000 to Clarence J. McCredie, ex-30% owner & employee of KWIE, Kennewick, Wash. . . WSTN, St. Augustine, Fla. by James D. Sinyard for \$60,000 to Stanmark Inc., owned 25.5% each by realtors Harry C. Powell Jr. & Simpson R. Walter Jr., 49% by Lawrence R. Pincus, ex-mgr. of WIVY, Jacksonville. Previous sale to Carmen (Jim) Macri (Vol. 13:13) fell through when FCC raised question of overlap with his stations in Jacksonville & Palatka . . . WORM, Savannah, Tenn. by owners of WJOI, Florence, Ala. (Joe T. Van Sandt, pres.) for \$50,000 to Lexington, Tenn. attorney W. L. Barry (50.67%) and Neal B. Bunn (48.66%); latter will be gen. mgr., is mgr. & 25% owner of WDXL, Lexington, Tenn. . . WPUV, Pulaski, Va. by Mason C. Deaver for \$50,000 to co-equal owners John A. Columbus, asst. mgr. & chief engineer; Lawrence R. Schoenfeld, sales mgr.; Carl A. Shufflebarger, business mgr.; Howard R. Imboden, drug store proprietor. Brokers: WWPf and WNAV, Blackburn & Co.

Radio station sales approved this week: KGKB, Tyler, Tex. by Mrs. Lucille Ross Lansing, principal owner of KLTv there, to Ron C. Litteral, ex-sales mgr. of WAFB-TV, Baton Rouge, for \$150,000 (Vol. 13:14). WKYB, Paducah, Ky. by E. J. Paxton family's *Paducah Sun-Democrat*, operator of WPSD-TV there, to radio WEW, St. Louis (Bruce Barrington, pres.) for \$150,000 (Vol. 13:16). KLFY, Lafayette, La. by owners of KLFY-TV (Paul H. DeClouet, pres.) to new Pelican Bestg. Co. Inc. (headed by Houston businessman Howard Tellepsen, 50%) for \$140,000 (Vol. 13:19). WEGO, Concord, N. C. by A. W. Huckle and daughter Elizabeth G., also owners of *Concord Tribune*, to Robert R. Hilker, pres. of WCGC, Belmont, N. C., for \$102,000 (Vol. 13:16).

CP for KSLM-TV, Salem, Ore. (Ch. 3) is being transferred to Northwest Telecasting Inc., in which radio KSLM (Glenn E. McCormick, pres.) will hold 51%, according to application filed with FCC. Other 49% will be held by Shasta Telecasting Corp. (Geo. C. Fleharty, pres.-gen. mgr.), operator of KVIP, Redding, Cal. (Ch. 7), which also is buying 50% of CP for KHUM-TV, Eureka, Cal. (Vol. 13:20). Oregon Radio Inc. (KSLM) and Shasta Telecasting are to contribute up to \$75,000 each.

**“CABLE THEATRE”** dominated talk at National Community TV Assn. convention in Pittsburgh’s Penn-Sheraton Hotel this week—and focal point was debate between Jerrold Electronics pres. Milton J. Shapp and International Telemeter v.p. Carl Leserman over merits of flat monthly charge vs. coinbox pay-as-you-see technique.

After giving details of Bartlesville, Okla. setup (Vol. 13:20), Shapp argued that \$9.50 flat monthly fee is basically best because: (1) Home viewer, differing from movie patron, is no captive audience—thus is liable to contrast pay-TV fare with free TV easily available, regret having put coin in slot for inferior movie. (2) Billing monthly fee is simple, cheap—compared with coin collection. (3) Public will break scrambled codes. (4) Set servicing will be terrific headache because of decoder tie-in.

As for cable theatre potential, Shapp cited U of Okla. survey indicating movies may glean 3½ times as much in homes as in theatres. He advised CATV operators to get in touch with local exhibitors—and “lease, rent or share ownership with them, for they know their business.”

Leserman, pointing to 35 years movie experience, reiterated Telemeter (Paramount Pictures) claim that public just won’t buy entertainment on monthly basis; that it wants to pick and choose; that coinbox method permits producers to be paid according to value of individual pictures far more easily than with flat-fee.

Leserman claimed longer experience with cable-theatre concept by pointing to Telemeter’s experiment 4 years ago at Palm Springs, Cal. Tests were “very, very successful,” he said. Asked why Telemeter hadn’t continued, he stated Palm Springs experiment turned up bugs, sent technicians back to labs—and everything is now ready for big move. Without giving details, he said Telemeter would soon go into a town with plans to feed 10,000 homes. Leserman heads International Closed Circuit TV Inc., successor to Trans-Community TV Network, operator of wired systems in Cedar City, Utah; Miles City, Mont.; Needles, Cal.

Shapp again derided telecast scrambled systems, said they’d fall of their own weight if approved by FCC. Leserman said he believes in both “air link” and wired scrambled methods, plans demonstrations of latter to everyone interested, at Paramount Bldg., N.Y. next month.

During hot question-answer period, Leserman was asked what would replace popcorn & candy in cable theatre. He said that advertising could do the trick. It was also brought out by National Theatre Supply’s Jack Servies that Cinemascope could be handled on TV with new GPL equipment, losing only slight portion of picture.

TV sets-in-use figures for European countries as of May 1, as reported at press conference this week by TPA foreign sales mgr. Manny Reiner, just returned from European trip: United Kingdom 7,000,000, West Germany 1,000,000, France & Italy 550,000 each, Belgium 200,000, Netherlands 100,000, Denmark 76,000, Switzerland & Sweden 25,000 each. He gave these estimates for Iron Curtain countries: USSR 1,300,000-1,500,000, East Germany 55,000, Czechoslovakia 65,000. He said TPA now has sales representatives in every foreign TV market except far east, and reported recent sales of several TPA series in Europe and Latin America. He plans to leave Aug. 1 for Hong Kong, Philippines, Japan & Australia to arrange sales representation there.

CP for KTRB-TV, Modesto (Ch. 14) is being sold for \$5000 by radio KTRB (Wm. H. Bates Jr., pres. & 80% owner) to J. E. O’Neill’s KJEO, Fresno (Ch. 47), will be operated as satellite with some local programming, according to application filed with FCC.

**New and Upcoming Stations:** Major link in unique satellite-translator chain was forged June 1 when WRLP, Greenfield, Mass. (Ch. 32) began test pattern operation. Station will repeat programs of parent WWLP, Springfield (Ch. 22), as well as originating some local shows. WWLP has plans for another satellite and 5 translators, and gen. mgr. Bill Putnam reports he expects to have first translator—W79AA, Claremont, N. H.—relaying WRLP schedule by June 18. WWLP also has applied for Ch. 64 satellite in Pittsfield, Mass., and translators in Lebanon & Newport, N. H. and Bennington & Rutland, Vt.

Debut of WRLP brings on-air total to 501 (92 uhf). WRLP has 12-kw RCA transmitter and 620-ft. Ideco tower at Bolton Rd., Winchester, N. H. Wallace I. Green, ex-WWLP program director, is station mgr.; Philip J. Renison, also WWLP, is sales mgr.; Burleigh M. H. Brown, program director; John A. Fergie, chief engineer; Ralph L. Jay, asst. chief engineer. WWLP base hour is being raised from \$600 to \$700. Reps are Hollingbery and Kettell-Carter (Boston).

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

KPAC-TV, Port Arthur, Tex. (Ch. 4) has RCA transmitter due Aug. 1, plans Sept. 15 programming with NBC, reports sales mgr. Mack Newberry. It will be 2nd outlet in Beaumont area, where KFDM-TV (Ch. 6) has been operating since April 1955 and KBMT (Ch. 31) quit last Aug. 1 after 27 months. Contractor has plans for studio-transmitter building; 700-ft. Ideco tower with 12-bay superturnstile antenna is to be ready Sept. 1. Julius M. Gordon, from Jefferson Amusement, will be pres.-gen. mgr.; Glenn Boatright, from KPAC, chief engineer. Rep not reported.

KGEZ-TV, Kalispell, Mont. (Ch. 9) has 5-kw RCA transmitter wired and ready at Flathead, plans June 15 test patterns, July 1 programming with CBS-TV, reports Richard V. Vick, v.p.-gen. mgr. & 2.4% owner. Also ready is 300-ft. Ideco tower with 3-bay antenna. Principal owner is Frank Reardon, who controls Montana radio stations KGEZ; KBOW, Butte; KLCB, Libby. Martin Tollberg will be program mgr. Base hour will be \$125. Rep will be Donald Cooke.

Rate increases: KHJ-TV, Los Angeles, July 1 raises base hour from \$1500 to \$1750, min. \$300 to \$400. KTVI, St. Louis, April 15, hour \$400 to \$1000, min. \$60 to \$250. KFJZ-TV, Ft. Worth, June 1, hour \$600 to \$1000, min. \$100 to \$225. WTVT, Tampa-St. Petersburg, June 1, hour \$750 to \$850, min. \$180 to \$220. WDAU-TV, Scranton, April 1, hour \$500 to \$600, min. \$100 to \$125. WTVH, Peoria, July 1, hour \$500 to \$550, min. \$100 to \$110. KELO-TV, Sioux Falls, S. D. June 1, hour \$450 to \$510, min. \$100 to \$125. KOB-TV, Albuquerque, June 1 added Class AA hour (6:30-10 p.m. daily) at \$410, min. at \$85, Class A hour going from \$300 to \$310. KFDX-TV, Wichita Falls, April 1, hour \$300 to \$350, min. \$60 to \$70.

Catholic Broadcasters Assn. holds 10th anniversary conference June 13-16 at U of Detroit. Panel participants will include TV-radio director Rev. Timothy Flynn of N. Y. diocese, U of Detroit pres. Very Rev. Celestine J. Steiner, national CBA director Richard Walsh, production mgr. Thomas Sutton of U of Detroit’s educational WTVS, gen. director W. T. Rabe of school’s Titan Transcription Network.

Research report on shadow-mask multicolor storage tubes for radar & other applications with low frame rates (*Long-Persistence 3-Color Indicator Cathode-Ray Electron Tube*) is available for 75¢ from Office of Technical Services, Commerce Dept., Washington.

**OPTIMISM, BETTER PRICES, MARK NEW TV LINES:** Bright prospects for TV market this fall, with industry sharing in generally strong economy, was theme of RCA & Philco new-line showings this week. As put by Robert A. Seidel, RCA consumer products exec. v.p.: "TV should get its place in the sun this fall." And Philco pres. James M. Skinner predicted minimum of overproduction and dumping -- manufacturers having shaken down to stable group.

Estimate of fall season being "probably best country has ever known" was based by Seidel on record high employment, peaceful labor scene, consumers spending at record pace. As he put it: "There's no reason why TV shouldn't get its share of excellent business." At the same time, he said, RCA's TV sales are practically even with last year while industry sales are off 15%.

New line has been redesigned inside and out, said Seidel. And RCA Victor TV v.p.-gen. mgr. Charles P. Baxter gave the keynote: "Lean, Clean and Mirror Sharp." Line uses 110-degree tube (Vol. 13:22) in all 17-21-24-in. sets, 90-degree short-neck in 14-in. portable. Featured also are lowboy styling based on survey which spokesman said showed overwhelming consumer preference, 59-lb. 21-in. portables which are 5-in. shallower than previous 21-in. tube table models, "Custom Corner" 21-in. consoles described as "first commercially acceptable corner cabinets."

All RCA sets have picture tube base completely enclosed in cabinet, eliminating so-called "doghouse" and allowing sets to be placed closer to wall. In response to our question, Seidel said sets would not overheat or mark wall if about ½-in. air space was left between wall and set. (For new line, see p. 12.)

"Some prices are the same as last year, some are up a little and the 24-in. sets have been cut \$20," Seidel noted. Explaining prices, Baxter said "we cannot escape the fact that costs are up all along the line and that profit levels in the industry have been unsatisfactory."

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"Some firming of TV prices this fall" was predicted by Philco's Skinner, adding that company would show a profit in second quarter, even though gross sales may be down from the first quarter of this year.

Philco prices are about same as last year, but contain "reasonable margins for Philco, distributors and dealers," Skinner said. Prices run \$160-\$475, have average 3¼% higher distributor discount than last year; this was attributed to engineering advances and switch to automation in TV production.

Skinner said Philco TV inventories were in best shape in 3-4 years and predicted company would exceed last year's production. He declared that he had no plan to limit production of portables which "are here to stay"; that 20-25% of Philco production last year was in portables, and would go somewhat higher this year.

Fall retail business should be pretty good, Skinner stated, adding that there shouldn't be so much overproduction or dumping as last year. He said that most manufacturers are now financially stable; that there should be no more dropping out; that conditions generally should be better for next few years.

Philco new line uses 110-degree picture tube only in its 17-in. series called "Slender Seventeen." Consumer products exec. v.p. Larry Hardy told distributor meeting that company decided 17-in. size was proper place to take advantage of the lighter weight and narrower depth. In other models Philco uses 90-degree short-neck tube with cabinets running 17-in. or deeper, plus 2-4-in. tube cup projection. Some question of availability of 110-degree tubes was raised by Skinner who told newsmen he thinks tubes may be "scarce to some degree for several months." (For details of Philco line, see page 12.)

Skinner predicted TV manufacturers would have a better year in 1957 than in 1956. And Hardy expressed view industry would produce 6½-7,000,000 sets this year.

He said Philco's plant is geared to turn out 20,000 TV sets weekly on a single-shift basis, thinks it may be necessary to add a shift.

Only one other company (obviously RCA) has spent as much on color as Philco, Hardy said. Skinner declared color TV has a "great future" -- but that today's product is not good enough and price is too high. He thinks color "should be soft-pedaled" until a set is developed which "shows real promise for the future."

Skinner said Philco's "apple" system shows "tremendous amount of promise" but still has flaws and needs continuing research. "I don't think we have the answer today," he declared, but "we're closer to it than any others." And Hardy stated that Philco lost money last year on color and doesn't want to lose any this year. But he said Philco can produce sets with all-glass shadow-mask tube if necessary.

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Other lines coming out this week included Zenith with new "Sunshine" picture tube which spokesmen described as short, aluminized, straight-gun type, which has no ion trap magnet, delivers twice the beam current for the same modulating voltage, avoids "heat and distortion" problems of 110-degree tubes. Prices are \$140-\$575, reflecting recent \$10 price increase on current line. (See p. 12.)

Sylvania started showing 1958 line to series of distributor meetings in Buffalo, expected to release details June 14. Meantime, we have learned line has 8 models -- 4 table, 4 console -- at slightly higher prices. Sets are called "Slim-line", use 110-degree tube with tube-cup projection eliminated. Leader 21-in. table model is only 13 11/16-in. deep, weighs 50 lb. vs. similar model last year which was 19-in. deep and weighed 101 lb.

Revolutionary changes in marketing methods, engineering programs and production techniques were predicted by v.p.-operations Marion E. Pettegrew in speech to Sylvania distributors meeting. He predicted annual sales of 9,300,000 TV sets by 1966, with manufacturing and distribution volume at \$4 billion.

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Packard-Bell pres. Robert S. Bell also cited growing optimism in TV industry and said final 6 months of the year would see higher prices and more high-end sets. New Packard-Bell line uses 110-degree tube in third of line, has 15 black-&-white 17 & 24-in. models, 2 color sets.

Prediction of a "flat TV wall picture" within 10 years was made to Admiral distributors convention by pres. Ross D. Siragusa. He told Miami Beach meeting that 110-degree tube is cutting cabinets to less than 16-in. deep from the 27-in. of 1951. He foresees renaissance in TV styling and in home decorating incorporating TV with "furniture-styled" cabinets. Details of line are not being disclosed until after distributors hold open house for dealers.

**Retail Sales:** TV set sales at retail in year's first 4 months were 2,020,876, says RETMA, down slightly from 2,036,808 sold in similar 1956 period. For April alone, sales amounted to 337,965 compared with 347,630 in April 1956. Radio sales at retail, excluding auto sets, totaled 2,362,068 compared with 1,984,915 sold in first 4 months of 1956. Sales in April were 543,092 vs. 471,193 in April 1956.

**Production:** TV output was 72,770 week ended May 31, reflecting Memorial Day holiday, compared with 86,629 preceding week and 94,578 in corresponding week one year ago. It was year's 22nd week and brought TV production for year to date to about 2,238,000 compared with 2,972,782 in same period of 1956. Also this week, RETMA placed official production of year's first 4 months at 1,835,975 compared with 2,394,264 in similar period last year. April production was 361,246 compared with 559,842 in March and 549,632 in April 1956. Radio production totaled 167,781 (59,041 auto) week ended May 31, compared with 249,720 (93,275) the preceding week and 208,224 (60,477) in corresponding week year ago. Radio output for 22 weeks totaled about 6,267,000 (2,477,000) vs. 5,800,145 (2,076,646) in same 1956 period. First four months production was placed at 5,075,180 compared with 4,525,225 in similar period last year. April production totaled 1,115,813 (380,452 auto) compared with 1,609,073 (597,532) in March and 992,982 (299,253) in April 1956.

**Topics & Trends of TV Trade:** "We're going to get color TV off the ground, come hell or high water," says RCA exec. v.p.-consumer products Robert A. Seidel in recapping lessons learned in 5-week Milwaukee "Carnival of Color." And he predicted 5 major competitors—which he said he couldn't name—will be actively promoting color within 3 months; that all set makers will be on bandwagon in 9 months.

Details of Milwaukee test—which will be used to cue RCA's interim color campaign this summer and a national campaign in fall—were supplied by RCA merchandising v.p. Martin F. Bennett. Prior to May campaign, color sales averaged 12 a week in Milwaukee County, he said, while for the 5-week drive sales averaged "106 a week, a rise of 783%." He said this "demonstrated conclusively that the public is ready to buy color now in large volume."

Bennett said summer color promotion will be held in many cities—but on smaller scale than in Milwaukee. Seidel said cities haven't been picked yet.

One prime lesson learned in Milwaukee test, said Bennett, is to go directly to consumer, by phone or in person, and ask him to buy color TV, and he added that surveys show 3 of 4 people have never seen color properly demonstrated; that another survey indicates 73% of those buying color sets had to ask to see color.

In Milwaukee, "we found the people wanted home demonstrations," Bennett said, "and once they saw color in their living room two-thirds of them bought sets." An RCA spokesman said about 600 home demonstrations were made in the 5-week period and resulted in about 400 sales.

Milwaukee dealer attitude toward color was described by Bennett in these words: "The dealers—far from being apathetic about color, as has sometimes been said—are actually enthusiastic in their support of it." In other sections of country some dealers who are not sold on color are a bottleneck, said Seidel, but he added that this is being corrected. He reported national color sales for year's first 5 months are twice those of similar period last year (figures undisclosed).

Other facets of Milwaukee test: (1) Timing was bad for program because May is slack month, with dealers liquidating stocks in preparation for new lines. (2) RCA dealers who promoted color also had 50% black-&-white sales increase in May over same month last year; RCA spokesman said this is true on national scale. (3) Some 70% of color sets sold were higher priced than \$495 price leader table model.

Role of *Milwaukee Journal's* WTMJ-TV in color was described by v.p.-gen. mgr. Walter J. Damm who said there were some 3300 color sets in station's service area at start of RCA campaign May 1. RCA's Bennett said station's daytime color programs (11 a.m.-3 p.m. daily) "helped immeasurably" in home demonstrations.

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Canadian TV production totaled 117,654 in first 4 months of 1957, says RETMA of Canada, compared with 208,193 in similar 1956 period. April production is listed at 22,823 vs. 36,432 in April last year. Distributor sales totaled 22,093 in April, 130,571 for year's first 4 months, with this breakdown by provinces: Ont. 9166 & 47,887; Que. 5706 & 34,427; B. C. 2318 & 11,429; Alberta 1411 & 10,091; Man. 1075 & 8736; N. S. 1061 & 6934; N. B. & P. E. I. 574 & 4374; Sask. 536 & 5187; Nfld. 246 & 1506.

Attack on \$100,000,000 tube counterfeiting racket is planned by RETMA, calling for campaign based on theme: "You never get something for nothing." Main objectives are: (1) Clarify status of legitimate tube reprocessor. (2) End counterfeiters' source of supply and market. (3) Improve identification of reprocessed tubes. (4) Encourage enforcement of laws dealing with fraudulent ads.

Legal battle royal over Cascade tuner appeared to be shaping up this week as Standard Coil Products filed infringement suit in N. Y. Federal Court against GE in what Standard Coil pres. James O. Burke promised was "one of many that will be instituted." He explained that Standard had been unable to file suit earlier with regard to the 1950-51 tuner design because its application for patent had been challenged in U. S. Patent Office since 1951 by RCA, which also claimed to be first inventor of Cascade circuit. Patent office has decided in favor of Standard, according to Burke.

RCA 1958 black-&-white line includes 5 basic portables plus 24 table and console models, at \$130 to \$395. They are: 14-in. portable at \$130 & \$150 with 90-degree short-neck tube (rest of entire line has 110-degree); 17-in. portable \$170-\$190; 21-in. portable \$230; 17-in. table \$190; 21-in. tables \$200, \$210, \$220, \$230, \$240; 21-in. consoles \$240, \$270, \$290, \$300, \$310, \$330, \$350, \$360, \$370, \$380; 24-in. tables \$240, \$260; 24-in. consoles \$370, \$380, \$395. One new deluxe color console—"Lockhaven"—at \$695 was added, will be shipped in next few weeks. All black-&-white except 24-in. are being shipped.

Philco's new line consists of 3 portables at \$180, 4 table models at \$160-\$175 in 17-in. "Slim Seventeen" series; 21-in. table models \$180-\$240; 21-in. consoles \$240, \$250, \$280, \$330, \$340, \$370, \$380, \$390; 24-in. table model \$280, consoles at \$340, \$450 and \$475; 21-in. "Carousel Ensemble" \$250. All except low-end table models are in wood, with lighter woods running \$10 higher; 21-24-in. sets use 90-degree short-neck tube. There are no color sets. All sets are in production except "Slim Seventeeners" which will be shipped about Aug. 1.

Zenith's 1958 TV line, shown to distributors this week in Chicago, includes 60 sets priced \$140-\$575, TV-combinations to \$625. They are: 14-in. portable \$140-\$195; 17-in. portable \$160-\$230; 21-in. table \$190-\$290; 21-in. console \$250-\$335; 21-in. combinations \$425-\$460; 21-in. hi-fi console \$320-\$435; 24-in. console \$300-\$345; in "Space Command" series, 21-in. table \$270-\$300; 21-in. console \$300-\$575; 24-in. console \$450. Shipments to dealers scheduled about July 1.

RCA's new hi-fi phonograph line, introduced this week by James M. Toney, v.p. & gen. mgr., radio and "Victrola" div., is priced from \$130-\$2000. He told press preview in N. Y. that 3 new recorder-"Victrola" stereotape players will be added in late summer. Toney also showed 2 AM-FM shortwave radios, made by unidentified German manufacturer, priced at \$230 for table model, \$370 for console.

Commerce Dept. appropriation was passed by both houses of Congress this week (Vol. 13:22), carrying sufficient funds to maintain industry divisions of Business & Defense Services Administration on somewhat reduced scale.

Trial date for Zenith's \$61,000,000 triple-damage anti-trust counterclaim suit against RCA, Western Electric & GE was postponed by Chicago Federal Judge Igoe to Sept. 9 from June 17.

Hoffman's 1958 TV-radio-hi-fi line will be shown at June 18 distributor convention at El Rancho Vegas Hotel, Las Vegas.

Emerson holds annual distributor convention for new TV-radio-hi-fi lines June 25-26 at Lido Hotel, Lido Beach, N. Y.

Philco Mount Clemens, Mich. plant was sold this week to Ford Motor Co. for \$1,450,000, its 235,000-sq. ft. to be used in manufacture of upholstery.

National Radio Week next year will be May 4-10 with same sponsors: RETMA, NARTB, NARDA, RAB.

**Trade Personals:** Theodore A. Smith named exec. v.p., RCA industrial electronic products, a new position, will report to pres. John L. Burns; he's succeeded as exec. v.p., defense electronic products, by Arthur L. Malcarney, v.p.-gen. mgr., commercial electronic products, who will report to senior exec. v.p. Elmer W. Engstrom; name of his successor hasn't been disclosed; Orrin E. Dunlap Jr. appointed RCA v.p., institutional advertising & publications; Sidney M. Robards to press relations director—both reporting to E. C. Anderson, executive v.p., public relations . . . Don G. Mitchell, Sylvania chairman and president, received special management award from National Sales Executives Association at 22nd International Distribution Congress this week in Los Angeles . . . Joseph L. Raffel appointed Webcor exec. v.p., Adolph Wolf manufacturing & engineering v.p. . . E. W. Seay promoted to gen. adv. mgr. of Westinghouse Electric, S. F. Johnson to apparatus & defense adv. mgr. . . M. V. Musy, ex-Westinghouse, named Sylvania district sales mgr. for San Francisco area . . . Paul Ritter MacAllister named consultant to Motorola's design dept. . . Ken Summerfield named Dominion Electrohome Ontario sales promotion supervisor, dealer products div. . . Wm. H. Miller promoted to Jerrold sales mgr., succeeding Fred Lieberman, resigned; Leon Papernow moves up to head community antenna system operations . . . H. Edwin Dudley, former employe relations mgr., named Stromberg-Carlson wage & salary administrator; Richard S. Heckman, ex-Charles Bruning Co., named personnel mgr.

### Obituary

Col. Sosthenes Behn, 75, co-founder and retired pres. & chairman of IT&T, died of a heart ailment June 6 at New York's St. Luke's Hospital. He developed IT&T from modest Cuban-Puerto Rican telephone-telegraph operation to worldwide electronics manufacturing company and telecommunications operating system which grossed half-billion dollars yearly. He retired in 1956, retaining title of honorary chairman. He was noted particularly for skill in handling international finance. He was born in Virgin Islands of Danish father and French mother who gave him Greek first name signifying "life strength." Surviving are his widow, 2 sons, a daughter, 5 grandchildren.

Humphreys O. Siegmund, 61, Bell Labs military development engineer, died June 5 while driving car in Livingston, N. J. He held 23 patents, had written many articles on telephonic devices since starting with Western Electric in 1919. Surviving are his widow, daughter, brother, sister.

Magnetic Recording Industry Assn. named Irving Rossman, Pentron Corp., as pres., succeeding Joseph F. Hards, Magne-Tronics Inc.; Arnold Hultgren, American Molded Products Co., v.p.; Charles L. Dwyer, Webcor, treas.; Herman Kornbrodt, Audio Devices Inc., recording secy. Hards and Victor Machin, Shure Bros. Inc., were named directors.

**DISTRIBUTOR NOTES:** GE Supply Co. to open Denver major appliance branch about Nov. 1, replacing B. K. Sweeney Co. . . RCA Victor Distributing Corp. appoints Clarence A. Malin mgr. at Los Angeles; Edward Dodelin succeeds him as Chicago mgr.; A. W. Sayers, former TV-radio merchandise mgr. in Chicago, succeeds Dodelin as Buffalo mgr. . . Ed Germain resigns as merchandise mgr., Phileo Distributing Inc., Chicago . . . Graybar appoints Bob Gilbert, ex-Appliance Wholesalers, Portland, Ore., as appliance sales mgr. for Portland & Eugene branches . . . Radio & Appliance Corp. (Admiral), Nashville, has been purchased by Wm. L. Mitchener, pres.

General Instrument Corp. earned \$505,407 (37¢ per share) on record sales of \$33,254,735 in fiscal year ended Feb. 28 vs. \$285,474 (21¢) on \$28,928,604 year earlier. Improved position reflects wider product base in TV-radio field and military & industrial electronics, chairman Martin H. Benedek said in annual report, which includes operations of Micamold Electronics Mfg. Corp. and Canadian subsidiary T. S. Farley Ltd., both acquired in 1956. He said "further progress" is expected in fiscal 1958 as result of acquisition of Radio Receptor Co. (Vol. 13:15).

N. V. Philips' Gloeilampenfabrieken, big Dutch TV-radio-electrical combine, earned \$10,974,000 on first quarter sales of \$189,181,000 compared with \$8,361,000 on \$147,373,000 in similar 1956 period. Consolidated Electronics Industries, 40% owned by Philips' subsidiary, North American Philips, reports profits of \$1,154,803 (\$1.47 per share) on sales of \$14,800,838 in 6 months ended March 31, compared with \$1,174,441 (\$1.49) on \$13,722,497 in corresponding period year earlier.

General Precision Equipment offers 194,200 shares of \$3 dividend convertible preference stock (\$9,710,000) to stockholders at \$50 per share (Vol. 13:20). Holders of record June 5 may buy one new share for each 6 of common or one for each 9 of \$1.60 preference stock. Rights in offer through syndicate headed by First Boston Corp. and Tucker, Anthony & R. L. Day expire June 24.

**Dividends:** Cornell-Dubilier, 30¢ payable June 25 to stockholders of record June 17; Dynamics Corp., 10¢ June 30 to holders June 14; Decca Records, 25¢ June 28 to holders June 17; Corning Glass, 25¢ June 29 to holders June 17; Universal Pictures, 25¢ June 28 to holders June 14; RCA, 25¢ July 29 to holders June 21.

Erie Resistor Corp. filed registration June 5 with SEC (File 2-13406) for 100,000 shares of \$12.50 par 1957 preference stock, public offering at \$15 per share to be made through underwriting group headed by Fulton Reid & Co.

General Transistor Corp. earned \$50,225 (18¢ per share on 283,966 shares outstanding) on sales of \$510,135 in first quarter ended March 31, compared with \$41,161 (14¢) on \$153,723 year earlier.

Telecomputing Corp. earned \$125,000 (8¢ per share on 1,483,920 shares outstanding) in 4 months ended April 30 vs. \$185,000 (13¢ on 1,403,920 shares) year earlier.

"Pulling in of credit horns is not the answer" to tight money economy, Dr. Neil Jacoby, dean of UCLA School of Business Administration, told Packard-Bell annual distributors meeting in Los Angeles this week. He predicted increased TV business—both wholesale and retail—in last 6 months of year, but said profits would not go up proportionately. Consumers' high income, record savings, low debts were reasons he gave for prediction of increased buying.

Surcease from 10% excise tax on color and all-channel sets was asked by RCA tax director John F. Costelloe this week in appearance before Senate-House Economic subcommittee on fiscal policy. He said new products, now burdened with such excise taxes, need relief while they are attempting to establish domestic markets. He told committee black-&-white TV escaped similar tax for several years until market developed.

New Stromberg-Carlson "Electronics Center" and ultra-modern administration building in Rochester will be formally opened June 11, marking completion of \$5,000,000 expansion program at main plant, and adding more than 250,000 sq. ft. of plant space.

Andrea ships 21-in. lowboy with sliding doors at \$400 for mahogany, \$410 blonde or ebony, \$420 walnut-fruitwood on cherrywood base.

FCC was jarred back on its heels this week by Court of Appeals in important "economic injury" case involving grant of radio WCLE, Cleveland, Tenn. over protest of WBAC (Vol. 13:12). Commission had stuck out its neck and concluded it lacks power to consider economics in making grants. Judges Edgerton & Bazelon, with Danaher dissenting, this week ordered WCLE off air pending hearing on the appeal of WBAC. In very strong language, court said: "The probabilities of success appear to lie heavily with appellant. The showing of irreparable injury here is sufficient when coupled with such probability of success to justify a stay." WCLE promptly asked Court of Appeals *en banc* review of the 3-judge decision; WCLE was permitted to keep going pending court decision on that angle, expected next week.

Grant of \$100,000 to Metropolitan Educational TV Assn., N. Y., by Ford Foundation's Fund for Adult Education to buy equipment for production center in Carnegie Endowment Bldg. was announced this week. META plans programs for distribution to N. Y. stations and to educational outlets throughout country, will receive additional \$50,000 from FAE if it can achieve on-air operation itself. Boston's educational WGBH-TV & WGBH also received FAE grant—\$15,000 for staff to plan in-school TV there. Meanwhile, *TV Guide* established one-year fellowship for mgr. Harold Metcalf of Kentucky edition to work in Hagerstown, Md. pilot closed-circuit TV school project, supplying students with printed information on instruction programs.

Penal legislation against "leaks" from FCC & other govt. regulatory agencies will be drafted by Senate investigating subcommittee headed by Sen. Jackson (D-Wash.), aided by agencies themselves. He said conference June 4 (Vol. 13:22) with agency heads, including FCC Chairman McConaughy & gen. counsel Warren Baker, produced no objections to proposed law outlawing unauthorized disclosures and "improper influence or pressure" on agencies. Probe so far has centered on stock-profit "leaks" from CAB.

FCC issued "or else" order this week to the 4 TV programmers challenging Network Study Committee's power to subpoena them and their documents, upholding chief hearing examiner James D. Cunningham and directing them to appear at June 12 hearing at N. Y. Federal Court House with the items requested in subpoena. If not, said Commission, it will "forthwith institute appropriate proceedings to enforce compliance." Reluctant firms are Screen Gems, Ziv, MCA-TV & Revue Productions; 3 other companies which originally challenged subpoenas have agreed to supply data.

New one-inch diameter vidicon tube with extremely high sensitivity is being developed by RCA for monochrome & color broadcast and industrial use. RCA says tests show new tube can be operated to produce picture having good signal-to-noise ratio and fast response to moving objects with as little as one foot-candle of highlight illumination.

International TV-radio seminar sponsored by State Dept.'s International Educational Exchange Service will be held June 10-Oct. 11 at Boston U's school of public relations & communications. School will be host to 30 TV-radio experts from 25 countries.

Nobody was appointed an FCC commissioner this week. Couple more names "mentioned": Mary Jane Morris, FCC secretary; Clifton Young, former Nev. congressman.

FCC will observe usual Aug. vacation procedure, holding no hearings or oral arguments during month. Only full Commission meeting will be held Aug. 1.

Licensed TV sets in Great Britain totaled 7,050,308 at end of April, increase of 84,052 during month.

Paramount intends to release its 700-film library of pre-1948 features to TV before year is over, pres. Barney Balaban told stockholders meeting this week, adding that the company "intends to become an important supplier of motion pictures for TV." He devoted much of his statement to "the potential that lies in pay TV." He added: "There are many persuasive reasons for believing that the [closed-circuit] cable approach will be most effective in getting pay TV off the ground." Pay system of Paramount's 90%-owned subsidiary International Telemeter is now technically ready, he said, and has been submitted to manufacturers for bids. He also said Paramount is considering public financing for Telemeter in near future, and revealed that the movie company's investment in Telemeter totals \$5-\$6,000,000.

Criminal libel on TV is hard to prove in N. Y. without script, District Attorney Frank S. Hogan decided June 6, suspending grand jury investigation of statements made by ex-gambler Mickey Cohen May 19 on ABC-TV's *Mike Wallace Interviews* (Vol. 13:22). Promising to draft law to close loophole, Hogan said study of N. Y. penal code shows that TV performers apparently can say what they please without committing criminal libel—so long as they don't read from prepared script or record defamatory statements for kinescope. "Mere speech" may be cause for civil action for slander but not for criminal action in state, he said. Grand jury inquiry was started on complaint of Police Capt. James Hamilton of Los Angeles, one of persons excoriated by Cohen.

Three applications for new TV stations and 2 for translators were filed with FCC this week, bringing total to 127 for stations (33 uhf) and 54 for translators. Applications were for St. Louis, Ch. 42, by group headed by Milwaukee furniture manufacturer Bernard Heifetz; two for Weston, W. Va., Ch. 5, one by owners of WENS (Ch. 16), Pittsburgh, the other by WAJR, Morgantown, W. Va., owners of off-air WKJF-TV (Ch. 53), Pittsburgh. Translator applications were for Shelby, Mont., Ch. 72, by Shelby T. V. Club, operators of Ch. 76 translator there; for San Saba, Tex., Ch. 77, by Norman R. Phillips. [For details, see *TV Addenda 24-V*, herewith.]

NBC is again changing format—and perhaps name—of its *Tonight* show, officially confirming earlier reports. Maintaining its faith in late-evening live programming, network announced that comedian Jack Paar will star in the new show Mon.-Fri. 11:30 p.m.-1 a.m. beginning in mid-July, with format "hinged on comedy, music, guests and audience participation." Show will have tie-in with recording industry, featuring top disc stars.

Another group of 20th Century-Fox features is being offered to TV by NTA. This one is called "Big 50" package and includes 39 Class A features which will have been shown on NTA Film Network this year, plus 11 first-run-on-TV films. NTA announced it had already sold the package to WCBS-TV, N. Y.—price said to be \$700,000.

First 2 movies produced by AB-PT Pictures Corp., new subsidiary of American Broadcasting-Paramount Theatres, have been booked in more than 240 theatres starting June 20. They are *Beginning of the End* and *The Uncarthly*. AB-PT announced this week that its productions will be distributed in U. S. & Canada by Republic Pictures.

Advertising costs average 5% more in 1957 than 1956 for all big media, including TV, June 7 *Printers' Ink* says. Predicting continuing rise rest of year, magazine estimates advertisers spend \$143.14 now for every \$100 spent in 1950.

Commercial TV has spread to—of all places—Czechoslovakia. Advertising of products began late last month on stations in Prague & Ostrava. All advertising is handled by same agency—the Govt.

**THE AUTHORITATIVE**  
NEWS SERVICE FOR MANAGEMENT  
OF THE VISUAL BROADCASTING AND  
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# Television Digest

with **ELECTRONICS REPORTS**

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**KHRUSHCHEV TV INTERVIEW** lights fire for reciprocal program trade between U. S. & Russia, but Dulles sees little new in "Johnson Doctrine" (p. 2).  
**NETWORKS WAIT & HOPE** that inter-city circuit shortage will loosen before deadline date, through cut in requirements or boost in facilities (p. 3).  
**SENATE REPORT** on network practices due for Committee action June 18. Senate bars further funds for FCC network probe; film firms face court order (p. 6).  
**FCC CLEANING UP BACKLOG**, disposing of petitions for reconsideration, rarely changing mind. Adding 2 vhf's in Schenectady area under consideration (p. 7).

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**NARDA SURVEY** shows record high costs and low profits in 1956; 28% report net loss for year. Many dealers apprehensive about 1957 prospects (p. 10).  
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**23-MARKET STUDY** of brand names, conducted by newspapers, shows RCA still far in lead with 19 first places, one tie for first (p. 12).  
**LAMB FINALLY VINDICATED**, Commission renewing license of his WICU, Erie, by 5-1 vote—Lee dissenting, Doerfer absent—ending weird 3-year fiasco (p. 14).

**NO SKIATRON DEAL MADE, AT&T CHIEF SAYS:** No commitment has been made by AT&T or any of its affiliated companies for transmission of any closed-circuit scrambled-picture fee-TV programs. This is the one island of fact we have been able to locate in the floodtide of rumors, surmises and unverified reports.

The statement comes from Frederick R. Kappel, pres. of AT&T, who supplied us with answers to series of questions arising from west coast reports of proposed tie-up between AT&T's Pacific Telephone & Telegraph Co. and Matty Fox's Skiatron TV for wired pay-TV transmission of games of Giants and Dodgers to California homes if the teams move to west coast (Vol. 13:22-23).

Kappel's statement did not preclude such action in future -- and we don't doubt that negotiations have been or are being held between telephone companies and subscription-TV entrepreneurs; but fact is, no action is yet in sight.

Our specific question to Kappel: Have AT&T or Bell companies made any commitments or signed any agreements with such pay-TV organizations as Skiatron, Zenith or International Telemeter, involving transmission of programs intended to be viewed on a per-program basis? Reply was "No" -- with exception of the experimental wired "Telemovies" operation in Bartlesville, Okla.

AT&T has no policy rule against carrying pay-TV programs on its inter-city lines, Kappel made clear -- pointing out that it has been relaying other types of closed-circuit programming for some time. As to AT&T's anticipated role in distribution of wired TV programs to subscribers' homes, he indicated that it's still too early to tell, but that it would probably be limited to supplying transmission channels. AT&T has no desire to get into the entertainment business, he emphasized.

Queried as to cost of wiring Los Angeles & San Francisco to bring pay TV to existing receivers there, he and other company officials declined to guess.

\* \* \* \*

Controversy over broadcast subscription TV was kept alive this week by proponents and opponents, both in and out of Govt. There was action again on Congress-

sional front, where Senate got a bill to outlaw fee TV -- S-2268, introduced by Sen. Thurmond (D-S.C.) and identical with Rep. Celler's HR-586 in House.

Assailing pay TV as "a new tax on the people," Thurmond said in Senate speech that experimental toll-TV program would be difficult to call off, once started. He advised FCC to stick to "matters of scientific concern" and leave "matters of policy" to Congress. His bill was referred to Senate Commerce Committee -- of which he is a member -- where it faces doubtful future, inasmuch as several members are on record as favoring at least a limited public trial of subscription TV.

NARTB backed Thurmond's stand, pres. Harold Fellows urging Congress to take pay-TV issue out of hands of FCC. As to public trial of fee TV, he said nothing significant can be learned from broadcast tests that won't be demonstrated in the Bartlesville closed-circuit project.

\* \* \* \*

Comr. Craven, who has been plumping within Commission for fee-TV tests, came out publicly for trial at week's end in strong speech to Md.-D.C. Broadcasters Assn. at Ocean City, Md. "Should broadcasters be allowed to stop subscription TV if it constitutes real progress?" he asked. "The realistic way to ascertain whether or not this new service is real progress is to give the public an opportunity to express its preference based on field demonstrations."

Public test will supply answers to most questions about fee TV, he said. As a clincher, he referred to FCC's sprawling May 23 subscription-TV notice (Vol. 13:21): "As you know, the Commission has already agreed that such a trial demonstration is necessary. We need only to determine the parameters of that trial."

He giped at broadcasting spokesmen who endorse closed-circuit pay TV but oppose scrambled telecasting. Said he: "I question whether [telecasters] will be really as protected from the economic effects of competition by this method as they may hope. In fact, it is difficult to understand how TV broadcasters can gain much comfort in the long run from this so-called freedom from competition."

\* \* \* \*

Pro & con lobbyists haven't been confining their big efforts to Congress and FCC. Though they fought to a draw last week at convention of General Federation of Women's Clubs (Vol. 12:23), the fee-TV proponents won clear-cut victory this week when Hollywood AFL Film Council, representing more than 24,000 movie and TV film industry workers, unanimously approved resolution urging FCC to authorize extensive tests of subscription TV "at the earliest possible moment" -- taking stand diametrically opposed to parent AFL-CIO which twice has urged FCC to reject pay TV.

Note: Lest anyone be laboring under the delusion that Zenith, Skiatron and International Telemeter would have a monopoly -- or even an inside track -- if FCC should approve subscription TV, RCA pres. John L. Burns this week confirmed what industry observers had known all along. In answer to question at Hollywood press conference, he reiterated RCA's belief that toll TV wouldn't be successful, but added that if it did succeed "all vested interests will get into it with both feet."

**CBS-TV KHRUSHCHEV INTERVIEW REVERBERATES:** Regular U.S.-Russian TV-radio exchanges, bringing new turn to east-west relations, were urged by powerful voices in Washington this week as result of Nikita Khrushchev interview which won world attention -- and general plaudits -- for CBS-TV's Face the Nation show June 2 (Vol. 13:23).

Inspired by CBS news beat and possibility of people-to-people communication it raised, Senate Majority Leader Johnson (D-Tex.) revived long-dormant proposals for Iron Curtain breakthrough via reciprocal broadcasting. Idea caught fire -- or at least smoldered -- all around Capital.

Johnson's "open curtain" plan (promptly hailed as "Johnson Doctrine" in Congress by supporters on both sides of aisle) was advanced June 8 in N.Y. speech, seconded next day by Senate Minority Leader Knowland (R-Cal.), who followed Soviet leader Khrushchev as Face the Nation guest.

Plan was welcomed -- but with restraint, and not as something new -- by Secy. of State Dulles at press conference June 11. Reflecting initial White House coolness to sensation stirred by Khrushchev interview, Dulles praised "Johnson Doctrine" as "demonstration of the bi-partisan character of our foreign policy," but maintained administration had been "pressing" for it all along.

Press across country was enthusiastic. N.Y. Times pundit Arthur Krock said "Johnson speech projected definite ideas, contrasting with the lack of them in administration suggestions how to deal with the issues raised by Khrushchev." Krock thought it was "sound, shrewd program to counteract Soviet propaganda." Christian Science Monitor said it could be "exploited into a larger exchange of fusillades in this 'war of ideas.'" Washington Post termed it "admirable."

Encouraged by reception to plan, seeing Dulles "in such complete agreement," Johnson told Senate June 12 he would proceed "to determine methods by which Congress" can act to implement it -- with "united backing of our people."

\* \* \* \*

But doubt over chances of Soviet cooperation, despite TV pleas by Khrushchev for more east-west "cultural" exchanges, was expressed at news conference by Dulles. He pointed out that similar proposals -- including 30-min. monthly radio trade between U.S. & Soviet -- were advanced at 1955 Geneva Conference, reiterated year ago in 17-point White House statement with little response from Kremlin.

Most direct reaction by Moscow, Dulles said, had been rejection of offer at Geneva by then Foreign Minister Molotov on ground American broadcasts would subject Russians to "social scum." Dulles said U.S. nevertheless has "been pressing them since the original formulation," that it continues to be "one of the items which is on the list" at Russian desk in State Dept.

"Supercilious" is word for Dulles, Sen. Fulbright (D-Ark.) retorted June 13, deploring apparent administration effort to dampen TV-radio plan down. "Indication of weakness," Sen. Mansfield (D-Mont.) agreed. And Fulbright, member of Foreign Relations Committee, added "it is the best kept secret since the first atomic bomb was made" if administration had been pursuing reciprocal broadcast arrangement.

"Wholehearted & enthusiastic backing of Congress" was promised by Fulbright if administration grasps "this opportunity to join in a proposal for action now." No immediate move was made by Dulles, but other State Dept. officials indicated earlier that it soon may try new, formal approach to Kremlin -- perhaps in several weeks.

Formal U.S. offer is all Russia is waiting for -- if First Deputy Premier Mikoyan could be believed. He told western newsmen in London June 13: "If you want to make such a proposal, go ahead. We are not afraid of competition in ideas." Moreover: "It's harder to tell lies on TV because you cannot only be heard but seen." Molotov, also in London, was less vocal but said he, too, favors idea now.

\* \* \* \*

What stands out painfully in the whole picture is silence of CBS, other networks and stations, in face of presidential criticism -- demonstrating anew the traditional industry fear of antagonizing any administration -- GOP or Democratic -- and the FCC it tends to control. Print media wouldn't take it.

Though a good friend of Eisenhower administration, Time Magazine took TV to task. Congratulating CBS-TV for "obviously enterprising, informative journalism" and noting tartly that the networks "constantly demand equal treatment" with print media, it stated: "Such a demonstration of eggshell caution under fire suggested that TV may be getting no worse than it deserves."

**NETWORK ROUTE SQUEEZE--WATCHFUL WAITING:** There's nothing to do now but wait and hope things aren't as bad as they look. That sums up attitude of network traffic chiefs toward threat of serious shortage of important inter-city microwave routes next fall, as revealed in Television Digest last week (Vol. 13:23).

Time-period allocation of AT&T lines among TV users seems probable because of unprecedented demand for network routes by major networks, closed-circuit en-

terprisers, proposed new "network" operations such as Pat Weaver's Program Service and specialized live TV services like Sports Network Inc.

Officials of all networks, contacted this week, said there's nothing they can do now but wait until after July 29, when AT&T weighs availabilities against requirements. They pointed out that there was tight squeeze for spring & summer-- which was relieved only through inter-network cooperation, all 3 cutting way back on original plans for daylight time zone repeats. Even so, they stated, quality of network picture in some areas this spring is "substandard," because telephone company had to throw old L-1 cable into circuit to accommodate heavy demands.

They're all hoping things might loosen up -- that some of the preliminary time requirements filed (by others) were inflated and will be toned down later, or that maybe AT&T has something up its sleeve and can squeeze more transcontinental and/or regional channels into the system. There were doubts, too, that Pat Weaver would actually reserve as much time as he now is seeking -- when the chips are down. There was also some speculation that Weaver may consolidate his time demands with those of another video circuit user. Weaver, as usual, was unavailable for comment.

If next fall's going to be bad, next spring will be well nigh impossible. That was another view held universally by network officials -- based on their hopes of going close to 100% "clock time" next year, relying heavily on Ampex playbacks for daylight time zones. This will require heavier use of intercity routes, and, barring near-miracle, networks will have to make heavy compromises then, too.

AT&T is required by law to treat all customers alike -- therefore, established networks get no special privileges for being "old customers." Under microwave-cable allocation procedures, video channels are shared by all users on basis of schedule worked out cooperatively among telephone company's TV customers who are affected.

\* \* \* \*

"The situation could be very serious," ABC traffic coordinator George Milne told us this week, "depending on which way the ball bounces." Networks can do nothing now but "guess and surmise," he added. "Allocations would take us back to where we were in the late '40s." However, he pointed out that mutual 3-network cooperation could make a bad situation much more palatable.

Sit-tight attitude was also taken by CBS traffic mgr. L.B. Gumbinner, who said his network's requirements for next fall are about same as last season. "We just don't know how bad it will be; the telephone company hasn't said anything about it yet." He expressed hope that CBS wouldn't have "too much trouble" in fall, but ruefully added he's already looking to next spring-summer as "the big problem."

"There's no use getting excited now," said NBC's John A. Hilton, asst. mgr., traffic. "There's not much to do until July 29." Perhaps, he said, AT&T will be able to turn some message (telephone) circuits over to TV use during heavy periods next season -- or maybe some early demands will be toned down before July 29.

"The situation is very delicate...very grave," from standpoint of pres. Dick Bailey of Sports Network Inc., which supplies live sporting events to stations and networks. "We'll probably squeeze by this summer with only a few preemptions, but the situation looks real difficult for next fall -- particularly on Sundays when we carry pro football. Of course, things will be much rougher next spring if the Giants and the Dodgers move to the west coast."

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"Six-figure" salaries for top flight lecturers on closed-circuit TV were envisioned this week by RCA pres. John L. Burns in commencement address at his alma mater, Northeastern U. Receiving honorary doctor of business administration degree, Burns said use of closed circuit TV for education would: (1) Elicit highest quality of instruction by making it possible for teachers at one school to lecture on nationwide hookup. (2) Permit calling on outstanding business and govt. leaders as speakers. (3) Enable educational institutions to compete with highest salaries now paid in other fields by sharing costs.

First educational TV closed-circuit system sponsored by a state education dept. will be installed this summer by RCA in Conley Hills elementary school, Fulton County, Ga. Multi-channel installation, including 4 camera chains, 26 receivers in classrooms, will go into operation in Sept. as pilot project for state, with Mrs. Mary Grubbs as TV coordinator for Ga. school supt. Dr. M. D. Collins.

Boyce Nemeck, film & TV consultant, has been retained by Video Independent Theatres for planning of studio operations and programming of "Telemovies" wired TV experiment in Bartlesville, Okla.

**Personal Notes:** John B. Green, ex-NBC-TV, named ABC-TV program mgr., succeeding J. English Smith, resigned . . . Ernest Fladell promoted to NBC-TV sales promotion mgr. . . Thomas C. Harrison, ex-radio rep John Blair & Co., elected sales v.p. of ABC Radio; Stephen Labunski, from radio WDGY, Minneapolis, elected programming v.p., replacing Wm. S. Morgan Jr., who returns to radio KLIF, Dallas, as gen. mgr. . . Lester A. Loeb, ex-radio WMGM, N. Y., named eastern sales representative of ABC Film Syndication . . . George C. Stevens, ex-radio WRCA, N. Y., named gen. sales mgr. of Transcontinent TV Corp. . . Stanley L. Yentes promoted to sales service mgr., NBC TV Films div., California National Productions . . . Harold Graham Jr., ex-McCann-Erickson, joins CBS-TV, Hollywood, as program executive for liaison with advertisers . . . Robert J. Burton promoted to v.p. of BMI in charge of domestic performing rights administration, Robert Sour to v.p. for writer relations, Mrs. Theodora Zavin to asst. v.p. for publisher relations, Richard L. Kirk to asst. v.p. for publisher & writer relations, Hollywood . . . Charles C. Crockett named gen. sales mgr., Robert Costa local sales mgr., Sheridan (Dar) Reid program supervisor, of KGMB-TV, Honolulu, and satellites KMAU-TV, Wailuku, and KHBC-TV, Hilo . . . Howard K. Smith reassigned by CBS to Washington news staff after 11 years in London; Charles Collingwood replaces him as London bureau chief; Peter Kalischer, ex-*Collier's*, assigned to Tokyo, replacing Bob Pierpoint, who joins Washington staff . . . C. R. Bramham promoted to commercial mgr. of WSM-TV, Nashville, succeeding Irving Waugh, now v.p.-gen. mgr. of WSIX-TV there; Tom Griscom Jr. promoted to local sales mgr. . . Guy Tiller, ex-WLWA, Atlanta, named gen. mgr. of WVMM, Columbus, Ga. (formerly WDAK-TV), with Joe Windsor, local sales mgr., promoted to asst. gen. mgr. for network relations & national sales; John

Hughes, program director, succeeds Windsor . . . Cecil L. Heftel, gen. mgr. of radio stations KLO, Ogden, Utah and KGEM, Boise, Ida., named v.p.-gen. mgr. of KLIX-TV & KLIX, Twin Falls, Ida., succeeding Frank C. McIntyre; Gordon O. Glasmann, ex-*Ogden Standard-Examiner*, named asst. gen. mgr., Joe Gibney, station mgr. . . Herbert W. Holtshouser, ex-chief engineer of KUTV, Salt Lake City, named chief engineer of upcoming KUED (Ch. 7, educational) there . . . James F. O'Grady promoted to mid-western sales mgr. of rep Young TV Corp. . . Judd A. Choler, ex-WSBT-TV & WSBT, South Bend, named promotion mgr., WFMY-TV, Greensboro, N. C. . . Charles Sinclair, ex-Rogers & Cowan and *Sponsor*, joins *Billboard* as assoc. editor, replacing Gene Plotnik, now on Screen Gems publicity staff . . . Del Leeson promoted from promotion mgr. of KTVT & KDYL, Salt Lake City, to mgr. of KDYL . . . Charles A. Wilson, adv. & sales promotion mgr. of WGN-TV, Chicago, appointed to management group of WGN Inc. . . Ted Oberfelder resigns as pres. of rep Burke-Stuart, plans undisclosed, sales v.p. Allan Kerr becoming acting pres.

Honorary degrees: David Sarnoff, RCA chairman, LL.D, U of R. I., Kingston . . . Wm. S. Paley, CBS chairman, LL.D, and Edward J. Noble, LL.D, Adelphi College, Garden City, N. Y. . . Edward Lamb, pres. of WICU, Erie, doctor of humanities, Wilberforce U, Wilberforce, O. . . Joseph M. Bryan, pres. of WBTW, Charlotte, and WBTW, Florence, S. C., LL.D, Belmont Abbey College, Belmont, N. C.

AFA officers elected June 12 at Miami Beach convention: pres. & gen. mgr., C. James Proud, asst. to retiring pres. Elon G. Borton; chairman, Robert W. Feemster, *Wall Street Journal*; vice chairman, James S. Fish, General Mills; treas., Ralph Winslow, Koppers Co.; secy., Loretto J. Fox, Falk Corp.

All TV test signal proposals will be examined by special subcommittee appointed at meeting held this week by RETMA broadcast TV systems committee in New York. Subcommittee, headed by GE's Dr. Lyman Fink, consists of representatives of the 3 TV networks, subscription TV proponents Zenith, Siatron & International Telemeter, AT&T and RETMA's receiver div. Subscription-TV organizations have expressed interest in the test signals to be transmitted in vertical blanking period (Vol. 13:12, 14-15, 17), because pay-TV systems also make use of blanking interval to transmit decoding information. Subcommittee was asked to report back to full committee in August with recommendations for FCC standards.

Upcoming WFGA-TV, Jacksonville (Ch. 12), planning to be on air by Sept., will become basic NBC-TV affiliate, succeeding WJHP-TV (Ch. 36). National Airlines' upcoming WPST-TV, Miami (Ch. 10), due on air Aug. 1, will be primary ABC-TV affiliate.

**ADVERTISING AGENCIES:** Thomas D'Arcy Brophy retires Sept. 30 as chairman of Kenyon & Eckhardt . . . Deane Uptegrove, exec. v.p. of H. B. Humphrey, Alley & Richards, named head of N. Y. office . . . Werner Michel, ex-Benton & Bowles, joins Reach, McClinton as TV-radio director . . . Wm. A. Sittig named gen. mgr. of Clinton E. Frank Inc., continuing as v.p. & marketing director . . . James Chapman, ex-J. B. Rundle Inc., appointed *Electronic News* sales mgr.

First "communication award" of U of Chicago has been presented to chairman Earle Ludgin of Earle Ludgin & Co. as "outstanding alumnus in the field of communication." NBC's Clifton Utley headed awards committee.

Criminal conspiracy case against Philadelphia Radio & TV Broadcasters Assn. and 9 member radio stations accused by Govt. of rate-fixing (Vol. 12:26, 31, 37) ended June 13 when Federal Judge Allan K. Grim fined organization \$5000 and stations \$1000 each. Assn. pleaded guilty, stations no-defense, to charges they agreed "to maintain rates for sale of broadcasting time in Philadelphia in violation of the Sherman Act." At same time, Judge Grim dismissed conspiracy charges against 9 executives of stations. He said there had been "no moral turpitude involved" and that: "I believe also what was done by the men involved in this case was done with what they believed to be the best interest of their employers & the public." Stations fined: WHAT, WDAS, WIP, WIBG, WFIL, WCAU, WJMJ, Westinghouse (KYW, now NBC's WRCV), WPEN. Original charges against WFLN had been dropped.

Victory for community antenna operators was completed this week when Internal Revenue Service confirmed that it planned shortly to revoke 8% excise tax in accordance with court decisions. For psychological effect, most CATV operators plan to give subscribers rebates in cash. Operators also took comfort in report this week that Cal. legislature is tabling bill proposing to permit municipalities to finance translators out of taxes.

Flamingo Films, one of oldest TV film companies, reportedly is being sold by principal owner Sy Weintraub and his partner Joe Harris, for total of around \$3,000,000. Purchaser is said to be Continental Thrift Co., west coast financing firm, which will take over Essex Universal Co., which owns Flamingo. Weintraub also owns 15.9% of KMGM-TV, Minneapolis (Ch. 9).

**T**WO MORE INVESTIGATIONS of TV were in the finishing-touch stage this week, following issuance last week of Celler subcommittee report (Vol. 13:23). Senate Commerce Committee met this week, briefly discussed Cox report on network practices—endorsed by both Chairman Magnuson (D-Wash.) & Sen. Bricker (R-O.)—and then postponed further consideration until June 18, since several Committee members hadn't read it.

Committee is expected to refer report to FCC and Justice Dept. for appropriate action. It is said to be somewhat milder than Celler report, devoting most space to option time and must-buy practices. Report is understood to conclude that option time operates to transfer some of station's program control to network—subject, however, to veto by station—and to blanket prime hours on most stations to detriment of independent programmers. As to must-buy practices, report is said to conclude that some minimum network requirement is necessary, but to recommend—as does Celler report—that minimum dollar purchase be substituted for “basic” list of stations.

Whether Dean Roscoe Barrow's FCC network study will be completed by June 30 deadline or not, Senate this week gave the word that it would appropriate no more funds for it. Appropriations Committee report on funds for independent govt. offices submitted by Magnuson as chairman of independent offices appropriations subcommittee stated that if network study runs past deadline, regular FCC funds will have to be used for “completion [or] any implementation thereof.”

Dean Barrow told us this week he still doesn't know whether deadline can be met—but best guess is that study group will have rough draft ready by June 30, to be polished up over the summer by permanent FCC staffers currently assigned to study.

Network study committee's efforts to get financial information from 4 reluctant independent film programmers proceeded another step—to court—when the group

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Sessions on broadcasting and TV receivers will be among the 48 at which 225 papers will be presented at WESCON-1957 Aug. 20-23 in San Francisco's Cow Palace. Broadcasting session Aug. 21 will feature symposium on Videotape recorder by Ampex's Ross Snyder & Charles Ginsburg and representatives of TV networks, and papers on traveling-wave vhf antenna by RCA's M.S.O. Siukola, artists' problem in telecasting by Wm. Wagner of San Francisco's KRON-TV, compatible single-sideband AM broadcasting by Kahn Research Labs' Leonard R. Kahn, stable precision TV demodulator by Herb Hartman of Sacramento's KCRA-TV, quadrature-fed antennas by Harry Jacobs of San Francisco's KGO-TV. Session on TV receivers & televisual devices will hear papers on “securing 110-degree sweep for the public domain” by Sylvania's E. O. Stone & Rola Co.'s C. E. Torsch, brightness-enhanced color receiver employing automatic decoding in the Chromatron by Litton Industries' R. H. Rector, 21-in. direct-view storage tube by Hughes Research Labs' N. J. Koda, N. H. Lehver & R. D. Ketchpel, TV color translating microscope by RCA's V. K. Zworykin, automatic fine-tuning for TV receivers by Westinghouse's C. W. Baugh Jr.

Construction of new studios of KFSD-TV & KFSD has started at 47th St. & Federal Freeway, San Diego. Building on 7-acre site in new Broadcast City subdivision is scheduled for completion in 7 months.

again refused to produce the data at FCC hearing in New York this week. Whereupon, Commission promptly got order from N. Y. Federal Court ordering that the firms appear June 25 to show cause why they shouldn't produce the material. The 4 are Screen Gems, Revue Productions, MCA-TV & Ziv.

Comr. Craven, meanwhile, told Md.-D. C. Bcstrs. Assn. this week that “certain elements of the broadcast industry itself” are largely to blame for rash of investigations and Washington interference. “After acting with what was supposed to be prudent business judgment,” he said, “certain entrepreneurs discovered that their judgment just didn't pan out as they originally expected. Consequently they ran to the Govt. to bail them out. A few others who enjoyed more fortunate economic situations took advantage of every legal procedural device in the Communications Act to stop competition. Still others seek and encourage the Commission to engage in economic planning through the assignment of channels to the various markets.”

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Celler subcommittee report on TV industry this week became rallying point of ASCAP-member songwriters in their battle against BMI. “Songwriters' Protective Assn.,” which has been plumping for Congressional investigations of BMI, held big press conference in New York March 10, with such celebrities as W. C. Handy, Oscar Hammerstein, Helen Hayes, Paddy Chayefsky and Paul Whiteman as guests, to hail Celler report recommendation for Justice Dept. investigation of music business (Vol. 13:23). Meeting was widely covered by press, but on June 13 Authors League came out with blast at TV-radio networks for ignoring meeting. BMI spokesmen said they were satisfied with conclusions expressed in section of Celler report devoted to music business but not necessarily with full text of report. They pointed out that 5 of the 7 members of subcommittee filed “additional views” specifically mentioning pending \$150,000,000 suit against BMI and TV networks & stations by 33 ASCAP members and warning against any action which might be construed as prejudicial to court case.

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Chicago's educational WTTW (Ch. 11) is paying more than half of its own way from sales of its TV recording service, station has announced. Of its current annual budget of \$723,000, some \$411,000 is expected to come from on-the-side business of producing TV announcements, closed-circuit programs and shows for distribution to other educational stations and institutions. Remaining \$312,000 will be paid by public subscription.

TV is establishing itself as international advertising medium—but it still lags far behind radio—according to survey released this week by International Advertising Assn. Of total international advertising expenditures of \$478,000,000 by 3600 U. S. companies in 1956, TV accounted for 5% or about \$24,000,000. Radio was 22% (\$105,160,000), foreign magazines & trade journals 24%, point-of-sale materials 19%, foreign newspapers 11%, direct mail 4%.

TV's “chaotic effect” on book buying has worn off as “people became more discriminating about what programs they watched,” according to Chicago book seller Max Siegel. He cited U. S. book business of \$750,000,000 last year, up \$10,000,000 from 1955, said bookstores are enjoying boom despite TV.

Orradio Industries has begun construction of new \$500,000 plant at Opelika, Ala., for manufacture of magnetic recording tape for TV, instrumentation and sound recording—to employ 150-200 and increase company's capacity 400%.

**M**OPPING UP PROCESS is underway at FCC, with Chairman McConnaughey leaving June 30 (and no successor in sight yet). Commission gave particular attention to unraveling knotty petitions requesting reconsideration of vhf grants.

Commission's decisions are mighty hard to change. For example, Commission instructed staff to draft decisions denying petitions seeking to reverse grants to: WCKT (Ch. 7) & WPST-TV (Ch. 10), Miami, and WFGA-TV, Jacksonville (Ch. 12). It issued final order denying petition to reconsider grant of WPSD-TV, Paducah, Ky. (Ch. 6).

FCC is also sticking by its deintermixture decisions, instructing staff to come up with final documents denying petitions to reconsider deintermixture of Springfield, Ill. and Evansville, Ind.

Another litigious case was terminated when Commission finally granted Ch. 31 to WMBD, Peoria. Station had asked for Ch. 31 after it lost Ch. 8 fight to WIRL-TV; WIRL-TV, in turn, lost Ch. 8 when Peoria was deintermixture—getting Ch. 25 instead. Uncontested CP was awarded for satellite on Ch. 11, Garden City, Kan., to KCKT, Great Bend (Ch. 2). Ch. 80 translator CP was issued in Madras, Ore.

FCC is considering resolution of tough Albany-

Schenectady-Troy situation through addition of both Ch. 10 & 13, instead of deleting Ch. 10 from Vail Mills and shifting WRGB (Ch. 6) to uhf. Shift would require giving Ch. 2 to WKTV, Utica (Ch. 13), putting Ch. 13 north of Albany to meet minimum co-channel spacing with N. Y.

In other developments, Commission: (1) Told staff to draft rule-making shifting Ch. 10 from Terre Haute to Lafayette. (2) Finalized shift of Ch. 12 from Coeur d'Alene to Moscow, Ida. (3) Proposed substitution of Ch. 62 for Ch. 4 in Columbus, Ga. (4) Received petition from WICS, Springfield, Ill. (Ch. 20), seeking deletion of Ch. 3 from Champaign, shifting WCIA to uhf.

Fighting "Craven Plan" to abandon allocations table, Assn. of Maximum Service Telecasters this week asked FCC to extend from June 18 to July 18 the deadline for replies to comments filed June 3 (Vol. 13:23), but Commission denied it immediately—though Comrs. Hyde & Lee wanted to give 2-weeks grace. AMST also analyzed last week's comments, reported: (1) 40 against plan, 29 for, 8 neither. (2) 19 law firms against, 8 for, 4 neither. (3) 46 operating stations against, 32 for. (4) 6 applicants & CP-holders against, 2 for. (5) 32 TV station "interests" (each multiple owner counted as one interest and excluding networks) against, 21 for. (6) 5 networks and organizations (ABC, NBC, JCET, NAEB, AMST) against, 2 (CBS, Committee for Competitive TV) for.

Radio station sales approved this week: KODY, North Platte, Neb. by John Alexander, George B. Dent Jr. & Townsend E. Dent for \$210,000 to Mr. & Mrs. Hartley L. Samuels and his sister-in-law Judith S. Scofield (Vol. 13:13). Hartley, ex-WINS & WABC, N. Y., now is pres. gen. mgr. & 25% owner of WDLB, Marshfield, Wis. . . . WBMS, Boston, by Friendly Group (Jack N. Berkman, pres.)—owners of WSTV-TV, Steubenville, O. and KODE-TV, Joplin, Mo.—for \$200,000 to Gerald A. Bartell & family (Vol. 13:19). Bartells are selling WMTV, Madison (Ch. 33), also owns 4 AMs . . . WONN, Lakeland, Fla. by co-owners Robert S. Taylor, Duane F. McConnell & E. D. Covington Jr. for \$169,000 to Theodore P. Noyes Jr. (90%), of WMAL-TV, Washington, and Robert W. Jonscher (10%), mgr. of radio WMAL (Vol. 13:14) . . . KTIK, Seattle, by W. Gordon Allen (owner of 4 other AMs) for \$180,000 to H. Scott Killgore interests, operators of 5 AMs (Vol. 13:19) . . . WGGG, Gainesville, Fla. by R. M. Chamberlin and associates for \$100,000 to T. K. Cassel, who has interest in off-air WTVE, Elmira, N. Y. (Ch. 24) and in 6 eastern AMs (Vol. 13:19) . . . WKXV, Knoxville, by H. Scott Killgore interests for \$100,000 to co-equal owners attorney Henry T. Ogle and accountant Bill L. Boring (Vol. 13:20) . . . WRNY, Rochester, N. Y. by David A. Kyle and associates for \$90,000 to radio WFEC, Miami, owned by Harry Trenner & Herbert Schorr (Vol. 13:16) . . . WKTM, Mayfield, Ky. by Fred L. Thomas for \$55,000 to co-equal owners Charles W. Stratton (also 1/2 of WKOA, Hopkinsville, Ky.) and brother H. D. & Mose Bohn (Vol. 13:19).

WREX-TV, Rockford, Ill. (Ch. 13) is being acquired for approximately \$3,000,000 by Bob Hope and associates—his attorney Martin Gang and his TV-radio agent James Saphier, plus Albert Zugsmith, Arthur Hogan and Ashley Robison. Hope interests control approximately 50% of KOA-TV, Denver (Ch. 4), with KOA. Zugsmith and Hogan own 25% each in KULA-TV, Honolulu (Ch. 4) & KULA and KSHO-TV, Las Vegas (Ch. 13) & KBMI, Henderson, also have interests in 4 west coast radio stations, as well as being associated with Robison in purchase of radio KBYE, Oklahoma City (Vol. 13:11). Plans are to retain gen. mgr. J. Michael Baisch and key staff members.

Radio station sales reported this week: WLOW, Portsmouth, Va. by owners of WTOB and off-air WTOB-TV, Winston-Salem (Ch. 26) for \$250,000 to James Bestg. Co. (John Quincy, pres.), owners being 5 Boston businessmen, ownership interlocking with Boston radio WORL (including mgr. Arthur E. Haley) . . . WMRO, Aurora, Ill. by Martin R. O'Brien for \$85,000 to equal partners Vincent G. Cofey, WMRO commercial mgr., and Benjamin A. Oswalt, sales mgr. of Batavia cosmetic firm . . . KOVE, Lander, Wyo. by Edward J. Breece for \$75,000 to Fremont Bestg. Inc., in which he has 4% interest, son Daniel E. Breece, gen. mgr., 32%; son John L. Breece, owner of KATI, Casper, Wyo., 32%; sister-in-law Mrs. Dorothy L. Reed, sales mgr., 32% . . . WKBL, Covington, Tenn. by R. William Hoffman (owner of WGFS, Covington, Ga.) and Charles K. Sparks for \$55,000 to Robert C. Whiteley Jr., chief engineer & news director of WBOP, Pensacola, Fla. Brokers: WLOW, R. C. Crisler & Co.

CP for WTLM, Laurel, Miss. (Ch. 7) will be majority-controlled by Mayor Wm. S. Smylie and son W. S. Smylie III under terms of transfer proposed in application filed with FCC. Mayor Smylie is acquiring 16.67% from Jack Rose for \$1750, increasing holdings to 41.67% while son retains 25%. Other stockholders, with 16.67% each, are furniture store owner D. B. Marcus and *Laurel Leader-Call* publisher T. M. Gibbons.

Senate approved \$8,300,000 to run FCC for fiscal 1958 this week—same amount voted by House. It was \$472,000 more than FCC received for fiscal 1957, but \$650,000 less than recommended in President's budget. Appropriation bill (HR-6070), which covers all independent offices, now goes to Senate-House conference to iron out other differences, but FCC appropriation won't be changed.

Entries for history contest sponsored by Westinghouse Bestg. Co. for local historical societies & non-affiliated TV-radio stations close next Jan. 15. Prize of \$1000 in first annual competition will be split by winning society & station for best program or series "making known the historical & cultural heritage of their localities."

Radio Kynsho (JOFO, Kyusho, Japan) has ordered Philco Cinescanner TV studio system, plans to go on air early next fall.

**Notes on Upcoming Stations:** Scanning reports from CP-holders, we find only about 25 more likely to make it this year—to add to the 12 that threw switch since Jan. 1. One factor slowing up rate of debuts is FCC's new requirement that grantees fulfill all requirements for full license before getting permission to start. Heretofore, CP-holder could begin transmissions with as little as low-power transmitter unit, a telephone pole tower and a dipole antenna.

\* \* \* \*

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

WOWL-TV, Florence, Ala. (Ch. 41), seeking modification to Ch. 15, has ordered 1-kw GE transmitter, plans Sept. 1 test patterns, Sept. 15 programming, writes pres. & 25% owner Richard B. Biddle, also chairman of radio WGAD, Gadsden, Ala. Wing for TV studio and control room is currently being added to present radio building, with remainder of TV operation in radio building. It will use 300-ft. tower, but hasn't ordered antenna pending FCC action on Ch. 15. Base hour not set. Rep will be Rambeau.

WSUR-TV, Ponce, P. R. (Ch. 9) has Adler transmitter installed in building atop Mt. Maravilla and has changed target to end of June, reports gen. mgr. Mariano Angelet Escudero for owner Ralph Perez Perry who also owns WKVM, San Juan. Lehigh 200-ft. tower and RCA antenna are ready. Studio equipment is to be delivered by mid-June. Base hour will be \$120-\$150. Rep will be Pan American Bestg.

WGTV, Athens, Ga. (Ch. 8, educational) has set delivery date for 25-kw RCA transmitter, still plans Nov. start, writes Gerald L. Appy, assoc. director of communication services for grantee U of Georgia. Transmitter house construction on Jacks Creed Mt. is in design stage and delivery date for 1000-ft. Stainless tower hasn't been set. Studios in \$2,500,000 Center for Continuing Education are complete—closed-circuit programming having begun April 30.

WJCT, Jacksonville, Fla. (Ch. 7, educational) has changed programming target to Sept.-Oct., reports Heywood C. Dowling, pres. of Educational TV Inc. GE 5-kw transmitter donated by WMBR-TV is scheduled for installation about July 15 in building of upcoming WFGA-TV (Ch. 12); Alford single-section antenna is to be installed within 6 weeks at 843-ft. level of WFGA-TV tower. Educators will use WMBR-TV studios; film equipment and transmitter will be located at WFGA-TV transmitter house. Dr. Wm. K. Cumming, ex-Stephens College, Columbia, Mo. will be mgr.-director.

Rate increases: WFLA-TV, Tampa-St. Petersburg, June 15 raised base hour from \$750 to \$850, min. \$180 to \$210. WITI-TV, Whitefish Bay-Milwaukee, July 1, hour \$500 to \$600, min. \$100 to \$110. KOOL-TV, Phoenix, hour \$500 to \$550, min. remains \$100. KSBW-TV, Salinas-Monterey, July 1 adds Class AA hour (7:30-9:30 p.m. daily) at \$425, min. at \$90, Class A hour going from \$350 to \$400. KGGM-TV, Albuquerque, Aug. 1 adds Class AA hour (6:30-10 p.m. Mon.-Sat., 6-10 p.m. Sun.) at \$400, min. at \$85, Class A hour remaining \$300. WTVO, Rockford, Ill. May 1 added Class AA hour (7-10 p.m. daily) at \$350, min. at \$70, Class A hour remaining \$300. KOSA-TV, Odessa, Tex. July 1, hour \$250 to \$300, min. \$50 to \$60. KHAD-TV, Laredo, Tex. April 15 added Class AA hour (7:30-9:30 p.m. daily) at \$187.50, min. at \$37.50, Class A hour going from \$150 to \$180. KREX-TV, Grand Junction, Colo. May 1, hour \$120 to \$150, min. \$24 to \$30. Spot increase: WOOD-TV, Grand Rapids, June 1 raised base min. from \$200 to \$250. Canadian increases: CKCO-

CKRN-TV, Rouyn, Que. (Ch. 4) has 35-kw Canadian GE transmitter due Aug. 1, plans Aug. 15 test patterns, Sept. 2 programming, reports pres. David A. Gourd. Construction of studio-transmitter building has begun and 660-ft. Tylon tower from Wind Turbine is due July 1, 4-bay GE antenna later that month. Licensee Northern Radio Inc. also operates radios CKRN, Rouyn; CKVD, Val d'Or; CHAD, Amos; CKLS, LaSarre. Base hour will be \$160. Reps will be Weed and Joseph Hardy & Co.

WIPR-TV, San Juan, P. R. (Ch. 6, educational), often delayed, has changed target to Oct. 1, reports R. Delgado Marquez, gen. mgr. of TV-radio for Puerto Rico Dept. of Education. RCA 25-kw transmitter is to be installed June 30 and elaborate TV-radio plant 15-mi. from San Juan is to be completed by July 15. Blaw-Knox 200-ft. tower with 6-bay antenna is ready.

GE shipped 3-bay batwing antenna May 28 to upcoming KSPR-TV, Casper, Wyo. (Ch. 6), due on air soon; 12-bay batwing to KPLC-TV, Lake Charles, La. (Ch. 7). RCA shipped 6-section superturquoise antenna June 7 to upcoming WTIC-TV, Hartford (Ch. 3) due this summer; 5-kw transmitter June 4 to upcoming KOAC-TV, Corvallis, Ore. (Ch. 7, educational), due in Oct.—6-bay antenna having gone June 3; 50-kw amplifier June 11 to KOVR, Stockton (Ch. 13); 25-kw amplifier June 10 to WLBR-TV, Lebanon, Pa. (Ch. 15); 10-kw transmitter June 12 to KNTV, San Jose (Ch. 11).

John Day, Ore. translator K72AG began equipment tests June 2, repeating KBOI-TV, Boise, it has notified FCC; grantee John Day Valley TV Inc. also has CP for K77AC, to repeat KIDO-TV, Boise. Rock Springs, Wyo. translators K78AB & K74AF expect to begin in mid-June, repeating KSL-TV & KTVT, Salt Lake City, reports John E. Wendt, secy. of Translator T.V. Bestg. Coop. Inc.

Power & facilities changes: WHTN-TV, Huntington, W. Va. (Ch. 13) has resumed 316-kw ERP operation, from new 1000-ft. tower on Barkers Ridge. Changes planned: WJTV, Jackson, Miss. (Ch. 12), to 316-kw Sept. 1; WDMS-TV, Duluth-Superior (Ch. 6), to 804-ft. tower Aug. 1; WHEN-TV, Syracuse (Ch. 8) to 316-kw week end of June 15.

WTHS-TV, Miami (Ch. 2, educational) has notified FCC it will be off air during public schools' summer recess June 14-Aug. 26.

WTPA, Harrisburg, began operation on Ch. 27 June 2, reports gen. mgr. Donald D. Wear.

TV, Kitchener, Ont. July 1, hour \$400 to \$450, min. remains \$90. CFRN-TV, Edmonton, Alta. July 1, hour \$325 to \$400, min. \$80 to \$110. CHCT-TV, Calgary, Alta. July 1, hour \$250 to \$350, adding Class AA min. (7:30-10:30 p.m. daily) at \$90. CKCK-TV, Regina, Sask. July 1, hour \$250 to \$300, adding Class AA min. (7-10 p.m. daily) at \$75. CJBR-TV, Rimouski, Que. July 1, hour \$240 to \$260, min. \$40 to \$55. CFQC-TV, Saskatoon, Sask. July 1, hour \$230 to \$260, adding Class AA min. (7-10 p.m. daily) at \$60. CFPATV, Port Arthur, Ont. hour \$170 to \$225, min. \$35 to \$55.

All-Industry TV Music License Committee, organized in April to negotiate new industry-wide licensing agreement with ASCAP (Vol. 13:15), has unanimously elected its 15-man temporary negotiations subcommittee as a permanent unit, chairman Irving R. Rosenhaus, WATV, Newark, announced this week. RKO Teleradio's Elisha Goldfarb is treas. and Simon H. Rifkind has been retained as counsel. Current ASCAP TV contract expires Dec. 31.

**Telecasting Notes:** Precedent may be in the making in TV film field with announcement this week that 6 stations are helping finance and sharing in distribution profits of new high-budgeted Screen Gems syndicated series *Casey Jones*. The stations reportedly are putting up some \$500,000 to help finance show, which already has been sold to some stations outside the "family." Participants are WPIX, N. Y.; KTTV, Los Angeles, and Westinghouse's KDKA-TV, Pittsburgh; WBZ-TV, Boston; KPIX, San Francisco, & KYW-TV, Cleveland . . . Universal's 550-feature backlog will be leased to Columbia Pictures' Screen Gems for TV on 10-year basis for some \$18,000,000, June 12 *Variety* reports; Universal denies any deal has been closed, but promises announcement on negotiations soon . . . MGM now preparing its 950-program short subject library for direct-to-stations syndication . . . Biggest single re-run package sold to TV station by Ziv's Economee TV was sealed up this week with \$500,000 order by New York's WOR-TV for multiple-showing package of 7 series, or 331 half-hours . . . NBC-TV's college football schedule of 9 nationally telecast NCAA dates next fall is 75% sold out, sponsors being Bristol-Myers, Sunbeam & Zenith Radio; NBC-TV also will televise 4 eastern regional games, with Sunbeam and American Machine & Foundry each signed for one-fourth sponsorship . . . Magnitude of public service job done by networks is illustrated by these figures from new NBC booklet on public service announcements in 1956: Last year, NBC-TV broadcast more than 1000 one-min. TV announcements & 2600 radio announcements on behalf of more than 100 different projects. These announcements created 12 billion viewer & listener impressions and if paid for would have cost \$9,000,000 . . . Special CBS-TV series of 30 & 60-min. shows, *The Twentieth Century*, debuts Oct. 20 with hour devoted to Sir Winston Churchill . . . NBC-TV's excellent and successful *Matinee Theatre* "experiment" in daily live 60-min. nighttime-calibre dramas gets 52-week renewal order from Procter & Gamble, which will step up number of its daily parties. . . . Theatre men are sold on TV, survey by Allied Theatre Owners of N. J. indicates. Some 82% of members felt TV advertising was

**ELECTRONICS PERSONALS:** Dr. Myles L. Mace, Litton Industries v.p., named chairman of management committee; v.p. George Friedl Jr. succeeds him as gen. mgr. of electronics equipment div. . . . Sigurd F. Varian elected vice chairman of Varian Associates, succeeded as pres. by H. Myrl Stearns . . . Robert I. Mendels elected pres. of Electronic Devices Inc., Brooklyn . . . Joseph W. Poliseo named chief engineer of new Bendix Aviation electronics engineering dept. . . . R. E. Peterson, mgr. of Westinghouse Research Labs, elected a director of American Society of Testing Materials.

High-speed facsimile equipment, easily adaptable for TV news purposes, was unveiled this week by Army Signal Corps and Times Facsimile Corp. Portable gear, suitable for mounting in jeep or helicopter, puts high-quality photo in hands of person miles away 5 min. after photographer clicks shutter. Set combines high-speed facsimile techniques with polaroid picture-in-a-minute principle, transmits 3¼ x 4¼-in. picture in 3 minutes.

Stepped-up activity in video storage and magnetic tape & film recording of TV signals is planned by Stanford Research Institute, according to group's annual report. "It is anticipated," says report, "that new techniques of storing picture information can be improved and extended to a wide variety of applications in industrial and TV fields."

helpful to pictures, but 90% thought radio advertising didn't help—and 98% called TV their No. 1 competitor . . . Costs have risen 128%, on the average, for network shows which have lasted for 5 years, June 15 *Sponsor* reports, while number of TV homes has increased only 78% . . . Loyalty: 6 waitresses at Cooky's Grill, Morro Bay, Cal., chipped in and bought a present for their boss—three 10-sec. spots on KEYT, Santa Barbara.

NTA Film Network announced 3 new 30-min. program series and "triple exposure" time sales plan whereby each of 3 advertisers can participate in all 3 shows. Under the plan, each sponsor receives a 60-sec. commercial and opening & closing billboards on each of the shows weekly. New programs being offered are *How to Marry a Millionaire*, produced by 20th Century-Fox; and *This is Alice* and *The Last Marshal*, both by Desilu. NTA is shooting for prime-time exposure on 110-station lineup. Network's *Premiere Performance* feature film show currently is being carried by 134 stations.

TV telescope developed by 2 astronomers and pres. John H. DeWitt of WSM-TV, Nashville, has received official recognition by American Astronomical Society. In paper presented at society meeting in Cambridge, Mass., Dr. Carl K. Seifert, co-developer of device, explained that it stepped up sensitivity of ordinary telescope 100 times. TV device uses commercially available camera tube and other components, compensates for "twinkle" effect of stars and planets and makes planets more easily visible by stepping up contrast.

List of top 100 national advertisers of 1956, with breakdown of dollar expenditures in network & spot TV, newspapers, magazines and outdoor advertising, is featured in June 3 *Advertising Age*. Analyzing table, TvB reports TV represents over half total advertising budgets of 45 of the 100.

New reps: WIBW-TV, Topeka, to Avery-Knodel June 1 (from Capper Publications); KTAG-TV, Lake Charles, La. to Raymer (from Young); KLRJ-TV, Las Vegas, to Avery-Knodel July 1 (from Pearson).

Philco govt. & industrial div. adds 5 regional sales representatives in expansion program aiming at 17 representatives covering country by year's end. As announced by gen. sales mgr. Marshall A. Williams, new reps are: Sol J. Levy, Bradley Beach, N. J., for Conn., N. Y. and central & western Pa.; Carl A. Stone Assoc. Inc., Los Angeles, for Ariz., Cal. & Nev.; Foster Electronics, Escanaba, Mich., for Wis. & Mich.; Private TV Systems, Indianapolis, for Ky. & Ind.; Exec-U-Phone Systems Inc., Boston, for Me., Mass., N. H., R. I. & Vt. Reps will be responsible for sales, installation & service of Philco's industrial TV systems and Audipage pocket paging system. Communications & broadcast equipment will continue to be handled by Philco Corp. regional offices.

New testing lab, designed to take some of work load from Govt.'s National Bureau of Standards, was dedicated this week at Clifton, N. J., by IT&T. Among lab's aids to industry will be determination of accuracy of master gauges, precise electrical & mechanical measurements, etc.

New peak in military electronics spending is seen by RETMA in reporting \$2.492 billion spending in first 9 months of current fiscal year. RETMA says full year's spending should reach \$3.5 billion if present rate continues.

One of biggest contracts ever awarded by CAA for electronics equipment—\$9,777,287 for 263 TACAN units—was won June 14 by Stromberg-Carlson.

**LOW INVENTORIES BOLSTER SET SALES OUTLOOK:** Best receiver inventory position in 2 years -- at factory, distributor & retail levels -- tends to support industry-wide expressions of optimism as new TV lines continue to be introduced and on eve of June 17 opening of mid-summer Chicago marts where most 1958 models will be shown.

RETMA report to members puts total TV inventories at 2,200,000 as of June 1, compared with 2,400,000 same date last year, 2,250,000 year before. As one able market researcher put it: "The industry is in a very nice spot to take off."

Inventory drop is attributed to reduced production in May (335,000 vs. 467,913 in May 1956) while May sales to consumers were only slightly under same month last year (400,000 vs. 403,487).

Retail sales for first 5 months are estimated at only 2% less than for same 1956 period, while production this year is down about 24%. And most of the 2% sales decline, we're told, probably is in export sales.

Prospects seem good for 6½-7,000,000 set sales this year, based on movement of 2,020,876 during first 4 months, compared with 2,036,808 in similar 1956 period; 1956 total was 6,804,783. Industry is putting considerable faith in promotability of new "slim look" to spark spurt in latter part of year.

Prices of lines we've seen range from about same as last year's to somewhat higher (mostly because of new, more costly, 110-degree tube) with indications of better profit margins across the board (For this week's new lines, see p. 12).

Retail stocks are in good shape, with average dealer estimated to have 8 sets in inventory -- same level, or lower, than at any time since 1952.

Incidentally, decline of the 24-in. was documented this week when statisticians reported they comprised only 5% of first 4 months' production, compared with 8½% same 1956 period -- and percentage is still dropping.

**Retail Profits:** Despite improving inventory situation and generally optimistic talk, dealers showed apprehension about 1957 prospects as NARDA released its 11th annual "Costs of Doing Business Survey" to document their 1956 performance.

Net operating profit ratio of TV-appliance dealers dropped to 1.2% on 1956 net sales compared with 3.4% in 1955, says report compiled by Chicago consulting economist Richard E. Snyder. Cost of goods sold amounted to 67.7% in 1956 vs. 65.7% in 1955. Of dealers answering, a record 28% reported net loss for the year.

Study brought this comment from NARDA pres. Ken Stucky: "These findings show a serious threat to the continuance of many needed dealers in this industry as well as most of the marginal ones." He went on to say "a new high in teamwork between dealers, distributors and manufacturers is proved necessary by this business analysis and...NARDA expects to play a key part in bringing this about."

Other highlights of NARDA report: (1) Year-end inventories up 14.8% in dollar value over beginning of year. (2) Inventories were turned over only 4.2 times compared to 5.5 times in 1955. (3) Gross margin declined to 32.3% from 34.3% in preceding year. (4) Total operating costs hit 31.1% of sales compared with 30.9% in 1955. (5) Net profit declines were shown in all 5 volume groups and geographical areas. (6) TV-radio-phonos accounted for 31.7% of 1956 sales vs. 28.8% preceding year.

Dealers report main operating problems in 1956 were: Price-cutting & discount houses; "too low" factory and distributor margin allowances; "builder sales" by manufacturers and distributors. For 1957, they expect same problems to continue, plus: tight money; shortage of good salesmen; overproduction by manufacturers; unfavorable manufacturer selling practices; poor quality products.

Sales expectations for year were supplied by 79% of those reporting -- with

41% expecting an average 14% sales increase, 24% predicting 13% drop, 35% foreseeing no change. Of dealers answering, only 59% would talk about profits: 46% of these predicting 11% average increase; 11% seeing 10% average drop; 43% no change.

**Production:** TV output was 90,655 week ended June 7, compared with 72,770 preceding week and 136,020 in corresponding week one year ago. It was the year's 23rd week and brought TV production for year to date to about 2,329,000 compared with 3,083,387 in same period of 1956. Radio production totaled 237,106 (96,523 auto) week ended June 7, compared with 167,781 (59,041) the preceding week and 245,155 (70,837) in corresponding week year ago. Radio output for 23 weeks totaled about 6,504,500 (2,574,100) vs. 6,014,900 (2,135,897) in same 1956 period.

**RCA COUNTERATTACKED** this week against anti-trust suit by Philco (Vol. 13:3, 4) for \$150,000,000 treble damages against RCA, GE, AT&T and two of its subsidiaries charging "monopolistic practices" in RCA TV-radio-electronics patent pool. RCA charged Philco and subsidiary Lansdale Tube Co. had infringed on RCA patents since Jan. 1955, requested treble damages.

Denials of Philco charges in Jan. suit in U. S. District Court at Philadelphia also were filed by RCA, GE, AT&T, Western Electric and Bell Telephone Labs—all asking dismissal of suit. RCA also said it will file an additional claim for royalties on RCA patents it claims Philco used prior to Dec. 31, 1954.

RCA's reply said it has operated its "manufacturing, broadcasting, research and patent licensing activities in furtherance of competition in all aspects of the radio-television industry, as well as in the electronics industry generally and in no way in hinderance thereof." Reply went on to say "no industry in which there existed the restraint or attempts to restrain alleged in the [Philco] complaint could have increased and multiplied at such a dynamic pace."

Philco and Zenith are only major TV-radio manufacturers which are not RCA licensees. Philco did not renew RCA license when it expired in 1954; Zenith and RCA have been tied up in patent litigation since 1945.

RCA earnings are running about same as at this time last year, higher costs negating 5% sales increase, pres. John L. Burns said during west coast visit this week. He added that RCA total backlog is some 5% higher than for similar period in 1956. Burns said: (1) Color TV is going "pretty well for a new product." (2) Half-dozen major TV manufacturers "are planning to get into color in a big way" by fall—but wouldn't name them. (3) West coast electronics firms increased share of industry's dollar output from 2% to 16% in last 10 years; California is 3rd largest electronics center in dollar volume.

Uhf converters are exempt from 10% manufacturers' excise tax unless manufacturer sells converter on or in connection with a TV set, Internal Revenue Service ruled this week. If converter is sold by manufacturer in connection with set, 10% tax is computed on total manufacturer's price of entire outfit. Long-awaited ruling is #57-252, on p. 21 of Internal Revenue Bulletin No. 223.

Westinghouse Appliance Sales div., 207 W. Huron St., Buffalo, is taking over western N. Y. distributorship of major appliances from Buffalo Electric Co. which will continue to distribute Westinghouse radios, lighting fixtures, lamps, fans, etc. Buffalo Electric v.p.-merchandising Charles E. Schuster will become Westinghouse district mgr. for Buffalo wholesale branch.

**Trade Personals:** Robert M. Fichter promoted to TV sales mgr., Westinghouse TV-radio div, succeeded by Jack Rindner as market planning manager . . . F. P. Rice resigns as manager of DuMont TV receiver division, plans to be disclosed later this month . . . Robert Howard appointed director of Admiral commercial electronics div.; Samuel Schwartzstein succeeds him as gen. mgr. of Admiral Distributor Inc.'s metropolitan N. Y.-N. J. div. . . Philip E. Cunningham named RCA color market development mgr. for New England . . . Charles A. Morrison, Canadian GE v.p. who has been gen. mgr., wholesale dept., Toronto, has been assigned to marketing problems, reporting to chairman Harold M. Turner; Walter G. Ward succeeds Morrison . . . Robert F. Marlin promoted to purchasing agent, Sylvania parts div. . . John A. Chichester, ex-DuMont Illinois, named Warwick Mfg. Corp. industrial sales mgr. . . Herb Fletcher, ex-Admiral, N. Y., named national sales mgr., N. Pickens Import Co., Blaupunkt line (German) importer . . . Sydnel W. Morrell, ex-Ford Motor Co., named v.p.-public relations, IT&T . . . Alex McKenzie, ex-*Electronics Magazine*, named McGraw-Hill industrial book dept. editor . . . Edwin Cornfield, ex-DeJur-Amsco, named exec. secy. of Institute of High Fidelity Mfrs., succeeding Sanford L. Cahn who continues as director of shows.

Dr. W. R. G. Baker, RETMA pres. and GE v.p., seriously ill since June 9, now undergoing tests at Ellis Hospital, Schenectady, to determine nature and extent of illness. At week's end, hospital reports no change in his condition.

"Advanced instruction" in TV maintenance is being offered technical school teachers in 3-week course by New York State Department of Education, New York Trade School and RETMA. Full-time course will be held July 8-26 in TV lab of N. Y. Trade School, costs \$30 for N. Y. residents, \$37.50 for others. Applications with tuition fee payable to Bureau of Accounts should be addressed to State Education Dept., Albany, N. Y. or to RETMA.

Four Zenith distributors given special awards this week for total of 75 years' affiliation: H. R. Basford Co., San Francisco; Tri-States Distributing Co., Shreveport; Morley-Murphy Co., Milwaukee; Chapin-Owen Co., Rochester, N. Y.

Striking transistor growth is emphasized by RETMA Jan.-April factory sales figures—6,899,300 units worth \$19,492,000 vs. 2,730,000 worth \$7,884,000 during similar 1956 period. April 1957 sales amounted to 1,744,000 valued at \$4,880,000 vs. 1,904,000 worth \$5,321,000 in March 1957.

Trade show questionnaire was sent by RETMA to its members this week (Vol. 13:14) following board approval. Members are asked number, cost, desirability, type of such shows—and how many they think there should be.

**Topics & Trends of TV Trade:** RCA sets are overwhelming choice—with 19 first places, one tie for first—in 12th annual Consolidated Consumer Analysis of 23 markets. Survey is conducted by local newspapers (Vol. 13:20, 22), with individual studies and consolidated report available from them or their national sales reps. The 130-page consolidated report covers all important consumer products in addition to TV. Here's tabulation of top 3 TV choices (study goes as far as 18th choice), with percentage of brands owned in each market in parentheses:

City	First	Second	Third
Chicago	Admiral (18.5)	RCA (16.8)	Motorola (11.2)
Cincinnati	RCA (20.6)	Philco (15.7)	Admiral (12.4)
Columbus	RCA (23.3)	Philco (12.9)	Admiral (11.1)
Denver	RCA & Motorola (9.5 each)		Admiral (8.5)
Duluth-Superior	RCA (15.1)	GE (11.3)	Admiral (8.2)
Fresno	RCA (13.0)	Philco (10.2)	Hoffman (9.0)
Honolulu	RCA (14.9)	Zenith (10.8)	Silvertooe (10.0)
Indianapolis	RCA (15.2)	Admiral (11.9)	Philco (8.8)
Long Beach	RCA (15.7)	Packard-Bell (9.7)	Hoffman (8.9)
Milwaukee	RCA (21.9)	Admiral (15.1)	Motorola (8.0)
Modesto	Hoffman (14.3)	Philco (11.6)	RCA (10.9)
Newark	RCA (26.6)	Admiral (11.3)	DuMont (8.7)
Omaha	RCA (19.4)	Philco (13.5)	Motorola (10.2)
Phoenix	RCA (10.6)	Admiral (10.2)	Emerson (7.3)
Portland, Me.	RCA (16.9)	GE (13.1)	Zenith (12.1)
Portland, Ore.	RCA (11.9)	Zenith (9.5)	Admiral (9.4)
Sacramento	RCA (15.4)	Philco (9.8)	Packard-Bell (9.0)
Salt Lake City	RCA (14.9)	Admiral (11.4)	Motorola (8.7)
San Jose	RCA (11.0)	Packard-Bell (9.1)	Philco (8.9)
Seattle	RCA (16.6)	Packard-Bell (8.1)	Motorola (7.0)
St. Paul	RCA (17.4)	Admiral (11.8)	GE (11.5)
Washington	RCA (23.6)	Admiral (14.7)	Philco (10.3)
Wichita	Admiral (12.6)	RCA (11.7)	Zenith (8.7)

Westinghouse 1958 models, priced about 10% higher than last year, include 12 basic receivers priced from \$130 to \$380 (individual prices to be announced later). Shallower 110-degree tube is used in several consoles and table models, 17-in. portable. Custom series has 2 table models, 1 horizontal, 2 vertical consoles. Deluxe series has 1 table, 3 consoles. Three portables are shown—17-in. 110-degree model, 14- & 17-in. models with 90-degree tubes. Features include automatic tuning, remote control, wood cabinets in table & consoles, 2-tone enamel or vinyl in portables.

Admiral's new TV line, featuring slimmer cabinets, flush to wall (15-in. deep for 21-in.), 110-degree tube, 8-watt amplifier, runs \$10-\$30 higher than last year. New models introduced this week are 21-in. only, the 14-17-in. portables having been shown previously (Vol. 13:21). New tables run \$180-\$220, consoles \$230-\$380—with \$10 increments. Line also includes 9 combinations, some of them lowboy models, no suggested lists. New ultrasonic remote control is optional on some models. Spokesman says Admiral wrote more orders at last week's Miami distributor convention than at any convention in last 7 years.

Packard-Bell's new line includes 13 black-&-white models at \$170 to \$425, 2 color sets at \$595 to \$725, no portables (although 17-in. set will be introduced later in year). Black-&-white are: "Special" series with 110-degree tubes, 17-in. table \$170-\$220, 21-in. table \$200-\$220, "Custom Decorator" series with 110-degree tubes, 21-in. consoles \$290-\$370, 24-in. console \$350-\$390; "De Luxe" series with 90-degree tubes, 21-in. table \$220-\$240, 21-in. combination \$400-\$425, 21-in. consoles \$240-\$290, 24-in. table \$240-\$260, 24-in. console \$280-\$300.

Phileo International's Mexico City subsidiary plans to double TV-radio production after July 15 move to 250,000-sq. ft. plant—the first there to use moving belt system. Plant also will produce receivers for Westinghouse subsidiary I. E. M. in exchange for refrigerator production.

American TV manufacturers exhibiting at Poznan, Poland International Fair, June 9-23, include Admiral, Emerson, RCA, Sylvania, Westinghouse, Zenith—Commerce Dept. reports.

Picture tube sales in first 4 months of 1957 totaled 2,952,318 valued at \$52,974,193, compared with 3,469,405 at \$65,008,912 in first 4 months of 1956, reports RETMA. Receiving tube sales totaled 153,011,000 worth \$130,192,000 in first 4 months vs. 155,604,000 at \$125,535,000 in same period year ago. RETMA's monthly breakdown:

	Picture Tubes		Receiving Tubes	
	Units	Value	Units	Value
Jan. ....	760,860	\$13,594,442	37,571,000	\$31,170,000
Feb. ....	728,363	13,134,778	44,460,000	36,631,000
March ....	833,088	14,850,847	43,010,000	37,007,000
April ....	629,838	11,394,043	27,970,000	25,384,000
<b>TOTAL</b> .....	<b>2,952,318</b>	<b>\$52,974,193</b>	<b>153,011,000</b>	<b>\$130,192,000</b>

Glum view of color was expressed by DuMont chairman Dr. Allen B. DuMont at N. Y. press preview of 1958 DuMont line. Saying DuMont would not make color sets this year, he stated that black-&-white sets now provide superior picture, use shallower cabinets with short CR tube, give public better buy. DuMont declared eventual color developments would bring set to mass market, but at cost of a color console now "a person can purchase [a] 21-in. console black-&-white receiver; a matching hi-fi phonograph with AM/FM radio; a portable black-&-white receiver" and portable transistor radio. DuMont is continuing development work on color, he said. New black-&-white line uses 110-degree 17-in.-21-in. tubes in low-end Playboy series (price not set), 90-degree short neck in others, includes 17 TV models at \$170-\$500, 2 combinations at \$1200. Remote control unit with 25-ft. wire ribbon connection, uhf are optional.

Scare over picture-tube voltage booster was debunked by Jack Gould in June 14 *New York Times* column following news story quoting warning from Dr. James B. Kelley, industrial consultant to N. Y. State Commerce Dept., on X-ray hazards from tubes using boosters. Gould quoted new State Labor Dept. manual saying that face plate absorbs voltage, that glass over face of tube is further protection. Story said Dr. Kelley "appeared to back down substantially from original warning," conceding he "was not aware of the technical sense in which the word 'boosters' currently is employed by TV set owners, service men and the trade," apparently was referring to "rare" replacement of set's high voltage power supply. Gould added that bigger danger to set owner is quality of TV programming.

Sylvania "Slimline" for 1958, using 110-degree tubes, has 4 table, 4 console basic models, previously announced 21-in. portable (Vol. 13:16, 22), one "prestige" console with no suggested list price. Some sets have Halolight, some Halolight "nightlite" which can be left on when set is off. Sets ranging in depth from 13 11/16 in. to 16 9/16 in. are: Portable \$200; tables \$180, \$200, \$230, \$250; consoles \$200, \$230, \$260, \$290.

Sylvania "Slim Jim" 110-degree portable, transistorized portable radio & portable phono are displayed in Monsanto House of the Future which opened June 12 in Disneyland Park, Anaheim, Cal.

Olympic's 1958 TV line, to be shown June 17-20 at Congress Hotel, Chicago, consists of 26 models in 3 chassis series, all with 90-degree short-neck tubes. They are: 14-in. & 17-in. portables, no suggested price; 17-in. table, no suggested price; 21-in. tables \$170-\$230; 21-in. consoles \$190-\$310; 24-in. consoles \$230-\$260; 21-in. combinations \$310-\$450; 24-in. combinations \$380-\$490.

Wrapup of TV industry production problems, promotional projects, advertising plans is contained in June 14 *Wall Street Journal*.

NARDA holds June 22 board meeting at St. Louis' Chase Hotel, mid-year get-together June 23 (Sunday).

**Financial & Trade Notes:** Officers-&-directors stock transactions reported to SEC for April: Admiral—Edmond I. Eger bought 500, holds 500. American Bosch Arma—John H. Flashkamper bought 100, holds 100; F. Wm. Harder sold 375, holds 7500; Sidney E. Miller exercised option to buy 100, holds 940; Kenneth H. Rockey sold 100, holds 4110. American Electronics—Ray H. Cripps sold 20,000, holds 70,500; Arthur E. Lamel sold 20,000, holds 70,500; Clifton W. Reed sold 100, holds 4200; Phillip W. Zonne sold 20,000, holds 66,300. American Machine & Foundry—Morehead Patterson sold 800, holds 35,753. Avco—George E. Allen bought 600, holds 1500; Matthew A. McLaughlin bought 500, holds 675. Consolidated Electrodynamics—Harold W. Washburn sold 200, holds 7390. DuMont Labs—Armand G. Erpf bought 300, holds 3700; David T. Schultz bought 400, holds 1400; Donovan H. Tyson bought 400, holds 400. Emerson Radio—Benjamin Abrams bought 2000, holds 233,445 personally, 29,139 in trusts, 63,801 in foundations. Friden Calculating—L. B. Taylor sold 700, holds 6950. GE—Neil McElroy bought 200, holds 600; J. S. Parker bought 240, holds 937; Warde B. Stringham sold 1500, holds 3247. General Precision Equipment—Walter E. Green sold 500, holds 500; Wladimir A. Reichel sold 5600, holds 11,844. Globe-Union—C. O. Wanvig Jr. bought 900, holds 10,100 personally, 14,900 in trust. Hoffman—J. S. McGee exercised option to buy 250, holds 250. Indiana Steel Products—Anthony J. Astrologes bought 200, holds 470. International Resistance—Harry A. Ehle sold 600, holds 14,600. Litton Industries—Roy L. Ash sold 820 in partnership, holds 47,415 personally, 18,755 in partnership; Lewis W. Howard sold 1000, holds 4762 personally, 900 in trusts; H. W. Jamieson bought 5000, sold 820 in partnership, holds 53,090 personally, 18,755 in partnership; Charles B. Thornton exercised option to buy 11,000, sold 1803 in partnership, holds 124,348 personally, 41,262 in partnership. Magnavox—Richard A. O'Connor sold 456, holds 57,943. Minneapolis-Honeywell—Richard P. Brown sold 500, donated 1000, holds 64,234; Wm. W. Gilmore sold 200, holds 1100; P. H. Wernicke sold 600, holds 1825. Norden-Ketay—Robert M. Adams Jr. sold 1000, holds none. Philco—Gaylord P. Harnwell bought 100, holds 200. RCA—Robert L. Werner bought 100, holds 787. Sperry Rand—Theodore F. Allen sold 2000, holds 2726; Harry Landsiedel sold 1000, holds 13,904 personally, 29,960 in joint account. Texas Instruments—W. D. Coursey sold 1000, holds 5254; C. J. Thomsen sold 600, holds 14,897. Westinghouse Electric—A. W. Robertson bought 500, holds 1000.

\* \* \* \*

Olympic reports record sales in first 4 months of 1957, up 33% from similar period last year, and covering all categories—TV-radio-hi-fi. Sales v.p. Morton M. Schwartz notes that April dollar volume was 42% higher than April 1956 and preliminary figures show continuing rise in May. He said the fall season should "round out the biggest year in Olympic's history."

Allied Artists will have loss before tax credits of "somewhere between \$2,000,000 & \$2,500,000" in fiscal year ended June 29 vs. net income of \$371,875 year earlier, according to pres. Steve Broidy. He predicted that production cost-cutting and box office returns from new films will help make next fiscal period "our best year for profits."

P. R. Mallory consolidated income was \$1,119,000 on sales of \$26,145,000 in first 4 months this year vs. \$632,000 on \$14,238,000 in corresponding 1956 period, which was affected by 6-week strike. Earnings & sales include those of subsidiary General Dry Batteries Inc., acquired April 26, 1956.

Crowell-Collier Publishing Co. had net loss of \$4,427,943 in 1956, its year of debacle (Vol. 13:7), but cleared \$61,701 from Oct. 18 to Dec. 31 on operations of its radio KFWB, Los Angeles, according to annual report to stockholders this week. Loss from *Collier's & Woman's Home Companion*, suspended in Dec., was \$7,990,376. But net income from non-magazine business, including radio, record club, book publishing, was \$5,168,426 on sales & revenue of \$26,405,712. Consolidated loss before special items of \$1,605,993 was \$2,821,950.

National Telefilm Assoc. filed registration June 12 with SEC (File 2-13423) for \$5,000,000 of 6% sinking fund subordinated notes due June 15, 1962, with purchase warrants attached giving rights to purchase 50 common stock shares for each \$500 of notes after Sept. 2, 1957. Also offered are 350,000 shares of common stock. Issues underwritten by Cruttenden, Podesta & Co., Chicago; Cantor, Fitzgerald & Co., Beverly Hills, and Westheimer & Co., Cincinnati, would be used largely for debt incurred by film acquisitions.

National Telefilm Assoc. earnings were more than quadrupled in 9 months ended April 30 over corresponding fiscal period year earlier, with net of \$818,592 (\$1.23 per share) vs. \$191,397 (29¢). Third-quarter earnings in fiscal year, which ends July 31, were \$309,961 (47¢) vs. \$55,584 (8¢) year ago. Film exhibition contracts in 9 months totaled \$12,346,081, up from \$3,580,898 in previous 3 quarters.

IT&T reports net income of \$5,900,448 (82¢ per share) on first quarter net sales of \$142,002,231 and total income of \$156,584,455 compared with net of \$5,514,548 (77¢) on sales of \$108,749,136 and total income of \$121,575,938 in similar 1956 period. U. S. volume amounted to \$60,824,787 vs. \$41,935,325; foreign sales were \$81,177,444 vs. \$66,813,811 in 1956 first quarter. Unfilled orders totaled \$194,000,000 in this country, \$292,000,000 abroad.

Texas Instruments earnings this year will be closer to \$1.10 per share than \$1 predicted earlier (Vol. 13:9), compared with 72¢ in 1956 (Vol. 13:12), pres. J. Erik Jonsson told Houston Society of Financial Analysts this week. He said 1957 sales would reach record \$65,000,000-\$70,000,000 vs. \$45,699,358 last year.

Standard Coil stock option plan, authorizing directors to award up to 10% of 1,470,000 shares outstanding to employees, has been approved by stockholders. Pres. James O. Burke told annual meeting second-quarter profit should be higher than first quarter's 3¢ per share.

Dividends: AB-PT, 25¢ payable July 20 to stockholders of record June 28; IT&T, 45¢ July 15 to holders June 21; Collins Radio 'A' & 'B', 35¢ July 31 to holders July 16; Admiral directors took no action.

Sperry Rand earned \$49,612,352 (\$1.83 per share on 26,887,722 shares outstanding) on sales of \$871,047,239 in fiscal year ended March 31 vs. \$46,348,878 (\$1.81 on 25,322,841 shares) on \$710,696,087 year earlier.

Cornell-Dubilier earned \$414,804 (76¢ per share) on sales of \$16,892,701 in 6 months ended March 31 vs. \$529,849 (98¢) on \$17,480,107 year earlier.

Columbia Pictures earned \$1,504,000 (\$1.18 per share) in 39 weeks ended March 30, compared with \$1,855,000 (\$1.49) in 40 weeks year earlier.

Philco closes Dallas regional office, splitting territory between Kansas City and Atlanta offices; mgr. Guy Hagerly will be given another post.

Electronic Parts Distributors Show for 1958 will be held week of May 19 in Chicago's Conrad Hilton Hotel.

**E**DWARD LAMB'S license for WICU, Erie, Pa. was renewed by FCC June 13—just 3 years, 3 months and 2 days after Commission raised doubts about his qualifications and touched off one of most bizarre episodes in its history. Commission's vote for renewal was 5-1, as we predicted last Jan. (Vol. 13:3), Comr. Lee being the dissenter, but issuing no statement. Comr. Doerfer, who sparked case originally and later said he'd abstain from voting, was listed as absent.

FCC's 58-page final decision was more direct and to the point—and less colorful—than examiner Herbert Sharfman's 140-page initial decision which recommended renewal 1½ years ago and was credited with taking Commission off the hook in what was widely regarded as an ill-advised sortie into red-hunting. Basic points in FCC's conclusions:

On issue of whether Lamb lied in denying Communist associations and sympathies, evidence generally is lacking to prove beyond question that he actually "associated" with groups and individuals he knew were communistic. In the case of his writings, it's impossible to say that they actually advocated Communism "in the classical sense." It ruled against Lamb on Issue No. 2—his charge that FCC investigators sought to solicit false testimony—but held that absolution of Lamb on the misrepresentation charge overshadowed its adverse finding on the other.

Commission criticized Lamb's "evasiveness and lack of candor" during the 64 days of hearings, but stated that these characteristics by themselves are not sufficient to warrant adverse finding in view of lack of proof of the basic and paramount issues of case.

Lamb issued statement expressing gratitude at his "belated vindication," terming the hearing "a trial of my ideas and activities." The hearings showed, he said, "that an agency of our Govt. placed on the witness stand a score of professional witnesses, persons coached and paid to bear false witness against a private American citizen," and he hailed decision as "reassurance of the integrity of our courts and administrative agencies."

Seven applications for new TV stations and one for translator were filed with FCC this week, bringing total to 132 for stations (35 uhf) and 54 for translators. Applications were for Mobile, Ch. 48, by Wistenn Inc. (Milwaukee furniture mfr. Bernard D. Heifetz pres.); for Indianapolis, Ch. 39, by Butler U; for Des Moines, Ch. 23, by Wistenn Inc.; for Lafayette, La., Ch. 3, by Acadian TV Corp. (physician Paul Kurzweg Jr. pres.); for New Orleans, Ch. 12, by principals of KTBS-TV, Shreveport; for Hay Springs, Neb., Ch. 4, by principals of KOTA-TV, Rapid City, S. D.; for Charleston, S. C., Ch. 4, by WTMA. Translator application was for Ch. 70, Pinedale, Wyo., by Town of Pinedale. [For details, see *TV Addenda 24-W*, herewith.]

"We must raise standards and improve quality. The business ethics of our industry are slipping." That's exhortation to fellow NARTB members by former MBS pres. Edgar Kobak, now business consultant, in current trade publication ad. He submits 22 suggestions for NARTB, including: separate associations and conventions for TV & radio, establishment of strong program depts., relocation of main office outside of Washington, etc. — plus review of virtually all current NARTB functions.

TV is top user of music, according to report of pres. James C. Petrillo to AFM Denver convention. During 1956, he said, TV industry paid \$10,552,531 for music of all kinds. Radio was second at \$9,835,327. Theatrical employment to musicians totaled \$6,028,893, major Hollywood movie studios \$2,782,533, independent producers \$718,500.

Comr. Doerfer was embroiled in dispute with movie industry this week, revolving generally around the question: Whose program code is best, TV's or Hollywood's? It started with recent INS interview—based in turn on May 5 speech to Catholic Institute of the Press in New York—in which Doerfer was quoted as saying TV industry is "cleaning up" Hollywood movies by editing out offensive portions of theatrical films before showing them on TV. He also praised TV industry for "voluntarily banning snide references to minority groups . . . in sharp contrast to the movies of 10 or 20 years ago." This resulted in sharp letter from Motion Picture Assn. pres. Eric Johnston, charging commissioner with "complete distortion of current facts" and "unfounded slurs" on picture industry. Johnston defended MPAA code, calling its enforcement machinery superior to TV code and stating that "as a practical matter it is a rare TV licensee who exercises any control over program content of filmed material he broadcasts." Doerfer replied that many of complaints about TV crime & violence were based on old movie film shows, that many old films have been rejected for TV broadcasting, that TV film producers are now following TV code, reiterated that "some old movie films do not measure up" to TV code. Another letter by Johnston noted with "gratification" Doerfer's statement that he had "no intention to disparage the American movie industry."

Scope of NBC's world-wide plans was hinted this week with establishment of new wholly owned subsidiary, NBC International Ltd., with headquarters in Montreal, to conduct "all of the NBC station management services, station investments and program sales outside of the U. S. and Canada." Its program sales will include both those of NBC-TV network and film subsidiary CNP Inc. NBC international operations director Alfred R. Stern has been elected chairman of NBC International Ltd.; NBC director of European operations Romney Wheeler is pres., with headquarters in London. Secy.-treas., assigned to Montreal headquarters, which opens in July, will be elected soon. New subsidiary plans to open 2 other offices—in Mexico City to conduct Latin American business by end of this year, and in Far East next year. Promising that NBC will take important part in international TV operations, pres. Robert W. Sarnoff said that by end of this year NBC International "will have completed on-the-scene surveys of TV in every country on the globe where the medium now exists or will soon exist."

Big one that got away: Huge on-again-off-again purchase of Sun. 7:30-9 p.m. on ABC-TV by Kaiser Aluminum—reportedly involving more than \$5,000,000 for year, which would have been that network's biggest single time sale (Vol. 13:21)—is off again, this time probably for good. Kaiser wanted to use time segment for group of top Hollywood movies, mostly post-1948. One reason for sponsor's change of heart was said to be unavailability of suitable quality movies. Kaiser's still shopping for top network show for next season, has been negotiating with Sylvester L. (Pat) Weaver's Program Service network, among others.

Advertisers shouldn't boast about how much they spend for TV stars, chairman Robert M. Granger of D'Arcy Adv. told 53rd annual AFA convention June 11 in Miami Beach. He said much of "blowing the trumpets" is (1) "downright bragging," (2) "poor taste," (3) "gross exaggeration." He asked: "How many times have you read about a \$5,000,000 or \$10,000,000 contract for a hot TV star, when we all know there is a slight little thing called '13-week cancellation clause' that always seems to be overlooked?"

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**SUMMARY-INDEX OF THE WEEK'S NEWS — June 22, 1957**

WWLP IS FIRST STATION to test translator commercially; Springfield uhf is so sure of results it plans 9-link satellite-booster chain (p. 1).

RATE CARDS & ANTI-TRUST: Rate integrity desirable, but Phila. decision outlaws rate integrity agreements. Celler bill bans rate "discrimination" (p. 2).

CELLER BLASTS FCC actions and ethics. Cox report postponed for at least a week, Barrow study until Sept. 30. FCC files in anti-trust case (p. 2).

TV COVERAGE OF HOUSE hearings raises Congressional storm; Rayburn's authority to ban cameras is flouted by Walter in San Francisco inquiry (p. 3).

FCC REAFFIRMS MIAMI GRANT to WCKT after adverse court decision, refuses to reconsider grants to Crosley in Indianapolis and Travelers in Hartford (p. 5).

SETMAKERS CONFIDENT as they show 110-degree "Slim Look" at Chicago mid-summer mart. New automatic tuning, remote control units featured (p. 9).

TV SHIPMENTS to dealers through April total 1,787,346, drop of 270,000 from similar 1956 period. April slightly below April, 1956 (p. 11).

DELAY IN FEE-TV consideration probable as NARTB & JCTT ask time to reply to "test" comments after July 8; NARTB sets up 3-man anti-toll TV board (p. 6).

STUDY OF GOVT. USE of frequencies proposed by Sen. Potter in bill setting up commission to determine whether any can be relinquished for TV-radio (p. 8).

INTERCITY TV CIRCUITS to triple in 10 years, AT&T predicts at FCC hearing, forecasting "substantial number of telephones" equipped for TV in 15-20 years (p. 12).

**TRANSLATORS—ECONOMICAL AID TO UHF OUTLETS:** First use of translators by telecaster

-- WWLP, Springfield, Mass. (Ch. 22) -- hasn't started yet, but station thinks potentials for extended uhf coverage are so good that already it's planning to add at least 4 more to 5 definitely scheduled now, one of them ready to go on air.

"We think this is a damned good idea," treas.-gen. mgr. Wm. L. Putnam of WWLP enthused to us this week. He was all set for operation within another week of the nation's first station-owned translator (W79AA) at Claremont, N.H. for pickup (Vol. 13:23) from new satellite WRLP, Greenfield, Mass. (Ch. 32).

"We'll have more so long as we keep it under \$1 a head for audience," Putnam said -- and he figured that \$5000 station investment for Claremont installation will add 20,000 viewers to WWLP's Springfield audience of around 750,000.

In FCC works now for expected quick approval are WWLP applications for translators in Lebanon, N.H. (20,000 estimated new viewers), Newport, N.H. (7000), Rutland, Vt. (17,000), Bennington, Vt. (12,000).

Likely spots for future extension of WWLP's satellite-translator chain are Woodstock & St. Johnsbury, Vt. and Woodsville & Berlin, N.H. All locations are in foothills of White Mountains & Berkshires where 1500-ft. elevations are common.

"One thing I am certain of is that this is a means of providing city grade service for a lot of people who otherwise wouldn't get it," Putnam told us. "And advertisers will get a lot more whether they like it or not." Station's base hour is being raised to \$700 from \$600; he indicated other rate changes are in prospect.

Simplicity of translator operation also impresses Putnam: "You put up a collapsible tower, anchor it to a couple of rocks and use a pre-fab house. Then you're in business, and there's no maintenance to speak of."

Other telecasters are beginning to negotiate for translators, according to pres. Ben Adler of Adler Electronics Inc., New Rochelle, sole manufacturer of equipment whose use by chambers of commerce & other non-profit groups -- particularly in mountain states & west -- has grown steadily.

Springfield experience is being watched by other uhf operators in U.S. and Adler, whose payroll has gone from 100 to 340 in the past year, has inquiries from Canada, Cuba, Mexico, South America. His price for 10-watt station is \$2750.

"We have more orders than equipment to make gear," Adler told us. He is shipping from second production run of 100, planning third run of 100. Nine months ago translator CP score stood at one on air at Hawthorne, Nev. (Vol. 12:36), 2 more applications granted by FCC, 18 pending. Now 40 are on air, 27 additional CPs have been granted, 53 applications are pending.

**TV-RADIO RATE CARDS AND ANTI-TRUST:** Significance of last week's Federal anti-trust conviction of 9 Philadelphia AM stations and local broadcasters assn. (Vol. 13:24):

While maintenance of card rates is recognized as a laudable practice, any agreement among stations to stick to card rates violates the Sherman Act.

Case was precedental in that it struck at a practice never before attempted in the industry, to our knowledge, but one which Justice Dept. feared might have spread if unchecked. The stations weighed the risks, chose not to put up fight -- because, being subject to FCC regulation, they feared the consequences of a possible "moral turpitude" anti-trust conviction. However, those involved felt there was no "price-fixing," since any station could have changed its rate card at any time.

Fact remains that industry has been put on notice that inter-station agreements to maintain integrity of rates are subject to prosecution. As one anti-trust expert put it: "You can't even agree with your competitor not to be a chiseler."

Note: While judge ruled the 9 Philadelphia stations technically guilty of criminal anti-trust violations not involving moral turpitude, civil anti-trust suit against same defendants (except Westinghouse) is still pending, seeking injunction barring them from any future participation in similar agreements.

\* \* \* \*

An anti-trust push in the opposite direction -- aimed principally at network discount structure but with definite implications for station rates -- is inherent in bill introduced this week by Rep. Celler (D-N.Y.). His HR-8277, only legislation recommended in his anti-trust subcommittee's report on TV (Vol. 13:23), would make Robinson-Patman and Clayton Acts applicable to sale of services as well as goods.

Practical effect on TV-radio would be: Any network or station must offer all advertisers identical rates for identical services. Quantity discounts not related to actual cost savings by broadcasters would be considered illegal discrimination. Aim of bill is to prevent large advertisers from obtaining "competitive advantage solely because of superior mass purchasing ability."

Celler intends to push for passage this session. And since it will be referred to his own Judiciary Committee, he told FCC Bar Assn. luncheon this week: "I can assure you, you'll get action on this bill."

**NO LET-UP IN CONGRESSIONAL HEAT ON FCC:** "I'm going to tolerate no nonsense, no deliberate procrastination -- that's a solemn warning to the FCC."

So said Rep. Celler in a departure from his prepared speech before an FCC Bar Assn. luncheon -- a speech designed to burn the ears of the Commissioners in the audience -- still another in the recent series of Congressional attacks on the Commission (Vol. 13:22-23). Covering largely same ground as his anti-trust subcommittee's report on TV industry (Vol. 13:23), Congressman's words left no doubt about his feelings toward present Commission:

"In my opinion there has never been a greater need for qualified personnel in the FCC, both at the staff and the Commission level. For a number of years the FCC has simply not measured up to the standard of public service required to inspire public confidence...The FCC has failed to perform its statutory obligations adequately; [it] has not infrequently failed to conform its regulatory activities to the letter and spirit of the anti-trust laws; [it] has for many years fumbled the vital problem of station outlets and frequency allocations..."

He again castigated Commission for "informal relationships with members of the industry" and urged quick adoption of "code of ethics" for FCC & industry.

In attacking FCC's guardianship of anti-trust responsibility, he singled out recent grant to Boston Herald-Traveler as highlighting "the Commission's disregard of anti-trust principles." He added his subcommittee didn't look into this one, but he would refer it to Rep. Moulder's Commerce "watchdog" subcommittee.

After summing up his subcommittee's recommendations, he again put FCC on the spot: "The subcommittee has made formal request to the FCC and the [Justice Dept.] anti-trust div. for detailed progress reports as to steps these agencies undertake to carry out each of the recommendations pertaining to TV broadcasting."

\* \* \* \*

Another Congressional report on TV -- Senate Commerce Committee's "Cox Report" on network practices -- was postponed by Committee for at least another week. Due for consideration June 24 or 25 if sufficient Senators are present, document is understood to recommend changes in option time and must-buy rules (Vol. 13:24), but to declare moratorium on proposals for legislation until completion of the Justice Dept.'s TV study and until 90 days after wind-up of FCC's network study.

The FCC study, under Dean Roscoe Barrow, definitely won't make its June 30 deadline, and staff report has been postponed to Sept. 30. Though FCC's extra appropriation to finance study expires next week end, network study staff will be paid this summer out of regular Commission operating funds. Entire staff will be retained.

Note: FCC was heard from this week in the hot anti-trust action arising out of NBC-Westinghouse swap of stations in Philadelphia and Cleveland. Commission asked permission of Philadelphia Federal Court to file brief commenting on RCA-NBC defense that FCC's approval of transaction immunizes it from further govt. challenge.

Commission opposed RCA-NBC argument in the submitted brief, saying that in approving the exchange it "did not purport to pass on the anti-trust aspects of the transaction, but left the matter entirely to the Dept. of Justice." It added: "The Commission's approval of the exchange under Sec. 310(b) in any event could not in any way curtail or affect the power of the United States to proceed under the anti-trust laws; nor was the Dept. of Justice required to participate in or institute proceedings before the Commission before resort to the courts."

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**TEMPEST OVER TV COVERAGE** of House Un-American Activities Committee hearings in San Francisco threatened this week to erupt into major Congressional storm over authority of 2 of the most powerful men on Capitol Hill.

At issue in unique clash between Speaker Rayburn (D-Tex.) and Committee Chairman Walter (D-Pa.), longtime friends & legislative collaborators, was question of whether House rules forbid TV cameras at any proceedings—anywhere.

Rayburn, whose word on procedure almost always is taken for law on Hill, said they do. Openly defying him, Walter said they don't—at least outside Washington—and went right on with San Francisco hearings televised locally by KRON-TV & educational KQED.

After 3 days of increasingly angry edicts against TV by Rayburn—and continuing flouting by Walter of Speaker's previously unquestioned interpretation of rules—it looked like Walter might be inviting contempt of Congress charge which he often uses against balky witnesses. Rep. Cannon (D-Mo.), top House parliamentarian, said June 21 that contempt citation against Walter was possible.

Meanwhile, in hurry-up effort to resolve issue, Rep. Scott (R-Pa.) introduced bill (H. Res. 282) June 20 "to provide equal access for all news media before proceedings of the House." Rep. Meader (R-Mich.) took floor next

day to demand that committees themselves exercise discretion. Similar legislation specifically allowing TV-radio coverage (H. Res. 31 & 32) was introduced by Rep. Griffiths (D-Mich.) early in session (Vol. 13:3), but has made little legislative progress.

Basis of Rayburn's rulings, first laid down in 1952, was that House regulations don't authorize TV either on floor or in committee sessions—and therefore forbid it. (Senate permits TV coverage of committees.) Un-American Activities Committee sessions haven't been televised in Washington, but Walter has okayed—if not welcomed—TV at hearings elsewhere.

Rayburn said he hadn't heard about Walter's out-of-town TV practice until he read about suicide of biochemist Wm. Sherwood, who had been subpoenaed in San Francisco inquiry into Communist infiltration of professional groups. Sherwood left note which said he had "fierce resentment of being televised."

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Sen. Goldwater (R-Ariz.), paid own TV way to accept challenge from United Automobile Workers for debate on propriety of unions spending dues money for political broadcasts. Backing up his contention that such expenditures are "morally wrong," Goldwater insisted on putting up \$1000—\$780 for half of TV time, \$220 for personal expense—following appearance last week on WIBK-TV, Detroit, with UAW v.p. Leonard Woodcock on union-sponsored show.

**Personal Notes:** Eugene C. Wyatt promoted to national sales mgr. of ABC-TV, Henry Hede to eastern sales mgr., John Fitzgerald to sales service director; Henry W. Cox resigns as General Mills TV-radio programming mgr. to rejoin ABC-TV as national program sales mgr. . . . Ted Cott resigns as v.p. & gen. mgr. of DuMont Bestg. Corp., for which he was v.p. & gen. mgr. of WABD, N. Y. & WTTG, Washington, to join NTA in executive capacity . . . Lucian Davis named exec. producer of CBS Radio programs, Hollywood . . . Robert L. Lamb, sales mgr. of Crosley Bestg.'s Chicago office, July 1 becomes sales mgr. of upcoming WLWI, Indianapolis (Ch. 13), due in Sept. . . . Alfred N. Greenberg, ex-radio WBBM, Chicago, named advertising, promotion & research director of Teleprompter Corp.; Robert Rosencrans, ex-Sheraton Closed Circuit TV, business mgr. of sales dept.; Frank W. Noble, ex-Studebaker-Packard, Detroit area mgr. . . . Joseph R. Rastatter, ex-CBS-TV, named public relations director of TvB, succeeding Sid Mesibov, resigned to join ABC-TV as director of special exploitation projects . . . Earle J. Gluck elected chairman of WSOC Bestg. Co., Charlotte, succeeded as pres. by exec. v.p. Larry Walker; George Henderson, gen. sales & promotion mgr. of WSOC-TV, named exec. v.p. . . . James R. Bonfils, ex-KTVI, St. Louis, named station mgr. of WTTG, Washington, succeeding James Anderson, transferred to DuMont's N. Y. office . . . Will Darch promoted to commercial mgr. of WSBT-TV & WSBT, South Bend; Jim Halpin named promotion mgr. . . . Joseph E. (Jay) Faraghan, ex-WGN-TV, Chicago, named program director of WFLA-TV, Tampa-St. Petersburg; John Alexander, ex-radio KODY, North Platte, Neb., named mgr. of WFLA . . . Willard (Bill) Fraker, ex-WJHP-TV, Jacksonville, named local sales mgr. of upcoming WFGA-TV, due on air there late in summer . . . Joe Evans named national sales mgr. of KFJZ-TV, Ft. Worth, succeeding Dale Drake; Bill Terry succeeds Evans as local sales mgr. . . . Aaron Boe, from KVAL-TV, Eugene, Ore., named station mgr. of satellite KPIC, Roseburg, succeeding Gene Pierce, who returns to KVAL-TV . . . Wm. E. Daley named local sales mgr. of WTCN-TV, Minneapolis-St. Paul, succeeded by Jack Cosgrove as local sales mgr. of radio WTCN; Robert Sampson, ex-radio WSAI, Cincinnati, becomes gen. sales mgr. of WTCN . . . Leo Dekker named production mgr. of WSOC-TV, Charlotte . . . A. Richard Robertson, ex-*Television Age* & KSL-TV, Salt Lake City, named sales development, promotion & publicity director of KSBW-TV & KSBW, Salinas-Monterey, and KSBY-TV & KVEC, San Luis Obispo, Cal. . . . Dean McCarthy, program director of WITI-TV, Milwaukee, also named asst. to pres. Sol J.

Douglas Anello, from FCC's Safety & Special Radio Services Bureau, named NARTB chief counsel as of July 1, succeeding Robert Heald; Gordon L. Ward, ex-NBC stations, Cleveland, named an NARTB field representative.

Walter Kiernan, TV-radio personality, new pres. of Catholic Actors Guild, succeeding late Gene Buck. Pat O'Brien, film star, named v.p., succeeding late Gene Lockhart.

Sol Cornberg, director of NBC studio & plant planning for past 6 years, forms Sol Cornberg & Assoc. consulting service at 550 Fifth Ave., N. Y., effective Aug. 1.

Sir Kenneth Clark retires from chairmanship of Britain's commercial ITA when term expires in August; no successor named yet.

Forbes W. Blair, recently Asst. U. S. Atty. in D. C., joins Washington law firm of Welch, Mott & Morgan June 24.

Kahn; Leon Dolnick promoted to merchandise mgr. . . . Robert S. Schultis promoted to asst. commercial mgr. of WDSU-TV, New Orleans . . . Bill Walsh named head of TV dept. & mgr. of new Boston office of rep Edward Petry & Co. (Statler Office Bldg.) . . . Carlos Reese promoted to St. Louis mgr. of rep John Blair & Co. . . . Edward L. (Ned) Koenig Jr. promoted to sales v.p. of Hal Roach Studios . . . Lou Marget promoted to sales promotion supervisor of MCA-TV Film Syndication . . . Martin Low named sales v.p. of Robert Lawrence Productions . . . Joe Zimmerman promoted to sales promotion director of Triangle Publications Inc. stations in merger of TV-radio div. of company's adv. & promotion dept. with that of WFIL-TV & WFIL, Philadelphia . . . John H. Norton Jr., v.p. & gen. mgr. of WMTW, Poland Spring, Me. also named v.p. & gen. mgr. of radio WPOR, Portland, replacing Harold H. Meyer, resigned . . . Edward Kaylin, assoc. director of CBS Radio sales presentations, also named administrative mgr. of adv. & sales promotion dept. . . . Raymond C. Fox, ABC Film Syndication controller, awarded master of business administration degree by NYU . . . Edward G. Sherburne Jr., ex-educational WGBH-TV, Boston, and Ray J. Stanley, from U of Wis. TV lab, appointed program associates by Educational TV & Radio Center . . . Nat Wolff resigns as director of NBC-TV program planning, but will continue work with fall special, "Annie Get Your Gun" . . . Irving Waugh, who was to move to WSIX-TV, Nashville, remains at WSM-TV, promoted to gen. mgr. . . . Frank Effron promoted to production supervisor of KOTV, Tulsa.

### Obituary

Frank A. Cowan, 59, asst. director of operations, AT&T Long Lines Dept., died at Lenox Hill Hospital, N. Y. June 21 after short illness. A distinguished engineer and inventor, he participated in many FCC hearings on TV transmission facilities. Native of Escatawpa, Ala., he joined Bell System in 1919. Surviving are his wife; brother James A. Cowan, AT&T Long Lines Dept. commercial development engineer.

A. Cledge Roberts, 52, with CBS as producer-director in 1945-46 and WPIX, N. Y. 1947-52, died June 14 of leukemia in N. Y. Also an actor, he had for last 7 years taught professional TV-radio at NYU, was director of its TV Workshop and an instructor at School for Radio Technique, N. Y.

Cyril Ouellette Langlois, 64, founder (in 1935) and chairman of Lang-Worth Feature Programs Inc., died June 18 at Doctors Hospital, N. Y. Surviving are his widow; 2 sons, pres. John D. Langlois of Lang-Worth and pres. Cyril O. Langlois Jr. of Langlois Filmusic; 2 sisters.

ADVERTISING AGENCIES: Clement W. MacKay promoted to exec. v.p. of Roy S. Durstine Inc. . . . John L. Zimmer, ex-Cunningham & Walsh, named TV-radio director of Wesley Assoc., with offices at 10 Rockefeller Plaza, N. Y. . . . Philip A. Young, ex-McCann-Erickson, named copy director of Campbell-Ewald TV-radio dept. . . . Wm. Ross named TV-radio mgr. of Harold F. Stanfield Ltd., Toronto.

NARTB radio board elects Merrill Lindsay, WSOY, Decatur, Ill. chairman, succeeding John M. Outler, WSB, Atlanta; J. Frank Jarman, WDNC, Durham, N. C. vice chairman, succeeding Herbert L. Krueger, WTAG, Worcester, Mass.

New regional TV-radio rep firm, Foster & Creed, Statler Office Bldg., Boston (Hubbard 2-4845), has been formed by Robert C. Foster, owner of R. C. Foster Co., and Wm. A. Creed, v.p.-mgr. of Walker firm Boston office.

**FCC CONTINUED cleaning up tough petitions** for reconsideration in major vhf cases this week. One of most important affected grant of WCKT, Miami (Ch. 7), which Commission reaffirmed this week after Court of Appeals had sent case back with severely critical language.

Losers in case had asked that WCKT be taken off air or turned over to trusteeship pending reconsideration, but Commission said it wasn't bound to do so in absence of specific orders from court. As for charges WCKT pres. Niles Trammell has divided loyalties because of consulting contract with NBC, which he once headed, FCC said that a demerit should be given. Another factor re-weighed was "diversification"—ownership of WCKT by Cox-Knight newspaper-radio interests in Miami.

Upshot, FCC said, was that WCKT remains so superior in experience, ownership-management integration, program plans, etc., that demerits are outweighed.

Commission turned down petitions for stay and reconsideration of grant of WLWI, Indianapolis (Ch. 13) to Crosley with unusual 3-3 vote, Comr. Craven abstaining, Comrs. Hyde, Bartley & Lee dissenting. Losers in case had objected to Craven's participation in final decision without having heard oral argument. Commission cited numerous cases to show nothing illegal or unfair was involved.

Efforts of Hartford Telecasting to overturn Ch. 3 grant to WTIC-TV were rejected—Commission finding little merit in allegations that WTIC-TV ownership (Travelers Insurance Co.) concealed efforts to influence

Conn. state legislation and that Travelers may be legally ineligible as a TV applicant because of state laws.

Initial decision for Cheboygan, Mich., Ch. 4, was awarded to Midwestern Broadcasting Co., owner of Traverse City's WPBN-TV, over local WCBY (R. E. Hunt). Examiner Basil P. Cooper cited Midwestern's "exemplary" operation of its 4 Michigan AM stations and its Paul Bunyan Network as outweighing WCBY's superiority in media diversification issue. He also favored Midwestern on grounds its proposed power and antenna height would bring first TV signal to substantially greater number of people than would WCBY's.

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Reply comments on Craven Plan to abandon allocations table (Vol. 13:23) amounted to 10 in favor of plan, 2 against—drastic drop from the 70-80 original comments. Where Commission once seemed almost certain to approve plan, final authorization now seems unlikely.

As expected, Commission issued rule-making proposal to keep Ch. 6 & 10 in Albany-Schenectady-Troy area and to add Ch. 13, giving WKTU, Utica, Ch. 2 (Vol. 13:24).

It issued final decisions denying petitions for reconsideration of deintermixture decisions affecting Hartford, Madison, St. Louis-Springfield & Evansville. It also finally denied proposal to add Ch. 5 to Columbia, S. C. One petition was received — to add Ch. 12 to Esthersville, Ia., sought by prospective applicant KGLO-TV, Mason City (Ch. 3).

CPs granted: Ponce, P. R., Ch. 7, to Ponce TV Partnership; Nacogdoches, Tex., Ch. 19, to East Tex. Bestg. Co. (Lee Scarborough). Ch. 71 translator was granted in Farmington, N. M.

Radio station sales approved this week: KFXD, Nampa, Ida. by Frank E. Hurt & Son Inc. (Edward Hurt, pres.) for \$277,000 to E. G. Wenrick Bestg. Co., 51% owned by E. G. Wenrick (also pres. & 29% of KBOE, Oskaloosa, Ia.), 49% by KFXD mgr. Kenneth Kilmer (Vol. 13:21) . . . WJHP, Jacksonville, by *Jacksonville Journal* (John H. Perry Jr.), operator of WJHP-TV & WESH-TV, Daytona Beach, for \$275,000 to Carmen (Jim) Macri (Vol. 13:14)—also Macri's sale of WQIK, Jacksonville, for \$150,000 to ex-WJHP employes Mr. & Mrs. Marshall W. Rowland, each with 25%, other 50% held by Mrs. Rowland's father T. Edison Casey (Vol. 13:16) . . . KLER, Lewiston, Ida. by Cole E. Wylie for \$160,000 to John M. Matlock (60%) and Eugene A. Hamblin (40%), who will dispose of local daytimer KOZE (Vol. 13:21) . . . KHEY, El Paso, (formerly KEPO) by John W. Stayton, Thomas Black & Frank Stewart for \$150,000 to co-equal owners Harvey R. (Ray) Odom, A. V. Bamford & E. O. Smith (Vol. 13:17); Odom & Bamford are co-owners of KHEP, Phoenix, and KMOP, Tucson . . . WDCL, Tarpon Springs, Fla. by J. M. & Margaret Miller and Hal & Beatrice Freede for \$59,500 to author-newsman Hodding Carter and associates John T. Gibson (with whom Carter owns WDDT, Greenville, Miss.), McClain Bowman and songwriter Floyd Huddleston . . . KORT, Grangeville, Ida. by Far West Radio Inc. (Hub Warner, pres.) for \$50,000 to Edward M. Brainard (Vol. 13:22).

Rumors of CBS-Westinghouse merger, circulated this week, were "flatly denied" by Westinghouse v.p. E. V. Huggins, while CBS pres. Frank Stanton said: "There is nothing to it."

Sale of CP for KDHS, Aberdeen, S. D. (Ch. 9) by Joseph E. McNaughton interests to North Dakota Bestg. Co. (John Boler) for \$2447 out-of-pocket expenses (Vol. 13:21) was approved by FCC.

Radio station sales reported this week: KVOE, Emporia, Kan. by Lyon County Bestg. Co. Inc. (Sherwood R. Parks, pres.) for \$83,500 to Edward J. McKernan Jr., ex-WIBW-TV, Topeka, who will own 90% and Charles N. Putt, also WIBW, 10% . . . WJIG, Tullahoma, Tenn. by Col. Raymond L. Prescott Jr. for \$70,000 to M. D. Smith, program director of WBRC-TV, Birmingham . . . WHBG, Harrisonburg, Va. by Rockingham Radio Corp. (Doris B. Brown, pres.) for \$65,000 to co-equal owners Robert C. Currie Jr. (operations mgr. of WXEX-TV, Petersburg, Va.) and Frederick R. Griffiths (operations mgr. of WJAR-TV, Providence, R. I.) . . . KPLS, Dallas, Ore. by Leland M. Tucker (51%) and Edward C. McElroy Jr. (49%) for \$45,000 to Grand Island, Neb. appliance distributor D. H. Meves, who also owns 3.6% of KHAS-TV, Hastings, Neb. . . . KWFC, Hot Springs, Ark. 75% by Walter E. & Betty P. Hussman for \$24,000 to Clyde E. Wilson, who will own 100%. Hussmans control *Camden* (Ark.) *News*, which owns 50% of KCMC-TV, Texarkana (Ch. 6). Brokers: WJIG & WHBG, Paul H. Chapman Co.

WKAB, Mobile, Ala. is being transferred to John E. & George D. Hopkinson, who will own 30% each (they are co-owners of radio sales rep Dwight & Assoc.) and Quentin C. Sturm, 30% (also to become 1/3 owner of Dwight & Assoc.), with present sole owner Mrs. Louise P. Pursley to retain 10% of voting stock and remain a director. WKAB-TV (Ch. 48) was on the air from Dec. 29, 1952 to Aug. 1, 1954, and Pursley Bestg. Service Inc. "became so heavily indebted that it was not able to pay its outstanding debts." Under new ownership, \$50,000 is to be deposited to secure assignment of claims totaling \$323,004, settlement to be on basis of 15.2% of monies owned. Dwight & Assoc. is to loan WKAB \$15,000 to meet current accounts receivable, accumulated since last fall, and the 3 new owners are to advance total of \$15,000.

**M**ORE DELAY in FCC's subscription-TV proceedings seemed probable at week's end as Commission was confronted with 2 petitions asking that provision be made for filing of replies to comments on its request for specific pay-TV proposals. Petitions came from NARTB and movie exhibitor-controlled Joint Committee on Toll TV.

Commission is due to consider the requests at June 27 meeting. Unless it plans to push for disposition of pay-TV test issue before its Aug. recess—which is unlikely—it can be expected to permit moderate amount of time for the pay-TV replies, which are due by July 8.

NARTB's petition stated that under its present order, FCC would receive only proposals of parties in favor of fee-TV tests and opponents wouldn't be permitted to analyze and review them. NARTB and other opponents obviously want to point out to FCC the portions of the comments which they consider to be improper and impractical. A delay of 2 weeks wouldn't hamper proceedings which have been under way for 2½ years, said NARTB.

Joint Committee on Toll TV raised same points, adding: "Although the Commission undoubtedly has the legal authority to proceed without affording an opportunity to file reply comments, such action, to the best of our knowledge, is completely without precedent." Committee suggested minimum of 60 days after July 8 for reply comments.

First actual comment in response to FCC's request for fee-TV proposals came from WDSM-TV, Duluth (Ch. 6), praising Commission's cautious approach, and stating: "It appears to us that the free TV industry already is hard pressed to fill the TV hours with top programming. Anything that complicates this problem may be a severe blow

to the continuation of good TV as envisioned by the FCC and all broadcasters."

NARTB TV board, meeting in Washington this week, passed resolution reaffirming strong opposition to pay-TV tests and authorized pres. Harold E. Fellows to name 3-man committee to oppose toll-TV proposals. Fellows named C. Payson Hall, Meredith stations; C. Wrede Petersmeyer, Corinthian stations, and W. D. (Dub) Rogers, KDUB-TV, Lubbock, Tex. Both TV & radio boards voted to participate in a fact-finding study of Bartlesville, Okla. wired pay-TV project.

In Bartlesville, meanwhile, Video Independent Theatres planned to launch all-out drive for subscribers to its "home theatre" project beginning next week end, utilizing virtually all media, including TV, radio, film trailers, direct mail, bumper strips, etc. Eventual goal is 3-4000 subscribers in the city of 38,000. GPL equipment is due to arrive July 15, with programming scheduled to start Aug. 1.

Paramount's International Telemeter plans to have closed-circuit systems in operation in 2-3 locations by year's end, according to v.p. Paul McNamara, who said it would cost about \$100 per installation (wiring and coinbox attachment), as opposed to \$400 per seat cost of constructing new theatre. He revealed that Telemeter plans "free" programming via its closed-circuit from 9 a.m. to 7 p.m., followed by pay movies in evening. He suggested that Telemeter exhibitors sell time to local merchants during "free" period—a sideline which they will find "better than even popcorn."

A. H. Belo Corp., publisher of *Dallas News* and owner of WFAA-TV & WFAA, applied to Highland Park, Tex. town council for franchise to operate closed-circuit TV system there, and theatre groups applied this week in Garden City, Manhattan & Great Bend, Kan., San Angelo, Wichita Falls & Laredo, Tex.

"It is not unreasonable to conclude then that, if the broadcasting spectrum space available is too little to serve our needs, wired communications systems will cease to be only convenient; they will be an absolute necessity not only from a straight communication viewpoint but also as a national defense requirement. All of this wiring we have been so blithely doing, however, has serious economic consequences and with present day equipment it possibly may be too costly . . . I believe that the community system of the future will look something like this: I see a very small diameter cable using new materials and having very low loss; it is radiation free and can be mounted on poles without the use of messenger wire. In the middle of a span I see a compact, cable-supported housing with one connector at each end showing—in fact, the housing is hard to spot because it is the same color as the cable. This housing I have described is a miniaturized amplifier of about 20 db of gain; it has a 500 mc bandwidth. Its response is shaped to the characteristic of the cable and in addition it has temperature-controlled equalization circuits. Automated level controls of a precise nature keep the levels in the amplifier and system constant—summer, winter, spring and fall. It is powered by an atomic battery and is hermetically sealed against the elements. Alarm circuits feed a control central point, so that any trouble is instantly pin-pointed. Servicing is limited to a once-a-year check of the atomic battery; if something really fails in the amplifier it is so cheap that it is more economical to throw the amplifier away than to try to repair it. At various points in the system, small boxes are mounted on poles near the ground into which can be plugged a camera or microphone for remote pickup purposes, and I am sure the fixed camera mounted at specific points and at every

major street intersection will become as commonplace as the red fire alarm box."—Fitzroy Kennedy, chairman, Spencer-Kennedy Labs, at NTCA convention, Sheraton Penn Hotel, Pittsburgh, June 4-6.

Opposition to any changes in FCC allocation system for educational TV and to proposals for extending station license terms from 3 to 5 years was expressed June 20 by American Civil Liberties Union. "Diversity of opinion on air" would be lessened if educational channels become available to commercial stations, ACLU exec. director Patrick Murphy Malin wrote chairman Pastore (D-R. I.) of Senate Commerce communications subcommittee and chairman Harris (D-Ark.) of House Commerce Committee. Malin said longer license period might cause stations to neglect their "public interest" obligations.

Networks hotly denied charges by Authors League of America and its pres. Moss Hart that they imposed news "blackout" on Celler subcommittee's TV report (Vol. 13:24). CBS pres. Frank Stanton called ALA charge "scandalous" and "wholly untrue," citing TV-radio news programs which gave the report coverage and pointing out that network exercises no censorship. ABC also denied any censorship, pointing out that play of news is entirely up to news editor on duty. NBC didn't indicate whether it replied to wire, but stated that it covered the report in its TV-radio newscasts.

CBS-TV started construction of big new Hollywood TV City facilities this week. Scheduled for completion late in 1958, additions include 2 studios with 14,100-sq. ft. floor area, 7 rehearsal halls, schoolroom for child actors, 8-story building housing west coast offices.

**Telecasting Notes:** Is TV following movie industry pattern of concentrating business and financial operations in New York and production in Hollywood? *Billboard* says it is—not in the far future, but next season. Documenting program-origination breakdown in its June 17 issue, publication reports 70% of network TV programming during prime evening hours next season will originate from Hollywood, 25% from New York. Split was 54-46 last season . . . Factors responsible for TV's westward migration, notes *Billboard*, are increased use of film and expansion of NBC-TV's Burbank studios, together with planned expansion of west coast facilities by both CBS-TV & ABC-TV, latter network announcing that 85% of its programming will originate from Hollywood next fall . . . Network sponsors are advised to insist on one-price policy—with no extras—in negotiating for time-&-talent packages, in June 17 *Advertising Age* editorial. Sponsors are urged to oppose "price increases" based on: (1) line charges, which should be borne by network & stations; (2) profits on programs owned or controlled by networks; (3) union wage-increase clauses in advertising contracts; (4) additional studio charges . . . TV gets biggest share of Florida Citrus Commission's record 1957-58 consumer ad budget of \$4,400,000. Earmarked for TV is \$2,145,100, compared with \$1,740,000 for current season; newspaper advertising is being increased from \$477,830 to \$627,300 but radio budget will be cut sharply . . . Big daytime sale: NBC-TV announces orders by Mentholatum and Star-Kist Foods for gross of \$1,500,000 worth of 5 daytime programs . . . Harry Truman, who was TV host on guided tour of White House during his presidency, returns to similar role June 30, when he guides CBS-TV viewers through Truman Library in Independence, Mo., on *Let's Take a Trip* . . . First Met Opera star to have own TV

show will be Patrice Munsel, who will be hostess on Fri. 8:30-9 p.m. ABC-TV variety show beginning Oct. 18; program will concentrate on Broadway show tunes and popular songs, according to network . . . Colgate has renewed its sponsorship of MGM features on Los Angeles' KTTV for another year—the deal which set pace for national advertisers' purchases of big blocks of first-run feature programming (Vol. 12:46) . . . Film programming coup: Don Whitehead will dramatize his best-selling book, *The FBI Story*, as 30-min. filmed series for CBS-TV, and there's at least the implication that Hoover himself may introduce some or all of the episodes . . . Twelve brand-new syndication properties will be on market by fall, reports June 19 *Variety*—just twice the number available last season . . . Sale of *Sgt. Preston of the Yukon* series and rights for \$1,500,000 to Jack Wrather and John Loeb by Trendle-Campbell interests, same principals involved in sale of *Lone Ranger*, has been completed, through broker Allen Kander & Co. . . . Some 18 NBC film shows are now being beamed from foreign TV stations, CNP reports . . . Pat Weaver negotiating with comic Lou Costello for possible 30-min. comedy series on his new network . . . Wide Wide Europe: Eurovision viewers last week end watched divers at work on bottom of Mediterranean in exploring and salvaging operations, in live pickup originated by French TV . . . Ed Sullivan joins trend to shared sponsorship, Lincoln dropping out of CBS-TV program after 8 years; Mercury retains half sponsorship, with at least 4 advertisers expressing interest in snapping up other half . . . Hal Roach Studios takes over distribution rights to some 1150 Warner Bros. shorts from AAP, to expand them into 30-min. TV film series . . . Storer's 5 stations have concluded \$1,000,000 deal with NTA for 136 features and five 30-min. series, biggest single film buy in chain's history.

Telestars Films Inc. is new TV film production and distribution firm formed by partnership of Seymour (Sy) Weintraub and producer Bernard L. Schubert. Company will syndicate 4 Schubert-owned shows—*Topper*, *Mr. & Mrs. North*, *Crossroads* and *TV Reader's Digest*. Ray Hamilton, formerly of Flamingo Films, is sales mgr. of new firm, which claims to have \$12,000,000 in financing available. Firm plans several new properties, with syndication due next fall for *White Hunter*, which also will be offered to theatres in feature version. Company also plans to produce legitimate plays and to operate TV-radio stations, integrating Minneapolis' KMGM-TV (in which Weintraub owns 20%) and Weintraub's wholly-owned radio WKIT, Mineola, N. Y., into the operation. Schubert will become chairman of Telestars, Weintraub pres. Weintraub recently sold his interest in Flamingo Films Inc. and severed his connection with the firm (Vol. 13:24), David L. Wolper taking over his former post as exec. v.p.; Joseph Harris continues as Flamingo pres., denying trade reports that he is leaving the company. Parent company of Flamingo, Essex Universal Corp., has purchased controlling stock interest in Continental Thrift Co., a California industrial loan institution, and Concord Securities Inc., N. Y. brokerage firm. Flamingo this week announced plans to produce at least 2 new pilot films a year for national sales, and to acquire additional series for syndication. Wolper said conversations have been held with other distributors as to advisability of consolidating sales, shipping and servicing facilities "similar to the method currently being used by major motion picture firms."

Five new color programs will be introduced week of June 29 by NBC's WRCV-TV, Philadelphia. Local 30-min. shows include *Concept*, presented in cooperation with U of Pa., and *Young Citizen* under municipal auspices.

Robert E. Sherwood TV Awards by Fund for the Republic for best network programs on freedom & justice theme were won June 19 by CBS for "Clinton & the Law" on *See It Now* (Edward R. Murrow & Fred Friendly) in documentary category and "Island in the City" on *Climax* (writer Adrian Spies, director Buzz Kulik, producer Edgar Peterson) in drama category. Each award carried \$20,000 prize. Judges deemed no nomination merited \$15,000 award for best program on independent station; instead, prize was split equally among 3 N. Y. stations: CBS' WCBS-TV for *Camera Three*, NBC's WRCA-TV for *Open Mind*, DuMont's WABD for *Night Beat*. Honorable mentions were won by "The Puerto Rican Story" on *See It Now*, "Error in Judgment" on *Armstrong Circle Theatre* (NBC), "The Family Nobody Wanted" on *Playhouse 90* (CBS), "Portrait of a Citizen" on *Studio One* (CBS).

Rate increases: XETV, Tijuana-San Diego, July 1 raises base hour from \$700 to \$800, min. \$140 to \$180. KVOS-TV, Bellingham, Wash. Aug. 1, hour \$435 to \$550, min. \$108 to \$137.50. KTBS-TV, Shreveport, July 1, hour \$400 to \$500, min. \$100 to \$125. WPTZ, Plattsburgh, N. Y. July 1, hour \$300 to \$400, min. \$60 to \$80. KID-TV, Idaho Falls, July 1, hour \$200 to \$225, min. \$45 to \$50. CFCM-TV, Quebec City, has raised hour from \$460 to \$475, min. \$92 to \$100. CJON-TV, St. John's, Nfld. July 1, hour \$200 to \$230.

Network radio leads other principal media in cumulative national advertising gain of 11% between April 1956 and April 1957, according to June 21 *Printers' Ink*. In same period, business papers had 8% increase, network TV 7%, magazines 2%, while newspapers fell 1%. Network radio gained 3% in April over March this year, business papers 2%, magazines 4%, while network TV & newspapers held steady.

**Notes on Upcoming Stations:** WPST-TV, Miami (Ch. 10), plans July 10 test patterns, Aug. 1 programming with ABC-TV, reports gen. mgr. Walter M. Koessler for owner National Airlines (G. T. Baker, pres.). It will have 50-kw RCA transmitter at Miami antenna farm on Honey Hill Dr., having purchased land, tower & studios of WGBS-TV (Ch. 23) when Storer took latter off air (Vol. 13:14). RCA 12-bay antenna is to be installed July 1 on 900-ft. Blaw-Knox tower formerly used by WGBS-TV. It's remodeling WGBS-TV studios at 316 N.E. 21st St., plans to have new studio bldg. ready Nov. 1. Koessler, ex-WGBS-TV, will have Jack Barry as production mgr. and Wm. R. Needs as chief engineer, both from WGBS-TV. Base hour will be \$825. Rep will be H-R Television.

KSPR-TV, Casper, Wyo. (Ch. 6) now doesn't expect to meet June 20 target for programming with CBS-TV, writes owner-gen. mgr. Donald Lewis Hathaway, although it has 5-kw DuMont transmitter on hand and 3-bay GE antenna installed on 300-ft. tower of radio KSPR. It will be 2nd outlet in town, where KTWO-TV (Ch. 2) began March 1. Marcus R. Nichols, from radio KSPR, will be national sales mgr., with Richard Frech local sales mgr. Base hour will be \$120. Rep will be Walker.

KTVG, Ensign, Kan. (Ch. 6) hasn't set programming target, but has GE 5-kw transmitter installed at site 20 mi. SW of Dodge City, also has 6-bay antenna installed on 600-ft. Liberty tower, reports Wendell Elliott, v.p.-gen. & sales mgr. & 5.65% owner. It hopes to have GE microwave relay system to Stafford, Kan. ready shortly to pick up ABC-TV affiliate KAKE-TV, Wichita. It also has signed with CBS under Extended Market Plan. Hershel Holland, from radio KGNO, Dodge City, will be program mgr. Base hour will be \$100. Katz is rep for KAKE-TV.

Power increases: WCHS-TV, Charleston, W. Va. (Ch. 8) June 19 to 158-kw ERP; KRGV-TV, Weslaco, Tex. (Ch. 5) June 16 to 100-kw; KTVH, Hutchinson-Wichita, Kan. (Ch. 12) now radiating 316-kw; KFEQ-TV, St. Joseph, Mo. (Ch. 2) 100-kw.

WISN-TV, Milwaukee (Ch. 12) & WISN moved June 17 to new \$1,250,000 Communications Center at 19th & Wells Sts. (Division 2-3000).

RCA shipped 25-kw amplifier June 19 to WTPA, Harrisburg, Pa. (Ch. 27) which plans boost to 1030-kw.

Educational WYES, New Orleans (Ch. 8) has moved to permanent quarters at 916 Navarre Ave.

**TOP-LEVEL STUDY** of govt. use of frequencies suitable for TV-radio was proposed this week by Sen. Potter (R-Mich.) in resolution (S. J. Res. 106) to set up 3-man investigating commission with power to study all allocations of radio frequencies. Similar resolution (H. J. Res. 381) was introduced in House by Rep. Bray (R-Ind.).

Commission on the Allocation of Radio & Television Frequencies, composed of experts in communications field, would be appointed by President for 6-month period "to conduct a thorough and comprehensive study and investigation of radio and TV frequencies allocated to the various agencies and instrumentalities of the Federal Govt. with a view to determining (1) whether such frequencies are being efficiently utilized to the maximum degree possible, (2) whether any (and if so, how much) of such frequencies may, without jeopardizing the public interest, be relinquished to the FCC for allocation to non-governmental purposes, and (3) what are the likely future requirements of [the] Federal Govt. for radio and TV frequencies."

Explaining his bill, Potter said: "Terrific pressure is building up for radio and TV frequencies. Commercial users accuse the Govt. of hogging spectrum space. Federal agencies claim they need what they have. A thorough review is in order to determine whether these frequencies are used efficiently and to a maximum degree. We may find that some of these frequencies could be relinquished to the FCC for non-governmental use without jeopardizing the public interest."

Bill is given good chance of getting favorable report from Senate Commerce Committee, of which Potter is member—if Committee can fit it on its crowded calendar and if military doesn't actively oppose it. It would provide first study of military uses of spectrum to be made by a non-government body.

Engineers' strike by IBEW members put WPIX, N. Y. off air 7 hours June 15 during negotiations for new contract. Engineers went back to work when agreement was reached on new contract, terms of which were not disclosed.

New radio format—nighttime *Program PM* running 2 hours with "lateral programming" of national & local features—will start June 24 on Westinghouse stations. Sales plan tied to shows 7 nights a week will offer cost-per-thousand rates lower than daytime at each station, idea being to attract advertisers & agencies which have been passing up nighttime radio. Westinghouse Bestg. Co. pres. Donald McGannon told N. Y. press luncheon this week that 80% of *Program PM* will be local, 20% originating from N. Y., emphasizing behind-the-scenes news & entertainment. Stations participating are KDKA, Pittsburgh; KYW, Cleveland; WBZ, Boston; WBZA, Springfield; WOWO, Ft. Wayne; KEX, Portland, Ore.

NARTB survey shows 77% of 226 programs monitored used no more than half of time which TV Code allows for "participating" commercials. Wm. B. Quarton, WMT-TV, Cedar Rapids, Iowa and chairman of TV Code review board, said that survey covered feature-length films on 49 stations in 24 cities; that no violations were found of permitted one min. advertising to 5 min. programming; that average number of commercials per show was 3.6; that 52% were no more than 1½-min. long; that 43% were 1½-2½ min. Covering only stations subscribing to TV Code, survey was confined to participation programs. Quarton said survey revealed about 90% of feature films have participating sponsors.

Anti-trust conviction of *Kansas City Star* on criminal charges that it monopolized news & advertising (Vol. 13:4-5) was upheld June 17 by Supreme Court, clearing way for Govt. to proceed with civil suit against newspaper demanding that it dispose of its WDAF-TV & WDAF. In brief order, Supreme Court refused to hear appeals by *Star* (fined \$5000) and adv. director Emil A. Sees (fined \$2500) for hearing. Negotiations for sale of stations for \$10-\$12,000,000 have been reported (Vol. 13:21).

NARTB wound up semi-annual board meeting June 21 in Washington, took these actions: (1) Backed resolution introduced by Sen. Potter & Rep. Bray for inquiry into govt.'s utilization of its TV-radio frequencies. (2) Authorized NARTB to file briefs in any litigation to establish property rights in TV-radio programs. (3) Approved NARTB filing of comments on useful life expectancy of depreciable property with Internal Revenue Service.

**OPTIMISM, 'SLIM LOOK,' GADGETS, COLOR:** Here are the four themes that stood out as we chatted with manufacturing topkicks and inspected their 1958 lines displayed to public for first time at Chicago's Merchandise Mart this week:

(1) Growing confidence -- that's the best description for set makers' calculations for fall season. Main reasons given are favorable inventory position, now at 2-year low (Vol. 13:24), and "slim look" styling which gives dealers a major and easily discernible change to talk about.

Firm fall market with profits for manufacturers, distributors & dealers was picture painted for us by Sylvania TV-radio sales mgr. Robert L. Shaw. Saying that "profits are created by the mix of sales," he opined "there is no tremendous market for sets selling over \$300." He estimated that a third of this year's production would be portables retailing at \$170-\$180.

"Good second 6 months" was the word from Philco marketing v.p. John M. Otter at Merchandise Mart news conference. He sees retail sales of 6,500,000 to 7,000,000 TV sets for the full year -- which fits in well with the 6,750,000 average we got from talking to a number of manufacturers. He said TV set makers "probably are going to have a very successful year."

To emphasize that prospect, another manufacturer disclosed to us his researchers' estimates that industry would move 65-70% of this year's production in last 6 months, compared with "normal" 60%.

(2) "Slim look" was apparent everywhere -- even in corridors where Sylvania had 2 willowy models in white evening gowns promenading with "Sylvania Slimline" actually painted on their backs.

Nearly every setmaker showing at Mart made some use of 110-degree tube to achieve shallow effect. RCA, GE-Hotpoint, Admiral & Sylvania are using 110's exclusively -- with exception of RCA 14-in. portable which uses short-neck 90-degree.

Westinghouse has 110-degree in more than half its line, Philco in its 17-in. portable & table models, DuMont in low-end sets. Only Zenith has no 110-degree tubes in line -- using instead short-neck, straight-gun 90-degree "Sunshine" tube. Motorola's new models won't be shown until July 18 at Chicago's Blackstone Theatre.

Growing conversation piece and controversy is variation in application of 110-degree tube. Only RCA & Admiral have it completely enclosed in consoles. GE-Hotpoint, Westinghouse & Sylvania have retained 1-2-in. cup or "doghouse" which permits even slimmer cabinet. Talk we heard revolves around heat and ventilation. Spokesmen for one school hold that only slight air space between wall and set is needed while those with cup say it keeps set proper distance from wall.

(3) Remote-control and automatic-tuning devices are getting more emphasis than ever -- something like auto industry's push on power steering, power brakes, etc. They're highly demonstrable -- and they were shown off continuously by Admiral, Westinghouse, Sylvania & GE-Hotpoint.

Westinghouse's remote-control unit seems unique. It plugs into any electric outlet, sends channel-changing impulse over house circuit. Gen. sales mgr. Tom Kalbfus told us it can be adjusted to control any one of 4 TV sets on same circuit. If set is on different circuit, connection can be made at fuse box.

One casualty of styling is full-door console. Among major-brand receivers -- with exception of RCA color -- only model displayed with full doors was GE lowboy.

(4) While no special emphasis was placed on color by most manufacturers, we did notice that largest crowds generally were found at RCA color demonstrations. Sylvania's Shaw told us he felt color sets would have to drop to \$400 before they

would go over with public -- and he said no such cut was in sight. Philco's Otter couldn't see any great advance in color sales this year or next, estimating this year's sales would fall in the 200,000-250,000 range.

With RCA reporting 5-6 major manufacturers planning to emphasize color this fall (Vol. 13:23-24), we sounded out representatives at Marts and found these to be likely candidates: Admiral, Motorola, Westinghouse, Sylvania, Hoffman, Packard-Bell.

**Business Pulse:** Giving support to TV manufacturers' optimism (see above) are (1) National Assn. of Purchasing Agents estimate of business as "steady and good"; (2) U.S. Chamber of Commerce panel's prediction that year's second half will generally be as stable as first half, with prices continuing to climb.

NAPA's business survey committee bases its findings on June reports of members -- with some terming situation "nice"; no boom-time pressures are present; new orders, production, profits are satisfactory. Drive to reduce inventories continues, they say, with few purchases being made to "beat" anticipated higher prices. Slight over-all employment improvement was reported.

C-of-C position was enunciated by Dr. Emerson P. Schmidt following its semi-annual panel meeting on business outlook. Research director Schmidt gave this summary of the panel's views: Prospects "look favorable" for year being country's best; employment and income continue at high levels; gross national product should reach \$440 billion -- up \$28 billion from last year's record level. Panel members include: Wm. A. McDonnell, First National Bank, St. Louis; John S. Coleman, Burroughs Corp., Detroit; George Hansen, Chandler & Co. (dept. store), Boston; Fred I. Rowe, W.L. Johnson Construction Co. & Assoc., Columbus; J.H. Carmichael, Capital Airlines.

**Production:** TV output was 116,302 week ended June 14, compared with 90,655 preceding week and 117,423 in corresponding week one year ago. It was the year's 24th week and brought TV production for year to date to about 2,445,000, compared with 3,193,992 in same period of 1956. Radio production totaled 229,967 (86,270 auto) week ended June 14, compared with 237,106 (96,523) the preceding week and 240,509 (67,321) in corresponding week year ago. Radio output for 24 weeks totaled about 6,734,000 (2,660,000) vs. 6,229,655 (2,195,148).

**Trade Personals:** Albert F. Watters, RCA International div. v.p.-operations mgr., resigns to become General Foods v.p.-personnel . . . Jack C. Houseman, ex-Admiral, appointed asst. sales mgr., Packard-Bell home products div. . . . J. Calvin Affleck, ex-DuMont, appointed adv. and sales promotion mgr., Keasby & Mattison, Ambler, Pa. asbestos products mfr. . . . Dick O'Brien, ex-DuMont New England TV receiver div. mgr., appointed Ampex Audio eastern zone mgr. . . . Joe E. Morin promoted to gen. sales mgr., Howard W. Sams & Co., succeeding v.p.-sales J. C. Keith who resigned but will continue as consultant . . . Richard M. Fielding promoted to public information mgr., Philco govt. & industrial div.; Robert W. Fuehrer, ex-Oil Industry Information Committee, joins public relations staff . . . Robert E. Zollars, ex-Shure Bros., RCA & Zenith, named General Instrument midwest regional sales mgr., Chicago . . . Bernard E. Narin, ex-Raymond Rosen & Co., elected Jerrold Electronics treas., succeeding Simon Pomerantz, who continues as secy. . . . Louis R. Burroughs, Electro-Voice chief engineer, elected v.p. for broadcast & recording equipment . . . Morton G. Scheraga promoted to DuMont instrument product mgr., replacing E. G. Nichols, resigned . . . Frank M. Hickey promoted to CBS-Hytron northeast regional sales mgr., headquartering in Newark.

Hoffman introduced 16-basic-model 1958 line at Las Vegas distributor convention June 18. Sets feature "Black Easy-Vision" lens and "Neutrex" light shield—said to offer greater brightness & contrast—automatic tuning, wireless remote control. Only 110-degree tube listed is 17-in. "Move-about Furniture/17" (Vol. 13:19), priced at \$170-\$180. Rest of line is conventional 90-degree: 14-in. portable, no list; 21-in. table, \$210-\$280; 21-in. console, \$270-\$380; 24-in. console, \$340-\$395. Three 21-in. color sets are priced \$745-\$795.

Westinghouse TV prices, about 10% higher than last year's (Vol. 13:24), include: Portables—14-in. short 90-degree, \$130-\$150; 17-in. short 90-degree, \$150-\$170; 17-in. 110-degree, \$170-\$180; Deluxe series, table & console, \$200-\$330; Custom, 110-degree tubes, table \$240-\$270, console \$300-\$400. Prices will be slightly higher in south and west; uhf-vhf available at \$20-\$30 extra. All available in Aug.

Westinghouse expects 40% of its tube production capacity to be 110-degree 17-in. & 21-in. sizes by year's end, says R. T. Orth, v.p. & gen. mgr., electronic tube div., adding that production of other sizes is "contemplated if demand warrants it." Noting trend to new tube, he predicts its production will account for 75% of total turned out by end of 1958, virtually 100% by early 1959.

Excise tax bill retaining most present rates and imposing 10% manufacturers' levy on home tape & wire devices (Vol. 13:18-19) was passed finally by House June 20 and sent to Senate, where action is not expected until next year.

Condition of Dr. W. R. G. Baker, RETMA pres. and GE v.p., is described as "satisfactory" following arterial spasm June 9, spokesman saying he has shown improvement this week. No indication how long he will remain at Ellis Hospital, Schenectady.

**Topics & Trends of TV Trade:** Shipments of TVs to dealers totaled 1,787,346 in year's first 4 months, when production was 1,835,975, according to RETMA state-by-state report. They compare with shipments of 2,059,129, production of 2,394,264, in first 4 months of 1956. New York again led with 204,095; California was second with 169,062; Pennsylvania was third, 121,908. April shipments were 329,710, compared with 535,310 in March and 356,893 in April 1956. Here's first 4 months' report (county-by-county tables available to RETMA members):

State	Total	State	Total
Alabama	27,942	New Hampshire	4,491
Arizona	10,677	New Jersey	63,513
Arkansas	16,430	New Mexico	7,372
California	169,062	New York	204,095
Colorado	15,812	North Carolina	36,169
Connecticut	29,335	North Dakota	6,279
Delaware	4,084	Ohio	100,122
District of Columbia	18,226	Oklahoma	18,933
Florida	66,317	Oregon	19,732
Georgia	36,479	Pennsylvania	121,908
Idaho	6,072	Rhode Island	9,102
Illinois	102,717	South Carolina	15,477
Indiana	43,475	South Dakota	6,356
Iowa	19,671	Tennessee	32,561
Kansas	19,894	Texas	100,373
Kentucky	31,060	Utah	7,907
Louisiana	34,764	Vermont	3,578
Maine	9,263	Virginia	30,013
Maryland	25,338	Washington	27,509
Massachusetts	51,930	West Virginia	19,278
Michigan	67,148	Wisconsin	29,460
Minnesota	25,454	Wyoming	4,152
Mississippi	17,200	U. S. Total	1,782,480
Missouri	39,905	Alaska	1,244
Montana	9,969	Hawaii	3,622
Nebraska	13,172	Grand Total	1,787,346
Nevada	2,704		

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GE will enforce "Fair Trade" laws on its small home appliances and radios "to the extent permitted by law," Wm. H. Sahloff, v.p. and gen. mgr. of housewares and radio div., stated June 19, adding that U. S. Court of Appeals' dismissal of injunction against Masters Mail Order Co. of Washington would be carried to Supreme Court. Original suit enjoined Masters from advertising and selling GE items below fair trade prices. Sahloff said that most states still have enforceable fair trade laws (D. C. & 14 states excepted); that 73% of GE retail sales are in fair trade areas; that most GE distributors and dealers favor fair trade laws; that GE intends to maintain fair trade policy as long as no better system is available. Meanwhile, Masters said all 7 N. Y. daily newspapers and WRCA-TV had refused to run ads offering GE appliances at below fair trade prices. Masters listed reasons given for rejection as: (1) Mechanical problems. (2) "Postponed until we can make up our minds what we are going to do about it." (3) Don't accept retail ads from beyond metropolitan area.

**DISTRIBUTOR NOTES:** Admiral appoints Wm. F. Prentice, ex-GE, Westinghouse and Crosley, regional mgr. for Davenport-Des Moines, Iowa; Omaha & Peoria . . . Zenith appoints Peter S. Taranto, ex-Magnavox, southeast district sales mgr. . . . Graybar appoints A. G. Taylor appliance sales mgr. for Youngstown, O. and Erie, Pa. areas; also named were these branch appliance sales mgrs.: T. J. Bell, succeeding Naylor at Harrisburg, Pa.; L. T. Jamison, Erie; T. J. LeClair, San Francisco; M. M. Owen, Oakland. L. V. Chase succeeds Owen as San Francisco appliance promotion mgr. . . . Empire State Wholesalers Inc., Troy, wins 1957 Sylvania distributor service award . . . Sylvania names John Spahr, Peaslee-Gaulbert Corp., Indianapolis, as Sylvania TV Distributor of the Year . . . Admiral Distributors Inc., 625 W. 54th St., N. Y., plans moving warehouse to Long Island City, showroom to central Manhattan . . . Philco names Pat Cocchiarale as mgr. of its Akron Firestone div.; Pat Cominsky succeeds him as appliance sales mgr., Philco Distributors Inc., Philadelphia.

**ELECTRONICS PERSONALS:** Col. Elmer L. Littell, ex-controller of Office of Chief Signal Officer, has assumed command of U. S. Army Signal Supply Agency, succeeding Brig. Gen. Wm. D. Hamlin, transferred to U. S. Army in Europe . . . Robert Barton promoted to Motorola military electronics marketing mgr. . . . Wm. P. Anderson, ex-Ford Motor, named Raytheon production programming mgr. . . . Arthur E. Rasmussen, ex-Congoleum-Nairn, joins Avco as v.p. & asst. to pres. . . . C. W. Creaser Jr. promoted to sales v.p. of D. S. Kennedy & Co., Cohasset, Mass. . . . George O. Crossland promoted to GE mgr., electronic parts distributor development and trade relations . . . Irwin W. Braun resigns as pres. of Circuit Instrument Inc., St. Petersburg subsidiary of International Resistance Co. . . . John E. Lillich promoted to mgr. of product engineering, Corning Glass Works electronic components sales dept., electrical products div. . . . John F. Eaton, ex-Eastern Air Devices, named United States Dynamics Corp. sales mgr. . . . Vinton D. Carver, ex-Farnsworth div. of IT&T, joins Litton Industries as mgr. of new Salt Lake City plant.

International Resistance reports net income of \$204,262 (16¢ per share) on \$6,299,256 sales in 20 weeks ended May 19, compared with \$47,927 (4¢) on \$6,413,573 in similar 1956 period. Pres. Charles Weyl said higher earnings on lower sales were due to diversification and decentralization program. Smaller sales were attributed to drop in TV and auto demand, uncertainty of govt. orders due to federal budget disputes.

Belock Instrument reports net loss of \$280,450 on sales of \$6,246,977 in 6 months ended April 30 compared with earnings of \$258,112 (33¢ per share) on \$6,780,657 sales in similar 1956 period. Pres. Harry D. Belock said high cost for prototypes of military products and costs of development and promotion of new commercial products were written off against last 6-month income. He set current backlog of unfilled orders at more than \$15,000,000.

Raytheon sold its 40% interest in Datamatic Corp. for \$4,500,000 to Minneapolis-Honeywell Regulator Corp.—owner of other 60%. Raytheon pres. Charles F. Adams said sale of computer firm—representing "substantial" capital gain—would enable Raytheon to expand activities. Sale does not include certain advances to Datamatic which are repayable in 1958-1959, he said.

RCA "corporate good citizenship" was singled out by South Jersey Public Relations Assn. for its "Community Service" award. Ewen C. Anderson, RCA exec. v.p., public relations, accepted award, saying honor really went to "men and women whom you know—your business and residential neighbors—for the job they are doing in serving the community, as well as the company . . ."

Emerson reports net income of \$66,900 (3¢ per share on 1,950,546 outstanding) for 26 weeks ended May 4, compared with \$317,666 (16¢ on 1,935,717) in 26 weeks ended April 28, 1956. Consolidated profits for first fiscal quarter ended Feb. 2 were \$196,509 (10¢ on 1,953,373) vs. \$163,825 (8¢) in similar 1956 period.

Dividends: Motorola, 37½¢ payable July 15 to stockholders of record June 28; Packard-Bell, 12½¢ July 25 to holders July 10; Columbia Pictures, 30¢ plus 2½% stock, both July 30 to holders July 1; Tele-Broadcasters, 2½¢ July 4 to holders June 20 plus 2½¢ Dec. 26 to holders Dec. 10.

Ampex reports net income of \$1,087,000 (\$1.51 per share) for year ended April 30, compared with \$311,275 (58¢) for similar 1956 period.

Laboratory for Electronics Inc. earned \$84,968 in fiscal year ended April 26 vs. net loss of \$985,011 year earlier.

**H**UGE INCREASE in requirements for TV microwave transmission was predicted by AT&T officials, testifying this week before FCC's study of allocations above 890 mc. Chief engineer Gordon N. Thayer made it clear that he wasn't speaking only of TV broadcast service, when he said:

"It appears likely that TV transmission will develop in the future much as telephony has in the past half-century. This will require large numbers of broad-band circuits not only between cities but in local areas, and will involve the extensive use of microwave facilities . . . For example, we expect that within 15-20 years a substantial proportion of telephones, particularly business telephones, will be equipped with visual adjuncts."

He submitted chart illustrating prediction that inter-city microwave video channel mileage will triple in next 10 years—from an estimated 60,000 mi. at end of this year to more than 100,000 at end of 1962 and 200,000 by end of 1967. AT&T requested no over-all increase in common carrier allocations, except that some bands now shared by common carrier and other users be assigned exclusively to common carrier.

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"Open curtain" plan for TV-radio exchanges between U. S. & Russia, dampened down last week by Secy. of State Dulles after Senate Majority Leader Johnson (D-Tex.) proposed it (Vol. 13:24), got some more splashes of cold water this week—from Kremlin. Soviet leaders had appeared receptive to idea of regular program trade following CBS-TV's unprecedented June 2 interview with boss Nikita Khrushchev (Vol. 13:23). But this week, Radio Moscow began broadcasts in English scolding plan, saying "Soviet people are not interested in listening to anti-Soviet mouthings" by U. S. spokesmen. *Pravda* followed with blast asserting that American plan, first suggested at 1955 Geneva Conference, was intended "not to weaken the cold war but to intensify it." Meanwhile CBS-TV was off on another excursion into Communist country. Edward R. Murrow left for Belgrade for film interview with anti-Stalinist Yugoslav President Tito.

TV-press investigation will be part of wind-up project by Fund for the Republic to "study contemporary life with a view to determining the conditions under which a free society may best be maintained." Financed by \$15,000,000 Ford Foundation grant of which \$6,000,000 is left, Fund is expected to go out of existence on conclusion of 3-to-5-year survey by Committee on Basic Issues, which will have own staff. Committee includes educators, clergymen, publisher Henry R. Luce of *Time*, *Life* and *Fortune*, no representative of TV industry. TV-radio & movie blacklisting practices were subject last year of Fund study (Vol. 12:26).

TV is "great blessing of God," Christopher movement leader Rev. James J. Keller told 10th annual Catholic Broadcasters Assn. conference at U of Detroit, urging members to "set the pace, provide good entertainment, good educational programs, use everything to do with culture." Earlier, Rev. Timothy J. Flynn, a CBA director, cited special Trendex survey to show that 60% of TV viewers "never or seldom" see religious programs—and most of those who do are unaware of denominational origin.

First college-credit course offered on home TV in N. Y. metropolitan area was announced this week by NYU and WCBS-TV. Comparative literature course will be presented every weekday from Sept. 23-Jan. 10, 6:30-7 a.m. To receive 3 credits toward degree, TV students will be required to enroll at university, take 2 home exams and final examination at university.

Telephone interview technique was recommended by NARTB's Audit TV Circulation Committee in report to TV board on recommended methods for long heralded TV circulation measurement project. Committee proposed both weekly and daily measurements of station circulation and TV set ownership data, on county-by-county basis. Method was developed in cooperation with Politz organization and Crossley S-D Research. Subcommittee concluded method "produces acceptable circulation percentages on an average day and average week basis for telephone homes in all cases where there is no problem of non-response." TV board recommended that survey method be fully explained to industry at NARTB regional meetings this fall—to be open this year to entire industry, rather than members only. Cost of survey is estimated at \$1,000,000 a year, which NARTB hopes will be underwritten by private research organizations.

Night club floor shows via TV are planned by Jack Entratter, producer of shows at Las Vegas' Sands Hotel, in scheme which he says "could revolutionize the night club business." His plan: Transmit portions of Sands show to night clubs all over country in large-screen color via closed-circuit, charging local clubs according to seating capacity. He says he will work with Teleprompter's Group Communications div. to get into national distribution before Dec. 15. He made announcement in connection with closed-circuit TV use in current Sands floor show by Peter Lind Hayes & Mary Healy, who flash pictures of members of audience on large screen during "community sing" act. Entratter gives credit for idea to Hayes, who presumably will be involved in the proposed night club TV syndication deal.

ARB announces 2 program survey innovations, both available on special order: (1) "Secret week," plan by which survey week varies from month to month and is not selected until after survey has been completed—designed to prevent stations from trying to influence audience during survey week by special programming and promotion. (2) One-week-4-week survey, in which full sample is used during normal survey week and partial sample during remaining 3 weeks of month. ARB printed report will include regular one-week ratings plus 4-week average for each time period.

Three applications for TV stations and one for translator were filed with FCC this week, bringing total to 131 for stations (34 uhf) and 53 for translators. Station applications were for Houma, La., Ch. 11, by Miami's WTVJ; for Fargo, N. D., Ch. 11, by North Dakota Bestg. Co. (KCJB-TV, Minot; KXJB-TV, Valley City; KBMB-TV, Bismarck); for Davenport-Rock Island-Moline, Ch. 8, by owners of local radio KSTT. Translator application was for Susanville, Cal., Ch. 72, by Honey Lake Community T-V Corp. [For details, see *TV Addenda 24-X* herewith.]

Billy Graham may have regular TV pulpit, he indicated June 20 following 3 televised evangelistic rallies in Madison Square Garden, N. Y. "The possibilities are tremendous," he said. "There's a terrific interest in this thing."

Panic spread in Milwaukee apartment building this week when loud rumblings sent 9 occupants fleeing to street in fear furnace was about to explode. Noise was traced to 2-year-old boy who'd turned up TV set as far as it would go.

"Do-it-yourself" TV camera kit, to be priced under \$400, aimed at TV-radio-electronics hams and experimenters, was shown this week by Electron Corp., subsidiary of Ling Electronics Inc. (5120 W. Jefferson Blvd., Los Angeles) at meeting of Hollywood section of SMPTE.

**THE AUTHORITATIVE**  
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ELECTRONICS ARTS AND INDUSTRIES

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# Television Digest

with **ELECTRONICS REPORTS**

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## SUMMARY-INDEX OF THE WEEK'S NEWS — June 29, 1957

**OPTION TIME CURTAILMENT**, elimination of must-buy station lists, urged in network report released by Senate Committee, which withholds endorsement (pp. 1 & 6).

**DOERFER NEW FCC CHAIRMAN** as McConaughy leaves. Vacancy remains, no one in lead. Doerfer leadership will mean quick action, hands off industry (p. 2).

**FEE-TV OPPONENTS** get another inning, as FCC gives them until July 22 to reply to test proposals (p. 3); O'Malley talks about Skiatron deal (p. 8).

**ALASKAN WIRED TV SYSTEM** excellent proving ground for "cable theatre," etc. Successful operation charges \$12.50 monthly, plans similar setup in Sitka (p. 3).

**FCC DECIDES** San Francisco Ch. 2 case. Pittsburgh Ch. 4 applicants debate merger. Seattle Ch. 7 decision uncertain. Buffalo Ch. 7 case reopened (p. 7).

**TV RECEIVER AD PLANS** for fall taking shape. Sylvania ups budget 50%; RCA expects slight increase; GE switches emphasis from portables (p. 11).

**BUSINESS FORECASTS** continue in optimistic vein as President Eisenhower calls for voluntary inflation controls by management and labor (p. 12).

**UHF LEAVES AIR** in Bloomington, Ill., planning to return Aug. 1; Clarksburg's WBOY-TV plans July 15 debut, Hartford's WTIC-TV due Aug. 15 (p. 10).

**FCC RULES OUT** licenses for illegal boosters, ends vhf booster rule-making, proposes low-power station-owned uhf boosters to fill in shadws (p. 14).

**MAY TV BILLINGS** run 7% ahead of year ago, bring cumulative total in first 5 months to \$211,231,303 vs. \$196,267,677; CBS paces gains (p. 14).

**COX REPORT URGES NETWORK RESTRICTIONS:** Senate Commerce Committee handed a report on network practices to the Justice Dept., the FCC and the public this week -- but withheld its own action on it until the 1958 session of Congress. The 101-page document, drafted by former chief TV investigation counsel Kenneth Cox, was labeled a "staff report," taking its place beside same Committee's Jones and Plotkin reports.

New report urges some substantial modifications of network business practices -- most significant being changes in option time rule to permit (or require) more non-network programming on affiliated stations during prime hours, and substitution of "minimum dollar purchase" for networks' "must-buy" station lists. It also hints that cutback in network ownership of stations in big markets may be desirable.

Chairman Magnuson (D-Wash.) wanted document adopted as official report of Committee, and it also has backing of Sen. Bricker (R-O.) and others -- but the Senators finally voted unanimously for the "staff report" approach, deferring final action until at least 90 days after final report of FCC network study group (now due Sept. 30) and until after receipt of comments from Justice Dept. At that time, Committee announced, it will reconsider report and perhaps recommend legislation.

The highly readable, precisely worded report reflects Cox's background as a courtroom lawyer -- departmentalizing the arguments on both sides of all questions covered, concisely stating conclusions, backed by detailed reasons for them. In areas where it overlaps Celler subcommittee TV report (Vol. 13:23), many of the recommendations are similar. Like Celler, Cox recommends continuing Justice Dept. and FCC surveillance in virtually every area where "monopoly" cry has been raised.

Cox takes this-may-taste-bad-but-it's-good-for-you approach in recommendations for network changes: "Actually, it could be concluded that the changes proposed in the practices of the networks may work to the ultimate benefit of the networks themselves...It is not believed that any of the suggestions [will] seriously impair the ability of the networks to compete...On the other hand, it seems entirely possible that if steps such as are suggested herein are not taken, the networks may attain such a position of overwhelming dominance that the public interest will require the imposition of detailed and rigid governmental regulation."

Option time changes can be accomplished by Commission without legislation, Cox states, suggesting that FCC open part of the 7:30-10:30 p.m. period to non-network programming either by reducing evening option time, pushing option period earlier or later, or "by the adoption of the limitation on programming from any one source." Celler report was less specific, urging FCC to consider amending its rule.

Proposal for abolition of must-buy lists is virtually identical with Celler recommendation. As to network ownership of stations -- where Celler report urges that FCC consider anti-trust factors "in any change in the multiple ownership rule," Cox report speculates that networks may already have exceeded their legitimate needs to own individual stations, warns of "possible undue concentration" now.

Report sees no need for Sen. Bricker's bill for direct FCC licensing of networks, asserting it "appears" Commission already has power to regulate networks directly. It flatly rejects network contention that regulation is fraught with danger of censorship -- pointing out that there's no censorship of stations.

Like Celler report, new report urges FCC to make public the network affiliation agreements on file with it, expresses no specific view on extent and legality of network practices with regard to program ownership and profit participation, urges uhf receiver excise tax relief and a continuing program "looking to the ultimate shift of all, or a major part, of TV to the uhf band."

Unlike Celler report, it looks with some favor on proposal to extend station license period from 3 to 5 years -- if this is accompanied by "legislation strengthening the Commission's other means of control over the conduct of its licensees." This means, says report, that FCC should be required periodically to review performance of all stations, whether licenses are up for renewal or not.

Report also favors extension of network affiliation agreements from current 2 years to 5 years or more -- providing terms are weighted in favor of stations, with escape hatch permitting them to drop affiliations on shorter notice.

CBS spokesman issued short statement "welcoming" report's suggestion of further study and offering cooperation. NBC and ABC had no comment.

[For highlights of Cox report, see p. 6.]

**DOERFER FCC CHAIRMAN, BUT NO NEW MEMBER YET:** Administration has cleared up the most important uncertainty about FCC membership by announcing, as expected, designation of Comr. John C. Doerfer as chairman, to succeed George C. McConnaughey July 1.

This leaves vacancy, however, and Administration gives no clue -- if it has any -- as to who will fill it. No one appears to be in lead for the job, and the speculation continues to be frenzied, though most people are tired of it.

Latest name getting a play is that of George R. Perrine, chairman of Illinois Commerce Commission. He tells us he rejected job 2½ months ago.

\* \* \* \*

Doerfer's chairmanship will make news. He's impatient, impulsive, eager to get decisions out, hates to see things languish. He's not thin-skinned, not inclined to worry about ruffling dissenters, not fearful of getting reversed by courts.

He believes in keeping hands off industry, is even more emphatic about it than McConnaughey, whose chairmanship since Oct. 4, 1954 was a strictly "let-'em-alone" operation. In fact, Doerfer was author of famous Cleveland, Tenn. radio "economic injury" decision (Vol. 13:13), in which Commission boldly stuck its neck out and stated it had no authority to determine economic impact of new station on a market. Court of Appeals seems to disagree with thesis, though matter is still in litigation, but that doesn't bother Doerfer; he'd like to see a final court decision settling issue one way or other.

He's made several speeches praising U.S. TV-radio system as compared with others, notably British. He's quite sensitive about programming -- quick to object to off-color material, etc.

Doerfer has been a commissioner since April 15, 1953, was reappointed to 7-year term July 1, 1954. He came to FCC from chairmanship of Public Service Commis-

sion of Wis. Personally, he's gregarious, affable. He's married, has 2 sons, is member of Roman Catholic Church.

McConnaughey goes into private law practice immediately. In Washington, he forms McConnaughey, Sutton & L'Heureux -- joining with veteran practitioner George Sutton and Robert L'Heureux, who has been his FCC liaison with Congress; offices are those of Sutton, now enlarged, in National Press Bldg. In Columbus, O., whence he came to FCC, he forms McConnaughey & McConnaughey with his son.

**FCC GIVES PAY-TV OPPONENTS ANOTHER INNING:** Possibility of a decision on fee-TV tests before Commission takes its August vacation diminished almost to the vanishing point this week when FCC heeded petitions of subscription-TV opponents and granted them opportunity to file replies to proposals for tests after July 8.

Commission gave them only 14 days after deadline for test proposals -- setting reply deadline at July 22 -- despite fact that petitions by NARTB (as amended this week), CBS, ABC and Joint Committee on Toll TV had asked 60 days. Decision was 4-2, McConnaughey not voting and Lee & Bartley dissenting, latter feeling that fee-TV opponents had already said everything they possibly could say and that only result could be delay; Lee didn't state reason for dissent.

FCC decision at Aug. 1 meeting -- last one before month's vacation -- is still technically possible, but highly improbable. While staff conceivably could have comments and counter-comments analyzed by that time, there's still considerable doubt that Commission would act that quickly -- particularly in view of fact that there will either be a new commissioner (whose vote could be crucial) or that there will still be only 6 members on Commission (with tie vote a possibility).

Any FCC delay may well increase chances of Congressional action to ban pay TV, and author of Senate's bill, Sen. Thurmond (D-S.C.), is anxious to get moving. He told us this week that he doesn't feel a hearing is necessary, that the Commerce Committee has already heard all pro-&-con arguments. Chairman Pastore (D-R.I.) of communications subcommittee told us he plans to examine record of full Committee's fee-TV hearings and decide whether further hearings are necessary on specific bill.

\* \* \* \*

The advertising fraternity, which has been strangely silent on subscription issue -- considering what it has at stake -- was finally heard from this week when Ruthrauff & Ryan radio-TV v.p. George Wolf devoted his June 21 column in Advertising Agency Magazine to subject, predicting that if a test is conducted "it will lead to widespread adoption of the pay form of TV" in 5-10 years. Editorial in same issue states that "if toll TV became a success, in effect, it could wipe out a highly important channel of advertising communication" -- and urges "agency leaders" to speak out against fee TV by supporting anti-subscription legislation.

Another west coast entertainment union, meanwhile, acted on pay TV when the 70,000-member California State Theatrical Federation reaffirmed its opposition in wire to Chairman McConnaughey -- an action obviously designed to offset pro-fee resolution passed 2 weeks ago by Hollywood AFL Film Council (Vol. 13:24).

Brooklyn Dodgers pres. Walter O'Malley told a Congressional committee about his "contract" with Skiatron for wired pay TV in either New York or Los Angeles. Los Angeles city council held up cable grant to Skiatron. Press releases continued to flow and trade press continued to lap up planted publicity. Details on p. 8.

**ALASKAN PROTOTYPE OF 'WIRED TV STATION':** If you'd really like to see how a "pure" wired TV system works without benefit of any telecast signals whatsoever, with implications for "wired theatre," community antenna systems, etc. -- and you'd like to combine it with a delightful vacation -- we suggest you visit Ketchikan, Alaska, this summer and inspect operations of Ketchikan Alaska TV Inc.

It's the pioneer cable system originating all its own signals. Unlike community antenna systems, it has no outside station signals to relay to subscribers. Recently, we discussed operation of system with pres. R.D. (Chuck) Jensen, gleaned the following details:

System has 1000 subscribers among population of 9000, charges \$12.50 monthly (highest of any cable operation extant) after \$37.50 initial connection fee. Hours are 4:30-11 daily, occasionally longer, with Sat. 3:30-11. Program fare is mostly film & kines, plus some live. Only one channel is offered, but a second is planned.

Limited number of local commercials is carried, Jensen stating belief subscribers resent addition of many beyond those attached to network kines. He charges \$2.50 per film or slide spot, permitting up to min. at that price. For "elaborate" live commercials, spot runs as high as \$5. "The local merchants are constantly badgering us to carry more," he says, "but we don't believe it's a good idea."

System pays nothing to networks or sponsors for carrying kines, gets nothing -- merely makes certain commercials are carried.

Operation started in 1953, with Jensen as pres.-gen. mgr., Wally Christiansen as v.p.-engineer. Jensen came to Alaska during war as YP ("Yippee") boat skipper, became intrigued with country, is still the only compass adjuster in the territory -- though cable system now takes up most of his time. Twelve local businessmen were brought in later as investors.

Town is too hilly for low-powered TV station, Jensen says, and he reports that economics just aren't right for a telecasting operation.

Impact on morale of residents is incalculable, Jensen reports. Previously primarily a fishing village, Ketchikan now has huge American Viscose plant -- and its management has problem of keeping employes whose wives are homesick for States. Jensen says Viscose manager claims TV system is most important element in keeping turnover down. "One elderly lady," he relates, "stopped me on the street one day and said: 'Mr. Jensen, you're doing more good than the preachers.'"

"It's extremely successful now, after a slow start," Jensen concluded -- and by way of emphasis disclosed plans for establishing similar system in Sitka, where new pulp mill is under construction.

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Formal TV-radio proposal for regular uncensored broadcast exchange between U. S. & Soviet Union was made by Govt. June 24 as result of CBS-TV's June 2 interview with Communist boss Nikita Khrushchev (Vol. 13:23-25). Ambassador Wm. S. B. Lacy, special asst. to Secy. of State Dulles, handed 84-word memorandum to Soviet Ambassador Georgi M. Zaroubin calling for "agreement in principle at an early date" on plan, which had been promoted by Senate Majority Leader Johnson (D-Tex.) Russians made no immediate response to diplomatic note, which said "purpose of these broadcasts would be to promote a freer exchange of information & ideas on important world developments." But Administration move, followed up by speech by Vice President Nixon, helped to quiet Democratic criticism of Dulles for apparent reluctance to pursue idea of reciprocal TV-radio broadcasting. Nixon told Kiwanis International convention in Atlantic City June 27 that Johnson's plan could bring "real progress" in "reducing misunderstanding & prejudice" among Russians & Americans if Kremlin proves "good faith" by accepting it. Note: CBS Inc. pres. Dr. Frank Stanton addresses National Press Club in Washington July 2 on "TV in the Cold War; Khrushchev & Moscow's Video Curtain."

"One-man TV studio," to sell for \$10,000-\$15,000, was unveiled this week by Hallamore Electronics Co. div. of Siegler Corp., Anaheim, Cal. at special New York showing. Designed for small stations, community antenna and closed-circuit business & educational installations, unit includes master control console, one or more live camera chains, film & slide projection equipment, turntable—all remotely operated from console and occupying 10x12-ft. space. Whole package, according to Siegler pres. John G. Brooks, can be installed by one man in half day.

Furore over TV coverage of House Un-American Activities Committee hearings in San Francisco last week (Vol. 13:25) subsided June 27 when Chairman Walter (D-Pa.) bowed to ruling against cameras by Speaker Rayburn (D-Tex.) "He is not going to televise anything else—full committee or subcommittee," Rayburn reported after conference sought by Walter, who said (despite his earlier open defiance of Speaker) that he hadn't realized Rayburn's TV-radio edict covered House proceedings generally. Walter's brief challenge of Rayburn's authority had set off new moves in House to revise rules to authorize TV—latest being measure (H. Res. 291) by Rep. Keating (R-N. Y.) to permit committees themselves to decide issue. NARTB pres. Harold E. Fellows and chairman Robert D. Swezey of Freedom of Information Committee advised NARTB members June 26 that "excellent opportunity now exists" for TV-radio industry to press Congress for ending of ban. But House Rules Committee said nobody had requested hearings on any proposal, so no action was contemplated.

Closedcircuit Telecasting System invited New York theatre management group to special color TV demonstration this week in revival of proposals to interest Broadway producers in closed-circuit colorcasts of plays to local theatres. Demonstration followed suggestions in recent Dramatists Guild panel discussion that telecast previews of show could help recoup production costs.

Public service theme of Westinghouse Bestg. Co.'s Boston conference for station executives (Vol. 13:9) is developed in new brochure, *To Meet a Challenge*, reporting on company's own programming.

Newly formed Marketing Impact Research Inc. (Max Bonfeld, pres.) establishes offices at 147 E. 50th St., N. Y.

**Personal Notes:** Thomas E. Knode, ex-Edward Petry & Co., rejoins NBC station relations dept., reporting to v.p. Harry Bannister; he is slated to be named a v.p. at next board meeting July 12 . . . Wm. C. Gillogly promoted to sales director of ABC-TV central div. . . W. Weller (Jake) Keever & Robert Cinader promoted to v.p.'s of NBC's California National Productions . . . Albert S. Goustin, ex-Ziv & Blair TV who recently headed own film distributing firm, named TV sales mgr. of DuMont Bcstg. Corp. . . Lon King promoted to TV sales promotion & research director of rep Peters, Griffin, Woodward Inc. . . Ed Obrist resigns as program director of WNHC-TV, New Haven . . . Michael R. Santangelo, ex-General Public Relations Inc., Benton & Bowles subsidiary, joins Westinghouse Bcstg. Co. as coordinator of publicity & special events . . . Mann Reed promoted to program mgr. of KBTB, Denver, succeeded by Russ Kundert as production mgr. . . Leon S. Rhodes named v.p. of Loucke & Norling Studios div. of Robert Lawrence Productions . . . Leroy E. Kilpatrick promoted to operations mgr. of WSAZ-TV, Huntington, W. Va.; C. Thomas Garten to commercial mgr. . . Joe Smedley Jr. named program director of WESH-TV, Daytona Beach, replacing Wm. Hall, transferred to sales . . . John G. Johnson, ex-gen. mgr. of WTOB, Winston-Salem, named pres. of WAPA-TV, San Juan, P. R. . . Robert Lawrence Patrick, ex-WHIO-TV & WIFE, Dayton, named secy.-mgr. of Ga. Assn. of Broadcasters, succeeding Ross Shackleford, who becomes public relations director of W. Ga. College, Carrollton . . . Gordon Grannis, ex-KOVR, Stockton, Cal., joins Crown Zellerbach Corp. as public relations asst. . . Wm. A. Slater resigns as local sales mgr. of WJHP-TV, Jacksonville, to join sales staff of WFGA-TV there . . . Jacob E. Evans, ex-NBC & McCann-Erickson, named sales promotion director of *American Weekly* . . . O. W. Myers, ex-Gerity Bcstg. Co. (WNEM-TV, Bay City-Saginaw; WABJ, Adrian; WPON, Pontiac, Mich.), joins WHTN-TV, Huntington, W. Va., as national sales rep . . . Charles C. (Bud) Hoffman, ex-Business Planning Assoc. Ltd., Toronto, named exec. v.p. of Bureau of Broadcast Measurement there.

Sale of WMTV, Madison, Wis. (Ch. 33) for \$550,000 (Vol. 13:22) to WTVJ Inc. interests (Mitchell Wolfson) and radio WMAY, Springfield, Ill. (50% of CP for WMAY-TV) includes \$200,000 option on buildings and land, it's revealed by transfer application filed with FCC. Until option is exercised, property is to be leased for \$1666 monthly. WTVJ Inc. April 20 balance sheet lists \$2,437,181 earned surplus and statement of income says WTVJ Inc. net after taxes for both 1955 & 1956 was "in excess of \$500,000." It had \$2,154,090 current assets, \$2,214,218 net assets; \$862,881 current liabilities, \$857,576 long-term notes payable. WMTV May 31 balance sheet shows \$1369 deficit. It had \$126,771 current assets, \$136,839 fixed assets; \$87,737 current liabilities, \$28,577 fixed assets (with additional \$97,999 due related interest).

Harry & Elmer Balaban's H. & E. Balaban Corp. will own 1/3 of radio WIL, St. Louis, Mo. & WWIL, Ft. Lauderdale, Fla., according to application filed with FCC. Other owners of firm acquiring properties for \$650,000 (Vol. 13:20) from Lester A. Benson's Missouri Bcstg. Corp. are Atlantic Brewing Co. (Harold S. Leder and family), 33 1/3%; Simon Zunamon, 18% (as trustee for 3 Epstein family trusts); Barbara Fink, 6% (as trustee of George F. Fink trust); Lois Schraeger, 5% (as trustee of Schraeger family trust); Herbert Schoenbrod, 4 1/3% (as trustee of Schoenbrod trust).

**ADVERTISING AGENCIES:** Norman B. Norman elected pres. of Norman, Craig & Kummel, succeeding Elkin Kaufman, resigned . . . Thomas G. Fielder, ex-GE TV receiver dept. adv. mgr., joins Cunningham & Walsh, N. Y., in charge of Texas Co. account . . . Edgar J. Donaldson, TV-radio director of Ketchum, MacLeod & Grove, elected a v.p. . . . Hibbard E. Christian named public relations mgr. of Young & Rubicam.

John R. McKenna, ex-mgr., industrial products, Philco govt. & industrial div., returns to Washington Aug. 1 to establish consultant engineering practice at 2000 P St. N.W. (Columbia 5-4664). With Philco since Dec. 1951, he had been an associate in Chambers & Garrison consulting firm in Washington 1946-51 after Navy service as asst. head of radar for Bureau of Aeronautics.

Society of TV Pioneers elects W. D. (Dub) Rogers Jr., KDUB-TV, Lubbock, Tex., as first pres. Named v.p.'s in mail poll: John E. Fetzer, WKZO-TV, Kalamazoo, and KOLN-TV, Lincoln, Neb.; Harold Hough, WBAP-TV, Ft. Worth; Campbell Arnoux, WTAR-TV, Norfolk. Secy. is Glenn Marshall Jr., WMBR-TV, Jacksonville.

Dr. Walter B. Emery, consultant to Joint Council on Educational TV, joins Michigan State U's College of Communication Arts, will teach TV-radio law. With JCET since 1952, he had served on FCC staff 10 years, last position as legal asst. to chairman Paul Walker.

Ed Sullivan elected pres. of National Academy of TV Arts & Sciences at board meeting June 27 in N. Y. Other officers: Harry Ackerman, first v.p.; Mark Goodson, second v.p.; Robert Longenecker, secy.; Lawrence Langner, treas.

NARTB names consultant Robert K. Richards to American Council for Education in Journalism, Robert T. Mason, WMRN, Marion, O., to Council's accrediting committee.

John H. Conlin, from FCC Office of Opinions & Review, due to be transferred to Office of General Counsel—in legislation, treaties and rules div.

Westinghouse's purchase of WAAM, Baltimore (Ch. 13) for \$4,400,000 in Westinghouse stock (Vol. 13:18-19) was approved by FCC this week. Pre-freeze WAAM started Nov. 2, 1948, with control held by Ben & Herman Cohen families; exec. v.p. and 7% owner is Norman C. Kal, partner in Kal, Ehrlich & Merrick Adv., Washington. Westinghouse now has limit of 5 vhf stations, others being WBZ-TV, Boston; KYW-TV, Cleveland; KDKA-TV, Pittsburgh; KPIX, San Francisco.

Sale of 50% of KNAC-TV, Ft. Smith, Ark. (Ch. 5) by Salome Nakdimen as administratrix of husband's estate to Harry Pollock interests for \$61,500 (Vol. 13:19) was approved by FCC. FCC had postponed approval of sale of other 50% to George T. Hernreich pending hearing on protest filed by Donald W. Reynolds' KFSA-TV, Ft. Smith (Ch. 22), but Reynolds dropped protest June 28.

Restating ownership of CP for KAKJ, Reno, Nev. (Ch. 4), application filed with FCC says Robert C. Fish gave up rights for \$500 to group headed by retired movie director-producer Irvin V. Willat, the other principals being Eldon E. Cory and Raymond D. Vargas. Owners seek to clarify status to make possible sale to Tower Telecasting Co. (Vol. 12:20, 24).

Transfer of CP for KPAC-TV, Port Arthur, Tex. (Ch. 4) to new Texas Goldcoast TV Inc., owned 50% each by Jefferson Amusement Co. (Julius M. Gordon) and Port Arthur College (Vol. 13:22) was approved by FCC.

# Highlights of Cox Report on Network TV Practices

Major Conclusions & Recommendations of Staff Report Released by Senate Commerce Committee

(See story on page 1; for highlights of Celler report see Vol. 13:23)

**LEGISLATIVE ACTION:** "In deference to the still uncompleted investigations [by FCC's network study group and Dept. of Justice], it may be wise for the Committee to refrain from recommending specific legislation at this time. It is hoped that the Dept. of Justice and the FCC, through the enforcement of existing laws, can deal with certain aspects of these problems. In addition, it may well be that the Commission, through revision of its present regulations, can contribute further to the desired solutions. If there remain problems which can be dealt with only through legislation, the Committee must, of course, make its recommendation with respect thereto at a later time."

**Option time:** "It seems clear that as it presently functions, the option imposes serious disabilities and disadvantages on independent producers of programs, non-network advertisers and independent stations. The FCC, after it receives the report of its own network study group, should therefore give serious consideration to reasonable limitations on, or adjustments in, the option as it now stands. Of course, if the option is found to be illegal, it must be eliminated. But even in the absence of such a determination, regulations should be adopted which would open a fair part of the period from 7:30-10:30 p.m. in each time zone in such a way as to provide opportunities for local advertisers to sponsor programs and for independent producers to offer their programs in equal competition with the networks. This would be accomplished through a reduction in the amount of time which could be optioned in the evening, or by requiring a shift of the network program block to a period earlier or later in the evening, or by the adoption of the limitation on programming from any one source, or by any other means which the Commission can devise."

**Must-buy policy:** "Although the must-buy practice serves to bar most local and regional advertisers from network TV, some minimum network requirement seems reasonable. However, the required purchase of a specified list of stations seems possibly to discriminate against affiliates not on the list and to force advertisers to conform to patterns which may not fit their individual needs. A minimum dollar purchase serves all the legitimate needs of the network and should therefore be substituted for the prevailing form of must-buy."

**Multiple station ownership:** "The Commission should not permit increased concentration, either by networks or other multiple owners, until it has received and thoroughly considered the report of its network study group . . . Although it is clear that the networks should be permitted to own some stations, serious consideration should be given to the possibility that they may have exceeded their legitimate needs in this regard . . . The Commission should also take steps to prevent overreaching by networks in dealing with their affiliates for the acquisition of the latter's facilities."

**FCC regulation of networks:** Commission probably has enough power over networks now "to deal with all matters discussed in this memorandum;" in fact, it appears to have power to regulate them directly if necessary. Sen. Bricker's proposal to license networks as such may not be necessary, but networks' argument that it would involve censorship seems unsound, since FCC regulation of stations has brought no censorship.

**Affiliation contracts:** "The permissible maximum term of affiliation might well be extended to 5 years to give greater stability to broadcast operations and improve the status of affiliates in relation to their networks, although it might be wise to give the affiliates a right of cancellation upon shorter notice to maintain some flexibility." If license period is extended to 5 years, it should be "accompanied by legislation strengthening the Commission's other means of control over the performance of its licensees."

"Copies of affiliation agreements filed with the FCC should be open to inspection." It might be desirable to require networks to "specify the objective criteria which they employ in fixing rates;" and the "free hour" concept in affiliation agreements probably should be eliminated to remove confusion and possible discrimination.

**Network program participations:** "The networks must have the right of final decision as to the makeup of their program schedules. However, this gives them the power to grant preferential treatment to their own programs, although the record does not show this to be so common as to necessitate divestiture of program production. Since abuses are possible, however, the FCC and the Dept. of Justice should look into the matter on a continuing basis. Similarly, as to the possibility of the networks' acquiring interests in independently produced programs as a condition to their being broadcast on the networks, the Dept. of Justice should investigate to see whether any violation of anti-trust laws is involved, while the FCC should consider whether it should adopt rules prohibiting or regulating such acquisition by the networks of interests in independently produced programs."

**Network "invasion" of station time:** "Some restriction or adjustment of [network programming practices outside of option time] is . . . necessary lest TV become a completely national medium serving no local needs and almost entirely dependent on network service."

**Network staging services:** "The issues raised [by independent scenery designers] merit the prompt completion of the investigation which the Dept. of Justice has begun." If networks are to engage in scenery design and staging services, it should be on a standard bidding basis, with equal competition between independents and networks.

**Network spot rep & syndication activities:** These questions "merit further attention. If they are not fully covered in the report of FCC's network study group, the Committee should look into these matters at a later date."

**Programming:** Amount of time devoted to network religious programming doesn't seem adequately to reflect importance of religion in American life; religious programming on a sustaining basis probably is preferable to commercially sponsored religious programming. Most public service programming suffers from being presented in poor time periods. "The problem of the impact of TV programming on children is a serious one and is deserving of further study."

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FCC's financial report on TV stations and networks for 1956 is due later than usual this year—possibly by end of Aug. Holdup is mainly due to fact that Commission's network study group is using the tabulating machines normally employed by FCC's economics div. in compiling the financial data.

**SEVERAL BIG VHF cases appeared very ripe** for FCC final decision this week, as Chairman McConnaughey left, producing some uncertainties as to possible future votes.

One particularly hectic case was that involving Pittsburgh's Ch. 4. Hearst's WCAE holds examiner's second initial decision nod, after KQV had won first round. This week, WCAE asked FCC for a meeting to consider proposal wherein WCAE & KQV would form new corporation, owned 50% each, and they would pay other 3 applicants \$50,000 each as they dismissed—leaving new corporation free for grant. At week's end, they were "still negotiating."

Commission finalized decision for San Francisco-Oakland's Ch. 2, giving it to organization favored in instructions—San Francisco-Oakland TV Inc. (Vol. 13:20). Decision is due to be made public next week. There's rumor of some sort of arrangement between winner and losers Channel Two Inc. and TV East Bay—presumably to preclude delays possible through court appeals, etc.

Seattle's Ch. 7 case may be quite uncertain now. KIRO, originally favored by FCC majority, is said to have only 3 votes now.

Buffalo Ch. 7 case is due to be reopened, FCC announcing preliminary decision to conduct further proceedings. It's understood purpose is to reexamine finances of applicant WKBW.

FCC suffered another reversal in Court of Appeals, which sent back the decision granting KARD-TV, Wichita (Ch. 3). Appeal of loser KFH contended Commission hadn't given adequate reasons for denying exceptions to examiner's initial decision. Judges Edgerton, Fahy & Burger stated: "Though a specific ruling on each minor exception is not indispensable, the parties and the court should not be left to guess, with respect to any material issue, which of the several alternatives the Commission had in mind. It should make the basis of its action reasonably clear. We cannot find that it did so here. Its statement of reasons comes to little more than this: For one reason or another, all the exceptions not granted are overruled." Court also noted:

"Appellant says the Commission erred in denying a rehearing and in denying leave to show by affidavits that

in the first months of operation Wichita failed to perform what it had promised. Commission counsel argue that only interim operation was involved, but the record does not make it clear that this was the theory on which the Commission refused to reopen the hearing. We think it should clarify its ruling in this respect."

Experimental grant of Ch. 12, New Orleans, was made to WJMR-TV (Ch. 20), which says it will compare uhf-vhf propagation of simultaneous transmissions. Application had been opposed by Assn. of Maximum Service Telecasters which objected to fact WJMR-TV plans transmitter location less than minimum co-channel distance from WJTV, Jackson, Miss.

Initial decision favoring Tri-Cities Bestg. Co., Monahans, Tex. for Ch. 9 was issued by examiner Elizabeth C. Smith after KMPS Bestg. Co. withdrew.

Low-power educational CP (296 watts) was granted on Ch. 30, Toledo, to Greater Toledo Educational TV Foundation, while translators were authorized in Alturas and Blythe, Cal.; Newport, Ore.

Grantee KSLM-TV, Salem, Ore. (Ch. 3) was told it would be given no more time to build, would be cancelled unless it requested hearing in 20 days. Same word was given to KAMT, Yakima, Wash. (Ch. 23).

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Our figures got twisted in last week's report of reply comments on Craven Plan (Vol. 13:25). Ten filed against plan, one for.

In other allocations proceedings, FCC proposed: (1) Addition of Ch. 16 to Ephrata, Wash., substituting Ch. 31 for Ch. 25 in Kennewick, Ch. 25 for Ch. 31 in Richland. (2) Substitution of Ch. 36 for Ch. 7 in St. Cloud, Minn., Ch. 7 for Ch. 36 in Alexandria, Minn. (3) Various plans to shift WICU's Ch. 12 out of Erie, Pa. to Cleveland-Akron area. (4) Reassignment of Ch. 12 from Flint to Saginaw-Bay City-Flint. At same time, Commission finally rejected proposal to shift Ch. 12 to Ann Arbor.

Two rule-making petitions were received. First—2 alternatives filed by WHOA, San Juan, P. R.: (1) Shift Ch. 13 from Aguadilla to Fajardo, Ch. 12 from Charlotte Amalie to Aguadilla-Arecibo. (2) Add Ch. 13 to Fajardo, substituting Ch. 12 for Ch. 13 in Aguadilla, deleting Ch. 12 from Charlotte Amalie. Second—Request of prospective applicant Clarence M. Mason, Hancock, Mich., for addition of Ch. 9 to town, substituting Ch. 8 for Ch. 9 in Iron Mountain, Mich.

**Tax loophole in multiple ownership** of TV & radio stations, already plugged by FCC in policy pronouncement last Oct., would be tightened by bill (HR-8381) introduced June 26 by Rep. Mills (D-Ark.), chairman of Ways & Means subcommittee on technical revision of Internal Revenue Code. Scheduled to be reported to House July 2 by full committee, comprehensive measure is intended to prevent station owners from avoiding immediate capital gain tax on profits from "rollover" sales of properties acquired in excess of existing FCC limits. Old tax law language, covering sales "necessary or appropriate to effectuate the policies of the Commission," could be construed by owners as defining such transactions as sales forced by Govt. New language permits tax deferrals only on sales "necessary or appropriate to effectuate a change in a policy of, or the adoption of a new policy by, the Commission." Amendment applies to any sale after last Dec. 31 and to sales contracts made after last Oct. 15.

Commercial film production div. has been started by WCAU-TV, Philadelphia, equipped to cast, set, record & edit films, under supervision of v.p. Charles Vanda.

**Facilities changes:** Philadelphia's WFIL-TV (Ch. 6) & WRCV-TV (Ch. 3) plan immediate start of construction of new joint 1000-ft. tower in Roxborough, Pa., with operations from new site scheduled for late Sept.; WMFD-TV, Wilmington, N. C. (Ch. 6) now radiating 100-kw from new 997-ft. tower at Delco, N. C.; WLBR-TV, Lebanon, Pa. (Ch. 15) plans boost to 129-kw ERP next week; KNTV, San Jose, Cal. (Ch. 11) to 26.3-kw about July 20; KOVR, Stockton, Cal. (Ch. 13) to 316-kw next Sept.

Suit for \$93,228 for claimed services from Sept. 1, 1954 to May 1, 1957 as mgr. of KLOR, Portland, Ore. (now KPTV) has been filed by S. J. Schile against Oregon TV Inc. and its former pres. Henry A. White. Schile alleges his services to station, bought in April by attorney-oilman George Haggarty (Vol. 13:17), were worth \$129,978 but he was paid only \$36,750 during period. He seeks balance plus 6% interest.

Call letters KSBY-TV have been assigned to KVEC-TV, San Luis Obispo (Ch. 6), now operated as satellite of KSBW-TV, Salinas-Monterey (Ch. 8).

**S**UBSCRIPTION-TV proponents Skiatron and International Telemeter continued to reap rich harvest of free publicity, notably in this week's hearings of Rep. Celler's anti-trust subcommittee investigation of professional baseball. Star witness Walter O'Malley, Brooklyn Dodgers pres., made these revelations while on the stand:

He had signed a tentative "escrow" contract with Skiatron TV Inc. (Matty Fox), but withdrew it before his appearance at hearings because "I didn't want to continue my negotiations in a fish-bowl." He indicated he plans to renew negotiations after hearings.

He said Skiatron contract provided for toll-TV of Dodgers games either in New York or Los Angeles or wherever team moved, that he'd discussed idea with all other National League clubs—which thought it seemed too good to be true.

The contract terms, as outlined by O'Malley: "We would receive one-third of the subscriptions. They would make a minimum guarantee that would protect us for having lost our present [TV] contracts, which would also have in mind that we would have to pay the visiting club 25% of our receipts." Skiatron's original proposal was to wire New York for subscription TV, which O'Malley said would double Dodgers' TV income. They first figured on charging 50¢ a game, "but I think the thinking today is that it would be nearer \$1, around the price of a general admission ticket."

He said negotiations started last spring at Vero Beach, Fla., with Skiatron TV v.p. Jerome Doff, who formerly headed Trans-Community TV Inc. (Comprovision wired TV service). O'Malley denied reports that Skiatron deal was responsible for proposed move of club to Los Angeles, saying move hasn't been decided yet and Skiatron's Los Angeles plans didn't enter into negotiations. "In other words, if Skiatron is sound—I hope it is—whether there

is baseball in Los Angeles or not you are going to have Skiatron in Los Angeles because it is a terrific market." And so, he added, are New York, Philadelphia, Chicago and others. He denied owning any Skiatron stock, but said he planned to purchase some "if it ever develops to its intention."

Subcommittee also heard blast at toll TV by inveterate subscription-TV opponent N. Y. City Council pres. Abe Stark who lambasted "the corrupting alliance between baseball and pay TV" as a monopoly threat fostered by "the prospect of easy money and windfall profits."

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TV & movie trade press continued to overflow with subscription-TV items—some of them obviously planted, others merely based on speculation. One was report that Motorola and Westinghouse had completed "pilot model" pay-TV sets for Skiatron and have been working on plans to mass-produce decoders and to develop coders for station transmitters. Westinghouse officials declined to comment, but Motorola exec. v.p. Edward Taylor said his company had been contacted by Skiatron. "We listened and we looked into it; as a result, some conclusions have been drawn which have no basis in fact. We're not in business with them. There's no agreement."

Skiatron's application to wire up Los Angeles for pay TV ran into snag in city public utilities board hearing when International Telemeter attorney Mendel Silberg asked for delay pending "thorough investigation of the financial responsibility, character of operation and technical advances of any applicant." Hearing was continued to July 2 after board members raised similar objections.

Another development was long story in June 26 *Wall St. Journal* that Metropolitan Life Insurance Co. was considering setting up closed-circuit subscription service in its N. Y. housing projects. A Metropolitan official commented to us: "Sure, we're interested. We're interested in any new development, but we're in the real estate business, not show business. If we ever should get into this sort of thing, it will be as a landlord only."

Radio station sales and transfers reported this week: WHIM, Providence, by Frank W. Miller Jr. for \$830,000 to Richard D. Buckley and John B. Jaeger, chief exec. officers of WNEW, New York, Buckley also having interest in DuMont Bestg. Corp. (Vol. 13:17). Miller is officer of Headley-Reed rep firm and Kelly-Smith newspaper rep. . . . WDOD, Chattanooga, by Earl W. Winger for \$250,000 to Interstate Life & Accident Insurance Co., same city (H. C. E. Johnson, pres.) . . . KRKD, Los Angeles, 36% (2750 shares) by Richard C. Simonton for \$107,500—licensee Continental Telecasting Corp. acquiring 1018 shares for \$39,775; Albert Zugsmith, 952 shares for \$37,248 and boosting ownership from 35 1/3% to 55.57%; John D. Feldmann, 780 shares for \$30,476, which gives him 12.04%. Other stockholder is pres. Frank Oxarart with 30.85% . . . WANS, Anderson, S. C. by Carolina Bcstrs. Inc. (C. J. Johnson, pres.) for \$85,000 to 1/2 co-owners W. Ennis Bray, ex-owner of WJAN, Spartanburg, S. C.; George C. Nicholson, who owns 50% of WAUG, Augusta, Ga. and 20% of WYZE, Atlanta, Ga.; Mrs. John C. Amick, of Augusta adv. agency . . . KLOG, Kelso, Wash. by Northwest Public Services Inc. (Roscoe A. Day Jr., pres.) for \$50,000 to J. J. Flanigan, ex-pres. & 49% owner of KITO, San Bernardino, Cal. . . . KSEI, Pocatello, Ida. and CP for KSEI-TV (Ch. 6), 88.9% sold by Florence M. Gardner for \$118,915 to Pioneer Bcstrs. Corp., owned by gen. mgr. Henry H. Fletcher & wife Ruthe (program mgr.), who already held 10.75% jointly. Florence Gardner is to remain with stations as v.p. Brokers: WHIM, Howard E. Stark.

Radio station sales approved this week: KHEP, Phoenix by A. V. Bamford & Harvey R. Odom (co-owners of CP for radio KMOP, Tucson) for \$252,000 under lease arrangement to Grand Canyon Bcstrs. Inc. (Wm. P. Ledbetter, pres.), dismissing application for 1580 kc in Phoenix (Vol. 13:17) . . . KJAY, Topeka, by KJAY Inc. (Robert Rohrs, pres.) for \$142,500 to Kansas City businessmen Ed Schulz, Dale S. Helmers, J. W. McCoskrie, & D. Wm. Overton (Vol. 13:20) . . . WQOK, Greenville, S. C. by Albert T. Fisher & George Speidel III (also owners of WPAL, Charleston & WOIC, Columbia, S. C.) for \$125,000 to James A. Dick, also owner of WIVK, Knoxville (Vol. 13:21) . . . WHMA, Anniston, Ala. (250-w) by Col. Harry M. Ayers, publisher of *Anniston Star*, for \$75,000 to Ralph Allgood & Grove Wise, also owners of WRMA, Montgomery, Ala. (Vol. 13:22) . . . WSPC, Anniston (5000-w), by W. S. Weatherly and associates for \$65,000 to Col. Ayers (Vol. 13:22) . . . WOOO, Deland, Fla. by Wm. Martin, B. F. J. Timm and associates for \$65,000 to Trio Broadcasting Co. owned by Wally King (WATR, Waterbury, program mgr.) and Herbert A. Saxe & Oscar Silverman (Vol. 13:20) . . . KIHQ, Sioux Falls, S. D. by Leslie P. Ware for \$65,000 to James A. Saunders & John W. Hazlett, from Minneapolis-St. Paul (Vol. 13:23) . . . WPUV, Pulaski, Va. by Mason C. Deaver for \$46,254 to co-equal owners John A. Columbus, Lawrence R. Schoenfeld, Carl A. Shuffebarger (all station employees) and druggist Howard R. Imboden (Vol. 13:23).

**Telecasting Notes:** Auto makers have always been in forefront in heavy use of TV—and in violent attacks on it. Madison Ave. is talking this week about another verbal assault against the medium by an auto industry spokesman—an assault reminiscent of last year's blast at TV as a durable goods sales medium by pres. Ernest Jones of MacManus, John & Adams agency (Vol. 12:13 et seq.), which, it had been hinted, represented the views of clients Pontiac & Cadillac. Latest attack came from Chrysler of Canada sales v.p. C. O. Hurly in address to Canadian Federation of Advertising & Sales Club . . . "Babied, humored and spoiled" by advertisers, TV is becoming a "monster," Hurly said. He urged the business & advertising fraternities to take "a cold, searching look at the somewhat ludicrous spectacle that we both present today"—the businessman a Sinbad, "blind as a bat, being led down to the sea by an eager, keen-eyed, clean-limbed young fellow in an ivy-league suit" . . . "The great home world of entertainment," which started as servant of advertising, he continued, is now "calling the tune." Advertising, he said, shouldn't be "the crutch upon which a vast segment of the world of entertainment, culture and enlightenment should lean . . . Industry and business simply cannot afford the luxury of any form of advertising which does not deliver a fair return for services rendered" . . . Auto firms, nevertheless, are pretty solidly lined up in network TV picture for next year. One sudden cutback, however, was Lincoln's dropping of CBS-TV's *Ed Sullivan Show* after 8-year stretch (Vol. 13:25), Mercury retaining alt.-week sponsorship, with Eastman Kodak jumping into the breach to pick up the reputed \$5,000,000-a-year total tab for the alt. week . . . Two auto makers have firmed up big network deals for all-star "specials"—GM with 2-hour 9-11 p.m. colorcast in Nov. on NBC-TV commemorating its 50th anniversary and budgeted at \$500,000, and Ford Motor Co. with an all-star CBS-TV special next fall to introduce new Edsel line, preempting *Ed Sullivan* for one week (presumably the Mercury-sponsored week, which would not add to Ford's over-all TV time bill) . . . Fairy tales sell: The Henry Jaffe-Screen Gems series of 16 hour-long fairy tale specials featuring Shirley Temple on NBC-TV about once every 3 weeks, beginning next Jan., is sold out—the 3 sponsors paying total of some \$4,000,000. Breck Shampoo has bought half, with Sealtest & Hill Bros. coffee sharing other half on split-network basis—Sealtest in east, Hill Bros. in west . . . "Sweet Success of Smell" is June 26 *Variety's* catchy headline for survey showing cosmetic advertising slated for TV next season totals some \$33,000,000 . . . Accurate data on reruns of TV film series will be made available to Screen Actors Guild, for purposes of comput-

ing payments to its members, according to announcement by Guild that information will be furnished it on regular & continuing basis by CBS TV Film Sales, CNP, ABC TV Film Syndication, MCA-TV & Screen Gems. SAG members have received \$1,321,000 in rerun payments to date . . . Appointment of Ted Cott as executive of burgeoning NTA (Vol. 13:25) seen as sign the film distributor is ready to get moving on its station acquisition plans; negotiations reportedly are already in progress . . . NTA has obtained distribution rights to *20th Century-Fox Hour* from the movie maker, getting the 37 hour-long shows which were used on CBS-TV in the last 2 years, with 20th Century-Fox planning to produce 20 new shows in the series for use on NTA Film Network (50% owned by 20th Century) . . . Week's chuckle: TV-radio weather forecasts are rigged and over-emphasized by stations, to keep folks away from the movies, Minnesota movie exhibitors believe—so says June 26 *Variety*, in St. Paul-dated story.

Negotiations for new music licensing agreement between TV industry and ASCAP opened this week in New York with "friendly and general" initial discussion, with next meeting planned in about a month. Meanwhile, boiling lobbying and press-release dispute between ASCAP members & their spokesmen and BMI continued in a manner which was neither friendly nor general, both sides moving up their big-name artillery. In behalf of Songwriters Protective Assn., consisting of ASCAP members, Bing Crosby made the newspapers with letter to Chairman Magnuson (D-Wash.) of Senate Commerce Committee, complaining that "pressure exerted by BMI" is responsible for current popularity of musical "trash" and charging "monopolistic trend in music on the part of the broadcasters." BMI v.p. Robert J. Burton countered that Crosby letter "is part of a continuing effort to prejudice the outcome of the trial of an important lawsuit brought by ASCAP members against BMI." He released statements by 21 top performers stating that they had never been subjected to pressure to perform BMI songs on TV-radio or recordings. Though Senate Commerce communications subcommittee staff, under counsel Nick Zapple, is making fact-finding investigation of music licensing situation, Chairman Pastore (D-R. I.) told us he hasn't decided whether to hold any hearings—and the implication was that certainly nothing will be started in this session of Congress.

First World Congress of commercial telecasters from 15 nations will open Sept. 18 in London. Coordinator of program, including special session in Paris, is Young & Rubicam v. p. Harry Rauch. "TV As a Medium of World Communication" is theme of one London session under auspices of People-to-People Foundation.

Compromise proposal to end stalemate over FCC network study committee's demands for data from 4 reluctant TV program organizations was submitted this week to N. Y. Federal Court Judge Bryan by the 4 companies. They offered to give committee the confidential financial data it seeks, but in "coded" summary form as prepared from their raw figures by an independent accounting firm. In this way, the packagers argued, prices, grosses, profits, etc., could not be identified with any particular program series. Earlier, Judge Bryan reserved decision on FCC motion to force the 4 firms to honor subpoenas to produce financial data, after hearing arguments by FCC gen. counsel Warren Baker and attorneys for the packagers. Judge called for reply briefs July 2. The 4 programmers are MCA-TV and its affiliated Revue Productions, Columbia Pictures' Screen Gems and Ziv TV.

Finally taking first dip into TV-radio ownership, following lead of *Time*, *Newsweek* is about to close deal for purchase of less-than-controlling interest in TV-radio combination in substantial secondary market. Negotiations are being handled by broker Howard Stark, who participated in *Time's* acquisition of Bitner properties.

Rate increases: WFMY-TV, Greensboro, N. C. Aug. 1 raises base hour from \$650 to \$800, min. \$130 to \$160; KSBY-TV (formerly KVEC-TV), San Luis Obispo, July 1 added Class AA hour (7:30-9:30 p.m. daily) at \$220, min. at \$44, Class A hour remaining \$200.

AAAA issues 1957 roster listing 329 member agencies in 656 offices in 93 U. S. cities and 43 abroad, copies available from 420 Lexington Ave., N. Y.

National Community TV Assn. will hold 7th annual convention next June in Mayflower Hotel, Washington.

**New and Upcoming Stations:** WBLN, Bloomington, Ill. (Ch. 15) ceased operation June 3, owner-mgr. Worth Rough has informed FCC, also stating he plans to resume Aug. 1 after filing ownership change resulting from stock sale to area viewers (Vol. 13:20). On-air box score stands at 500 (91 uhf).

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

WBLK-TV, Clarksburg, W. Va. (Ch. 12), changing TV & radio call letters July 15 to WBOY-TV & WBOY, plans start on first day of World Series as NBC-TV affiliate, according to Jack N. Berkman, pres. of Friendly Group, also operator of WSTV-TV, Steubenville, O. (Ch. 9) and KODE-TV, Joplin, Mo. (Ch. 12). Make of transmitter isn't reported, but WBOY-TV will use 6-bay RCA turnstile antenna on 425-ft. Stainless tower. Base hour not set. Rep will be Avery-Knodel.

WTIC-TV, Hartford, Conn. (Ch. 3) has changed test pattern target to Aug. 15, programming target as independent remaining Sept. 1, reports public relations v.p. Bernard Mullins for owner Travelers Bestg. Service Corp., subsidiary of Travelers Insurance Co. RCA 25-kw transmitter is in place ready for wiring, construction of 442-ft. Ideco tower on Talcott Mt., Avon, Conn., awaits delivery of base insulators. Installation of 100-ft. antenna is scheduled for Aug. 7. Wiring of master control room equipment has begun and large TV studio is nearly ready in downtown Hartford, as is microwave link on roof of studio building. Base hour will be \$800. Rep will be Harrington, Righter & Parsons Inc.

WCBC-TV, Anderson, Ind. (Ch. 26) plans Sept. 1 programming, but hasn't signed with network, reports Charles Bates, WCBC program director. It has 1-kw RCA transmitter installed, and antenna is to be placed on 500-ft. Ideco tower Aug. 10. Owner is Great Commission Schools Inc. (Church of God denomination), which operates local school system and Anderson College & Theological Seminary. Base hour will be \$150. Rep not chosen.

WEEQ-TV, La Salle, Ill. (Ch. 35) has awarded contract for construction of studio-transmitter building near

Tonica, Ill. and plans Aug. 1 start, reports Fred Mueller, gen. mgr. of WEEK-TV, Peoria (Ch. 43), which will operate WEEQ-TV as satellite. GE 1-kw transmitter was due June 30. It has 400-ft. Stainless tower ready, but antenna isn't due until July 15. Edward G. Smith, asst. mgr. of WEEK-TV, will be gen. mgr. with Wm. W. Pendergraft, also from WEEK-TV, chief engineer. WEEK-TV hour is \$475. Rep is Headley-Reed.

WSUR-TV, Ponce, P. R. (Ch. 9) hasn't received studio facilities and now has July 30 programming target, reports gen. mgr. Mariano Angelet Escudero. It has Adler transmitter and 200-ft. Lehigh tower with RCA antenna on Mt. Maravilla. Base hour will be \$120-\$150. Rep will be Pan American Bestg.

KTCA-TV, St. Paul-Minneapolis (Ch. 2, educational), which aired first test patterns March 8 (Vol. 13:13), plans programming start Sept. 2, reports director John C. Schwarzwalder for Twin City Area Educational TV Corp.

New reps: WAAM, Baltimore, to Blair-TV July 1 (from Harrington, Righter & Parsons); KVIP, Redding, Cal. to Hollingbery (from Branham); WVUE (formerly WPFH), Wilmington-Philadelphia, to Katz (from Raymer); WJBF, Augusta, Ga. to Avery-Knodel (from Hollingbery).

GE shipped 5-kw used transmitter June 21 to upcoming WJCT, Jacksonville (Ch. 7, educational), due in fall; 20-kw amplifier to KVIP, Redding, Cal. (Ch. 7), planning boost to 117-kw; equipment for shifting WFIE-TV, Evansville, from Ch. 62 to Ch. 14.

RCA shipped 50-kw & 10-kw transmitters June 19 to upcoming WPST-TV, Miami (Ch. 10), due in Aug.; 50-kw transmitter June 24 to WVUE (formerly WPFH), Wilmington-Philadelphia (Ch. 12).

RCA shipped 3 live color cameras to Crosley Bestg., Cincinnati, to be used in RCA color mobile truck; 3-V color film camera June 27 to KFSD-TV, San Diego.

GE shipped color scanner June 24 to its WRGB, Shenectady.

Call letter changes: WPFH, Wilmington-Philadelphia, to WVUE; KTXL-TV, San Angelo, Tex. to KCTV.

**ELECTRONICS PERSONALS:** Wm. S. Wheeler, corporate planning asst. to Motorola pres. Robert Galvin, promoted to mgr., Chicago military electronics center, replacing Arthur L. Jones, resigned . . . Dr. H. Wm. Welch, ex-U of Mich., named director of research & development, Motorola military electronics div., Phoenix . . . Earl E. Sargent promoted to mgr., Sylvania Woburn, Mass. special tube plant . . . John R. Lenox elected v.p.-operations, Datamatic Corp. . . . Howard Patterson elected Varian Assoc. v.p., microwave tube activities; Arnold Wihtol succeeds him as tube div. mfg. mgr. . . . Arnold H. Henriksen appointed Helipod div. mgr., Beckman Instruments Corp. . . . David A. Harkavy, ex-Lafayette Radio, named industrial products ad mgr., DeJur-Amsco Corp. & Continental Connector Corp. . . . Kenneth Stiles promoted to v.p. for plans & programs of General Dynamics.

The vacuum is gradually going out of fashion in electronics. Witness 2 recent developments: (1) The "Solion"—a device activated by flow of ions in iodine solution. Developed by Naval Ordnance Lab, it can be made extremely sensitive to changes in temperature, pressure, light, sound or acceleration. Believed to be useful for missile & plane inertial guidance—but far less bulky than present equipment—it's also said to have applications for

heat controls, alarms, pressure indicators, etc. (2) New solid-state microwave amplifier using ferrite material has been developed to laboratory stage by Bell Labs, is expected to operate at much lower noise level than conventional amplifiers. Says Bell: "Thus it has exciting possibilities as an amplifier for very weak microwave signals such as may be encountered in the fields of radio astronomy, microwave relaying & radar."

Radio industry mobilization for World War II is recounted in *The Signal Corps: The Test*, published June 21 by Dept. of Army (621 pp., \$4.50, Govt. Printing Office, Washington). Signal Corps history of first 18 months of war relates how industry supplied army of 7,500,000 with radio equipment by mid-1943 although before Pearl Harbor only 15 of 180 manufacturers had produced military radios.

Industrywide survey of research & development personnel and company outlays has been started by Labor Dept. for National Science Foundation at President Eisenhower's request. Similar 1953-54 study showed private industry spent \$3.7 billion and employed 400,000 (including 157,000 scientists & engineers) in research & development.

General Transistor Corp. sets up subsidiary General Transistor International Corp. as exclusive foreign market agency to export transistors, import raw materials, negotiate licenses. Allan Easton, sales v.p. of parent, is pres.

**AD PLANS FOR 'SLIM LOOK' MARKET DEBUT:** Feeling TV's new "slim look" is something to get excited about, TV receiver manufacturers are in process of firming up plans for communicating this excitement to public. Advertising plans of some major makers haven't yet jelled -- or else they're playing it close to the chest -- but here are details we've been able to pinpoint this week:

GE advertising program is aimed at giving "this TV new look the widest possible audience with the greatest possible frequency within budgetary considerations." Greatest ad saturation is aimed for final 4 months of 1957. Program includes 4-color spreads in Life, Saturday Evening Post, Reader's Digest, This Week. Trade ads will be carried in Electrical Merchandising, Home Furnishings Daily, Mart, Electrical Dealer, NARDA News, American Motel, Tourist Court Journal. General Electric Theater (CBS-TV) will include TV receiver dept. campaign.

Point of particular interest in GE ad plans is shift of copy emphasis from portables -- which it popularized and which accounted for good share of its production -- to more profitable table and console models.

Another all-out l10-degree advocate, Sylvania is expected to spend 50% more in 1957 TV-radio-hi-fi ads than it did in 1956. No final estimates are in yet, but all departments should show increase. Program includes weekly TV show (ABC), major consumer magazines, trade press. Incidentally, Sylvania will have 50% more insertions in consumer magazines during year's final quarter compared with same period year ago. No use of radio is planned, but contributions to local distributor campaigns are to be increased 150% -- some of which may show up in local radio.

Sylvania plans show increased emphasis on promotion programs, such as monthly promotions of sunshade for portables, etc., spokesman told us. He added that new TV look will be played up -- with considerable emphasis also going to hi-fi; ad budget possibly may double last year's.

RCA will kick off ad campaign on slim black-&-white sets with double-page layout in July 29 Life, followed by insertions in Saturday Evening Post, Sunset, Progressive Farmer, etc. Total ad budget is expected to be about the same, or a little higher than last year when RCA spent \$35,173,000 for all divs. Of total, nearly \$25,000,000 was in measured media of TV, radio, outdoor, print.

Special series of ads on portable line will be carried in Life during Aug.; similar ads are scheduled in Saturday Evening Post, Farm Journal, etc. in Sept.

TV plans for new line include sponsoring Julius LaRosa summer show (NBC-8 p.m., Sat.), Eddie Fisher-George Gobel (with RCA Whirlpool) fall show (NBC-8 p.m., Tue.). Summer radio sponsorships are Monitor, Bob and Ray Show.

Philco plans to spend about 15% more on ads for all products compared with last year's outlay. Spokesman says biggest increase will probably be in local newspaper ads at dealer level. No breakdown is available on various media, but we're told consumer magazines will be used; there's no immediate plan for network TV.

DuMont also expects to spend more money this year on TV-radio-hi-fi line -- possibly as much as \$1,500,000 with budget set at about 8% of sales. Biggest segment will go to Sunday papers, plus co-op ads -- which are being raised from 1½% to 2½% of sales by both DuMont and distributors. Spot radio and magazines may be added.

Hotpoint's ad budget for TV is expected to run about \$1,000,000 in 1957 -- half in magazines, 30% in radio spots, 20% in newspapers. Starting in Aug., spots will be used in 40-45 markets, plus heavy schedule in Life. Co-op newspaper and radio ads will support the national campaign.

Hoffman plans aggressive dealer-level fall campaign to sell new line. Pro-

gram includes premiums, giveaways, national and local ads. TV-radio spots will be used, plus full-color ads in Parade, This Week, American Weekly.

Motorola does not show new line until July 18, but it tells us that ad budget will be heavier than last year's. It's already using full-page ads in Home Furnishings to plug new "Super Americana" portable with 110-degree tube.

**Economic Views:** More optimism was voiced by business leaders (Vol. 13:25) this week -- along with words of caution from President Eisenhower and Dr. Edwin G. Nourse, chairman of Council of Economic Advisers under President Truman.

Rosy outlook was delineated by Commerce and Industry Assn. of New York, Inc., made up of representatives of national firms having offices in N.Y. Nearly 250 participated in survey, gave these views: Some 49% said first half of 1957 was up 14.9% over last half of 1956; 24.2% saw no change; 26.9% reported business was off. Final 6 months of 1957 was etched this way: About 40% expect 14.3% increase; 40.5% saw no change; 19.5% anticipate a decrease.

Further breakdown shows wholesalers most optimistic group; 45% expecting upswing, 45% seeing no change, 10% looking for drop in final 6 months of 1957.

Another upbeat forecast came from 12 key executives of diverse industries, polled by First National Bank of Chicago. They see "high plateau" in last 6 months.

President Eisenhower's cautioning came at June 26 news conference at which he appealed for business and labor statesmanship to avoid "alarming" inflation threat. He urged businessmen to reflect before raising prices. And he told labor leaders wage increases should be demanded only where there is an increase in productivity -- or to correct "demonstrable injustices." Dr. Nourse told National Citizens Committee to Curb Inflation that the real inflation source is "in the market place, in the institutions and practices of labor unions and corporation price administration."

Despite President's words, U.S. Steel Corp. raised steel prices average of \$6 per ton, saying boost was necessary to offset higher wages and benefits to take effect July 1 under 3-year contract with United Steelworkers of America. Pay boost of 12% for postal workers was approved June 27 by House Post Office & Civil Service Committee. Hearings start July 2 on bills to raise pay of other govt. workers.

**Production:** TV output was 142,910 week ended June 21, compared with 116,302 preceding week and 105,947 in corresponding week one year ago. It was the year's 25th week and brought TV production for year to date to about 2,601,000, compared with 3,304,597 in same period of 1956. Radio production totaled 252,299 (98,616 auto) week ended June 21, compared with 229,967 (86,270) the preceding week and 229,041 (63,813) in corresponding week year ago. Radio output for 25 weeks totaled about 6,986,000 (2,759,000) vs. 6,444,410 (2,254,399).

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**Topics & Trends of TV Trade:** What are principal causes of TV interference? July *Radio & TV News* cites survey of more than 2600 cases by Cooperative Interference Council of Los Angeles, indicating these 18 sources responsible for nearly 95% of complaints: Heating pads 409 cases, TV receivers 190, electric wiring 164, radio receivers 146, doorbell transformers 86, fluorescent lights 79, TV receiver installations 76, TV receiver radiation 71, butter conditioners 51, neon signs 46, refrigerators 37, radio stations 29, voltage irregularity 29, electric flashers 28, AC modulation 27, house wiring 25, universal motors 24, amateur radio stations 24. Council noted that in nearly one out of 5 cases, device generating the interference was operated by the complainant.

Emerson 1958 line, introduced June 26 at Lido Beach, N. Y., features 110-degree tube in 3 portables and 1 table model, short-neck 90-degree tube in rest. Line includes two color sets. Prices for black-&-white: portables (8½, 14, 17, 21-in.), \$134-\$268; tables (17, 21-in.), \$168-\$248; consoles \$248-\$308; Eldorado Series consoles & consolettes, \$248-\$328; combinations (17, 21-in.), \$268-\$318. Eight-transistor pocket radio also was introduced at \$44.

Commenting on 1957 color prospects this week, Motorola pres. Robert W. Galvin says his feeling is that "not more than 100,000 color TV sets will be sold this year." He points out that if production estimate of 200,000 sets is accurate, "it raises question of what will be done with the balance."

Whirlpool Corp.'s Appliance Buyers Credit Corp. (Vol. 13:16) opens first divisional office in St. Louis, providing financing service for RCA & Whirlpool distributors and dealers "where needed." Joseph B. Hawkins, ex-Redisco, is mgr. of St. Louis office; other offices are to be opened in Seattle, Cleveland, Chattanooga.

\* \* \* \* \*

Business increases of 13-25% were forecast for next year by speakers at meeting of Assn. of Electronic Parts & Equipment Mfrs. in Chicago this week.

Kansas City color set sales were 80 in May, bringing total to date to 2077, according to city's Electric Assn.

**Trade Personals:** Herbert E. Taylor Jr., ex-Federal Telephone and Radio Co., named industrial products marketing mgr., Philco govt. & industrial div. . . F. P. Rice, ex-DuMont TV receiver div. mgr., appointed pres. of International Resistance Co. subsidiary Circuit Instruments Inc., St. Petersburg . . . John J. Kingan resigns as Canadian Marconi v.p.-gen. mgr. . . Gerald M. Miller, ex-Schramm Inc., appointed administrator, adv. & sales promotion, RCA components div., Camden; Joseph C. Weitzman promoted to market planning research analyst . . . James D. Kingery elected Bell & Howell v.p., electronic and professional equipment and instruments div. . . Robert M. Reed, ex-York, RCA & Norge, appointed Winston Electronics Inc. asst. national sales mgr. . . Sidney Brandt, ex-Raymond Rosen & Co., appointed Magnavox regional mgr. for eastern Pa., Md., headquartering in Reading.

New RETMA of Canada pres. is W. H. Jeffery, Philco of Canada v.p.-gen. mgr., who succeeds John D. Campbell, Canadian Westinghouse v.p.-gen. mgr., consumer products div. Others elected: Stuart D. Brownlee, Canadian Admiral, v.p. & chairman, receiver div.; W. Frank Wansbrough, Canadian GE, vice chairman, receiver div.; A. L. Stopps, El-Met-Parts Ltd., v.p. & chairman, components div.; J. Key, Aerovox Canada Ltd., vice chairman, components div.; W. Jones, Pye Canada Ltd., v.p. & chairman, electronics div.; R. M. Robinson, Canadian GE, vice chairman, electronics div. Reappointed: R. A. Hackbusch, Hackbusch Electronics Ltd., director of engineering; F. W. Radcliffe, gen. mgr.-secy.

Canadian RETMA officials see industry developing spirit of optimism, term balance of year's outlook "encouraging," predict firmer prices. New pres. W. H. Jeffery, Philco of Canada v.p.-gen. mgr., said manufacturers are matching production to demand, cleaning up inventories, aiming toward reasonable prices. Outgoing pres. John D. Campbell, Canadian Westinghouse v.p.-gen. mgr., told annual meeting June 21 at Adele-en-Haut, Quebec, that "the economy remains strong, and the industry is in a good position to capitalize on it." He went on to say that inventories are improved; that new sets feature better styling, are more compact due to 110-degree tubes. Volume for year was estimated at 500,000, which Campbell said was less than previous 2 years but "still a very healthy volume." He declared "we can look forward to color and some more stations with a greater degree of confidence, and if the new Parliament will act on their recommendation for financing the CBC, we should soon be relieved of the burdensome 15% excise tax."

Dynamics Corp. earned \$308,003 (7¢ per share) on sales of \$9,949,459 in first quarter vs. \$307,322 (7¢) on \$9,900,750 in similar period year earlier, pres. David T. Bonner reporting military & industrial orders in electronics, communications & small appliance fields "indicate a continuing good level of sales." Subsidiary Radio Engineering Labs recently received subcontract from Western Electric for tropospheric scatter radio equipment, part of \$32,000,000 backlog.

Teleprompter Corp. stockholders will hold special meeting July 15 in N. Y. to vote on increase in capital stock and 2½-for-1 split proposed by directors, chairman & pres. Irving B. Kahn stating increase is needed for expansion program but no additional financing is contemplated now. Teleprompter stock was selling over the counter at 23 this week.

**DISTRIBUTOR NOTES:** Westinghouse names Samuel J. Brechner, ex-Gerald O. Kaye & Assoc., gen. mgr. of wholly-owned Westinghouse Appliance Sales Co., N. Y.; he succeeds v.p. & gen. mgr. C. J. Ward who joins headquarters sales staff, Pittsburgh . . . Motorola appoints South Bend Electric Co. Inc., 437 E. Colfax Ave., replacing Femco Inc.; Wm. E. Laswell, Fla. regional sales mgr., transferred to Cal. regional sales mgr. (Los Angeles, San Francisco, San Diego, Fresno), replaces James M. Tuttle, regional; W. Alex Kuehlthau, ex-Gibson, appointed Seattle regional sales mgr. (Portland, Spokane, Salt Lake City, Billings), replaces H. E. von Kahrs, resigned . . . Emerson N. Y. moves to No. 1 Boston Post Rd., Larchmont . . . DuMont appoints Orgill Bros. Hardware Co. Inc., 301-11 W. Pearl St., Jackson, Miss. (Joseph Orgill Jr., pres.) for central & southern Miss. except Jackson, Meridian, Hattiesburg, Brookhaven, Vicksburg, Yazoo City . . . Sampson Co. buys 50% of Electronic Utilities Corp. (Braun, Siemens, Novak hi-fi); Bernard J. Golbus named asst. to Electronics pres. Paul M. Davison; Jack Ricard, ex-Ironrite, succeeds Golbus as Sampson merchandise mgr. . . Otto W. Brodnitz resigns as Delmonico International Corp. secy.-treas. . . Kuba Import Co. Ltd. (Kuba hi-fi radiophones) moves national sales office from Delmonico Hotel to 1120 Broadway, N. Y. . . Admiral promotes D. P. Mahin gen. mgr. of Admiral Distributors-Detroit div.; he has been gen. sales mgr. of Detroit branch.

Treble damage suit for \$2,250,000 was filed this week against IT&T by Olson & Co., former Philadelphia distributor for Capehart-Farnsworth line. Suit charges violation of Robinson-Patman Act, alleging IT&T sold Capehart-Farnsworth products to "favored" distributors in N. Y., Mass., N. J., Pa., Md., D. C. at lower price than to Olson. Olson complaint said these distributors then shipped into Philadelphia area at cut prices.

National TV Week organizational meeting was held June 25 in Chicago with Daniel J. Edelman & Assoc., Chicago public relations firm, handling promotion. Plans for Sept. 8-14 observance expected to be disclosed in mid-July. Sponsors: NARDA, RETMA, NARTB, TvB, NAMM, NEDA, National Retail Furniture Assn.

RCA expects 60% increase in its hi-fi sales this year with industry producing 1,500,000 units compared with 900,000 in 1956. Radio-hi-fi sales mgr. L. W. Collins also told Chicago news conference that RCA probably will demonstrate stereo disc by year's end.

Former CBS-Columbia plant in Long Island City was sold this week to Neptune Meter Co. in \$2,000,000 deal by realtor Frederick Brown who bought it last March.

General Instrument Corp. achieved a profit in quarter ended May 31, compared with \$84,355 net loss for similar period last year, chairman Martin H. Benedek told annual stockholder meeting June 27. He said that although final figures aren't available, sales were "substantially higher" than the \$5,668,079 of same quarter last year. He said that orders for TV components indicate industry sales & earnings have "touched bottom and are now definitely on the way up."

Dividends: General Dynamics, 50¢ payable Aug. 10 to stockholders of record July 12; Lear, 15¢ July 29 to holders July 15; Electronic Assoc., 100% stock July 30 to holders July 8; Topp Industries, 4% stock July 26 to holders July 12.

Guild Films earned \$216,000 (14¢ per share on 1,535,000 shares outstanding) in 6 months ended May 31 vs. \$40,000 (4¢ on 1,035,000) in same period year ago.

## Network Television Billings

May 1957 and January-May 1957

(For April report see *Television Digest*, Vol. 13:22)

**N**ETWORK TV BILLINGS in May maintained steady advance this year over 1956, totaling \$43,468,833 for 7% gain over \$40,610,429 in May 1956. Cumulative total of business in first 5 months was \$211,231,303—up 7.6% from year earlier. CBS-TV again paced networks with 11.3% increase last month above same 1956 month—\$20,331,441 vs. \$18,260,894. The complete PIB report for May:

### NETWORK TELEVISION

	May 1957	May 1956	% Change	Jan.-May 1957	Jan.-May 1956	% Change
CBS	\$20,331,441	\$18,260,894	+11.3	\$98,429,274	\$88,563,636	+11.1
NBC	15,878,585	15,710,403	+ 1.1	79,120,519	75,342,803	+ 5.0
ABC	7,258,807	6,639,132	+ 9.3	33,681,510	32,361,238	+ 4.1
<b>Total</b>	<b>\$43,468,833</b>	<b>\$40,610,429</b>	<b>+ 7.0</b>	<b>\$211,231,303</b>	<b>\$196,267,677</b>	<b>+ 7.6</b>

### 1957 NETWORK TELEVISION BY MONTHS

	ABC	CBS	NBC	Total
Jan.	\$ 6,715,581	\$20,231,474	\$16,554,941	\$ 43,501,996
Feb.	6,175,488	18,309,088	14,900,631	39,385,207
March	6,848,848	20,172,173	16,631,974	43,652,995
April	6,682,786*	19,385,098	15,154,388	41,222,272*
May	7,258,807	20,331,441	15,878,585	43,468,833
<b>Total</b>	<b>\$33,681,510</b>	<b>\$98,429,274</b>	<b>\$79,120,519</b>	<b>\$211,231,303</b>

\* Revised as of June 26, 1957.

Baseball broadcasts earned \$6,802,721 for 15 major league clubs in 1956, according to financial reports filed June 25 with anti-trust (Celler) subcommittee of House Judiciary Committee. Top TV-radio income in American League—\$1,053,171—was reported by Cleveland. Brooklyn led National League with \$888,270. Others: Baltimore, \$301,630; Boston, \$477,300; Chicago White Sox, \$518,992; Chicago Cubs, \$226,270; Kansas City, \$210,000; N. Y. Yankees, \$900,000; N. Y. Giants, \$730,593; Washington, \$316,640; Cincinnati, \$267,275; Milwaukee, \$125,000; Philadelphia, \$301,650; Pittsburgh, \$158,000; St. Louis, \$327,450. Detroit did not file complete report.

Sen. Potter's proposal for a top-level independent study of govt. usage of spectrum space (Vol. 13:25) has received warm reception throughout industry. Chairman Pastore (D-R.I.) of Senate Commerce communications subcommittee told us: "I personally am very amenable to the proposal." He said he had not yet made plans to hold hearings on the resolution, but lack of expressed opposition indicates possibility that Commerce Committee might approve resolution without hearings.

One application for TV station and one for translator were filed with FCC this week, bringing total to 123 for stations (33 uhf) and 50 for translators. Station application was for Pittsburgh, Ch. 47 (see adjoining column), by Metropolitan Pittsburgh Educational TV Station, operator of WQED (Ch. 13). Translator application was for Cedarville, Cal., Ch. 70, by Surprise Valley TV Club. [For details, see *TV Addenda 24-Y* herewith.]

Application by Louisville's WHAS-TV (Ch. 11) for taller tower, continually rebuffed by Airspace Subcommittee during 5 years of site-searching (Vol. 13:13) was designated for hearing this week by FCC, which made Lexington's uhf WLEX-TV & WLAP-TV (CP) parties to hearing. They had objected to site move and height increase.

One of Australia's 4 commercial TV stations, Sydney's ATN, announced that its losses amounted to some \$900,000 in first 6 months of operation—but is expressing faith in future of TV by investing \$450,000 in additional equipment.

**F**ORMALLY REJECTING proposals to license currently unauthorized boosters, FCC this week served notice that the approximately 200 illegal repeaters should find a home in the uhf band via translator operation. At the same time, it officially decided against authorizing any on-channel booster service for vhf stations, but proposed to license booster stations to fill holes in uhf stations' coverage areas.

The negative actions on vhf boosters were in answer to Appeals Court decision 2 months ago which upheld Commission's power to bar operation of illegal boosters, but also asserted they shouldn't be kicked off the air until they have a legal "home" in the spectrum (Vol. 13:18). Termination of vhf booster proceeding in effect served notice to the unlicensed boosters (FCC knows of 176 still in operation) that their "home" will be in the uhf band, via translators.

Commission is still worried about the court decision, since it appears to give FCC discretion on question of whether to issue cease-&-desist orders to enforce its own rules—and FCC apparently still anticipates trouble when it tries to get the unlicensed boosters off air. Therefore it's considering whether to appeal decision to Supreme Court to seek eradication of "discretionary" provision.

As to uhf boosters, Commission proposed: (1) That they be employed only to fill in shadows within station's normal Grade A area. (2) That they be owned only by licensee of "mother" station. (3) That their power be limited to that necessary to provide signal of 5 uv/m at "most distant political boundary" of principal community in area to be served, ERP not to exceed 5-kw. Comments on proposal are due by Aug. 1.

For all other circumstances, Commission stated, "we see no reason why translators cannot be employed by any community beyond the range of existing TV stations as a means of providing service."

Two-channel educational TV service is proposed in letter to FCC from John T. Ryan Jr., pres. of Pittsburgh educational WQED (Ch. 13). Station requests permission to operate also on Ch. 47, unoccupied in Pittsburgh for almost 5 years. Ryan said TV's limitation to one class at a time poses "serious handicap for this new educational tool," adding that closed-circuit is too costly. He said station would offer classroom instruction throughout day on both channels, as well as "special educational services for industry and the professions—services which are badly needed but are not appropriate for programming on the regular channel." He said WQED has been providing 78½ hours of programming weekly since its debut in April 1954, and that 97 public school districts are contributing 30¢ per pupil to help maintain station's classroom services. He requested waiver of rules, if necessary, to permit the multiple-grant.

Heavy program of educational telecasts is planned by WVEC-TV, Norfolk-Hampton, Va. (Ch. 15) in experiment jointly sponsored by Norfolk public schools and financed under Ford Foundation's \$4,000,000 fund-matching program of grants for nationwide test of teaching by TV (Vol. 13:20). Under local program budgeted at \$112,000 for first year, station will give school system 2 hours of air time (9-10 a.m. & 1-2 p.m.) each school day from next Sept. 9 to June 4, 1958, will also provide complete camera & technical facilities, studios and engineering & programming personnel. Some 35-40 teachers will participate in preparatory summer TV workshop.

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# Television Digest

with **ELECTRONICS REPORTS**

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## SUMMARY-INDEX OF THE WEEK'S NEWS — April 6, 1957

REAL STORY ON MILITARY and Ch. 2-6: Despite sensationalized rumors, there's no active drive now to take away vhf channels; some day there may be (p. 1).

2 CONGRESS REPORTS on TV investigations now imminent; neither is expected to seek stringent legislation to curb broadcasting practices (p. 3).

MIAMI SHUFFLE will put Storer's WGBS-TV off air April 13 after sale of equipment to upcoming vhf WPST-TV. "Trusteeship" for WCKT sought (p. 6).

COURT APPEALS abound and petitions flock to FCC with requests for reversal of deintermixture. Court denies stay in St. Louis Ch. 2 case (p. 7).

AMPEX COLOR TV RECORDER design still 18 months away. RCA plans tape progress report. Minnesota Mining due to show its color TV tape spon (p. 9).

COLOR OUTLOOK of major manufacturers, as expressed in reports to stockholders, reflects readiness for mass-market break (pp. 10 & 14).

GE's 2 NEW PORTABLES, both using 110-degree tubes, 2 lb. lighter, 4-in. shallower than old models, may set industry pace, though price is a variable (p. 10).

GROWTH OF TRADE SHOWS, with drain on personnel and money, prompts RETMA to undertake survey of members to determine number, cost, effectiveness (p. 11).

COLOR MARKETING TEST to be undertaken in Milwaukee by RCA for 6 weeks starting April 22, will serve as pattern for similar ventures elsewhere (p. 13).

TV NETWORK BILLINGS hit \$39,758,704 in Feb., up 6% from year earlier despite 3.8% dip by ABC; 2-month total of \$82,941,074 represents 9% gain (p. 9).

**NARTB CONVENTION—CONFIDENT, NOT COMPLACENT:** The TV-radio industry is well able to take care of itself. A year ago, broadcasters were more than a little disturbed as they met at NARTB's convention -- by deep thrust of govt. investigators (Vol.12:15). Now that the probers have largely completed their dissections, and on eve of this year's NARTB convention at Chicago's Conrad Hilton Hotel April 7-11, there's evidence that they're likely to come up with recommendations neither punitive nor ignorant (see p. 3). The young and virile industry has held its own -- and more. Furthermore, it isn't likely that telecasters will be panicked by scare stories about Govt.'s alleged immediate craving for Ch. 2-6. Rather, they'll get behind the fuzzy curtain and determine the facts -- which aren't frightening (see below).

In the year since last convention, however, industry has realized it was communicating everything to the public except information about itself. It has done something about it -- gradually stepping up a campaign to tell its own story. Fact that several important speeches at convention are being televised is one good sign.

Industry has done its own intramural fighting with minimum of refereeing from FCC, and it's expected Chairman McConnaughey's speech will tend more to give credit to the conscientious broadcaster than to dwell on the occasional bad actor.

**PROPER PERSPECTIVE ON MILITARY AND CH. 2-6:** Here we go again...another scare story about military demands for Ch. 2-6 for non-TV uses...headlining the unanswered question: "Will 200-plus vhf stations have to move to ultra highs?"

Nobody can look into the forever-&-forever future to give a definitive answer to this rhetorical question posed by a trade publication this week, but -- backed by U.S. Govt.'s top military & civilian communications authorities -- we can give this advice to telecasters now operating on the "doomed" low-band vhf channels: There's no need to cancel any equipment purchases or to start shopping for low uhf channels.

Gist of report which erupted this week has familiar ring: That White House has received request from Joint Chiefs of Staff -- or somebody else in the military -- to turn low-band vhf over to the Armed Forces for defense uses; that the request currently has personal attention of President Eisenhower, who is in consultation with Presidential asst. Sherman Adams on it. We heard same rumor last week, checked

carefully with responsible authorities and received flat denials down the line. At least one other trade publication and The New York Times also checked out these rumors, and neither decided they were worth a stick of type.

Checking again this week with all responsible sources up-&-down the communications chain of command, we came up with these answers, which we give you verbatim:

Office of Secy. of Defense: "Nothing to it whatsoever."

Office of Joint Chiefs of Staff: "We have no knowledge of such a request."

A top military official who did not wish his name used but who would necessarily participate in formation of any request for additional frequencies: "This is not a true statement. There is no such proposal."

Rear Adm. H.C. Bruton, Chief of Naval Communications: "I don't know anything about it. All I know is that I've got a couple of TV sets myself -- one of them a color set -- and I'm not shopping around for uhf converters."

Lee Schooler, director of information, Office of Defense Mobilization (ODM): "Any such request would come through the Interdepartment Radio Advisory Committee (IRAC). IRAC is lodged in ODM. Such a request has not come in. There has been no change in that situation for the past year."

An official White House spokesman: "No one in the White House knows anything about such a request; it has not been made." He added that he, too, had taken the trouble to check story with ODM & Joint Chiefs of Staff, receiving blanket denials.

FCC members said they had no knowledge of any such request.

\* \* \* \*

Similar scare story was spread (by the same source) in Jan. 1955. At that time, the Navy was said to be demanding Ch. 2-6, as well as FM band, for communications between widely dispersed ships. We checked that story thoroughly at the time, drawing flat denials from Chief of Naval Communications and everyone else down the line (Vol. 11:5), and -- well, Ch. 2-6 just kept rolling along.

We don't claim to know why these scare rumors are being planted at this particular time. They are built around a kernel, a wisp, of commonly known facts about the military's present and potential uses for scarce vhf spectrum space.

It's true the military is casting a covetous eye toward vhf TV channels -- just as the FCC last year tried to pry a couple of new TV channels away from the military. It's true that in the event of a war emergency, Armed Forces most certainly would try to requisition some extra vhf spectrum space from TV. (It's also true that in case of enemy air attack all TV stations would leave air under Conelrad plan, but we have heard no complaints about that arrangement). Even barring a war, it is highly possible that the military may some day come up with a long-range plan whereby some TV channels would be vacated over a long period (10 years? 20 years?).

Such a request could come this year; but it did not come last week. It would take years to implement -- and the military, quite frankly, is extremely hesitant to tackle the rather formidable TV industry unless and until it has airtight argument.

Last study of TV vs. govt. uses of vhf spectrum was made last year by Defense & Commerce Depts., coordinated by ODM, at request of FCC -- in order to determine whether any new vhf channels could be siphoned from military to TV uses. Summarizing study, ODM reported that not only were no new channels available for TV, but Armed Forces were seeking more spectrum space in 40-60 mc band to accommodate military vhf operations displaced by rapidly developing vhf ionospheric scatter point-to-point transmission techniques (Vol. 12:15). But this happened in April of last year.

Findings of this study were reiterated this week by ODM director Gordon Gray in April 2 letter to Sen. Potter (R-Mich.), who had inquired whether Govt. is utilizing all of the frequencies assigned to it -- particularly those which might be used for TV or radio. Gray pointed to last year's Defense-Commerce study, stating that "the military services find it difficult to meet requirements with the limited spectrum space available, [and] this situation will become more critical as new technology now under development reaches the operational stage."

FCC Chairman McConnaughey & other commissioners have echoed this warning be-

fore Senate Commerce Committee and elsewhere -- to illustrate point that TV can't assume it has found permanent home in vhf band, that uhf is vital to future of TV. Even today, in fact, Armed Forces are using vhf TV frequencies for tactical weapons, missile guidance and other purposes -- but on a non-interference basis. Much tactical training is now conducted after midnight for sole purpose of avoiding interference with TV and other vhf services. For public relations purposes, if for no other reason, military would prefer sharing TV frequencies to confiscating them.

\* \* \* \*

Full-scale inquiry into allocations and uses of 25-890 mc portion of spectrum, which includes TV & FM bands, was ordered this week by FCC -- similar to current proceedings in frequencies above 890 mc. Commission's order (Public Notice 43754) noted that hearings eventually would be held, and set July 1 as deadline for filing of data and information by interested parties.

Inquiry will review present allocations in light of technological progress since last review (1944), said FCC, to determine whether more efficient utilization is possible, to evaluate long-range requirements of users, to explore future allocation possibilities, to get information on possible conflicts between govt. & non-govt. users, and, "in particular, to determine the impact, economic and otherwise, upon users of the spectrum and the general public of implementing desirable future changes." FCC said rule-making proceedings may come out of over-all review, but stressed that no "freeze" is contemplated during study.

This study may shed some light on impact of military spectrum requirements. But as of today, one truth stands out among the rumors: It is common knowledge in the industry that the military would like more of the vhf spectrum -- but no active move has been initiated to displace TV from any of its current channels.

**CONGRESS AND TV--2 NEW REPORTS IMMINENT:** Work has been completed on reports of two big Congressional investigations of TV industry -- both dealing primarily with network practices. Though contents of both have been closely guarded, probability is that neither will urge strong legislation with punitive intent.

TV investigation report by House Judiciary anti-trust subcommittee, headed by Rep. Celler (D-N.Y.), is now in type in form of 125-page "committee print" draft -- an indication that it probably already has approval of majority of subcommittee. The report could be released any time within next few weeks.

It's still speculation and "educated guessing" -- but best guess is that the Celler report, though critical of some industry practices, will unleash no drive for restrictive legislation. However, it is expected to warn industry that committee will watch closely and recommend legislation if further information warrants.

Subcommittee majority may express opinion that network option time and must-buy practices violate anti-trust laws -- but this is matter which currently is being investigated by Justice Dept. and requires no further legislation.

Report will be sharply critical of FCC for authorizing NBC-Westinghouse swap of Cleveland & Philadelphia TV-radio stations, challenged by Justice Dept. in anti-trust suit (Vol. 12:49). Subcommittee is expected to oppose any relaxation of the multiple ownership rules, but make no specific recommendations for tightening the present limit of 5 vhf & 2 uhf outlets. Report is also due to recommend that affiliation agreements between networks and stations be made public record.

Network affiliation agreements, CBS & NBC discounts to individual advertisers and other "trade secrets" are printed in hearing record of Celler's TV investigation, released this week in 4 volumes (3350 pages), now available from Govt. Printing Office at \$11.25 ("Monopoly Problems in Regulated Industries," Part 2 -- TV).

\* \* \* \*

Senate Commerce Committee's TV investigation counsel Kenneth Cox completed his draft report on network practices inquiry April 3, handed it to Chairman Magnuson (D-Wash.) and left next day for Seattle to resume his private law practice.

Taking no chances on repetition of squabble which killed Cox's report on pay-TV (Vol. 13:7,9), Magnuson is expected to release network report and recommendations

as a "staff study" -- on a par with Plotkin & Jones reports of 2 years ago -- rather than as report of full Committee. This study probably will be issued in few weeks.

Report on allocations phase of Senate investigation is still to be completed -- with Cox planning to do his part of job from Seattle.

Magnuson's investigation branched out this week into program ratings field -- as the Senator released letter sent to all rating services, stemming from "inquiries or complaints" received during TV investigation. Letter poses 14 questions designed to help determine "the possible effect of ratings upon the program service being furnished the public." Questions concern sampling methods, size & makeup of samples, possible influence of rating services' clients on measurement techniques, etc.

Sale of WTVD, Durham, N. C. (Ch. 11) for \$1,621,800 to new Durham TV Co. Inc., controlled by owners of WCDA, Albany, N. Y. (Ch. 41), is requested in application filed this week. Frank M. Smith, pres. of WCDA, also is pres. of Durham TV Co., with 13.29%; commentator Lowell Thomas holds 9.58%; Wm. J. Casey, 8.92%; John F. McGrath, 7.79%; other WCDA stockholders own less than 5% each in buying firm. Selling principals Harmon L. Duncan and wife (12.5% each) and J. Floyd Fletcher (24.9%) also hold stock in purchaser—Duncans with 6.25% each, Fletcher 12.5%. Other WTVD principal, Durham radio WDNC (25%) holds 5% in new firm. Purchase is being financed by \$1,625,000 loan from Bankers Trust Co. of N. Y. Fletcher gets \$337,500 for his stock, as do Mr. & Mrs. Duncan, and E. C. Brooks Jr. and Robert I. Lipton, who hold option on remaining 39,840 shares of stock and debentures, get \$946,800. Duncan and Fletcher also are to remain as co-gen. mgrs. of WTVD, each to get \$18,000 per year to start, being raised to \$30,000 Oct. 1, 1958 (or whenever gross billings equal \$75,000 monthly). Also part of sale is "put or call" option on Duncan-Fletcher holdings in purchasing firm; if they elect to sell, they get total of \$400,000, but if WCDA interests decide to buy them out, price is \$625,000. WTVD grossed \$726,027 for year ended Dec. 31; net was \$48,989 after taxes. Dec. 31 WTVD balance sheet lists \$330,668 current assets, \$488,357 fixed, \$986,452 total. It had \$234,363 current liabilities, \$376,794 fixed.

The \$6,350,000 sale of WBRC-TV, Birmingham (Ch. 6) with radio adjuncts by Storer Bestg. Co. to Radio Cincinnati Inc. (Hulbert Taft) includes \$350,000 under agreement whereby Storer agrees not to compete in any media in area for 5 years nor to "raid" staff (Vol. 13:13). Financing is through First National Bank and Fifth-Third Union Trust Co., both Cincinnati; Society for Savings, Cleveland; plus \$500,000 through Birmingham bank. Approval of WBRC-TV sale is necessary before Storer can formally acquire WPFH, Wilmington, with Philadelphia radio adjuncts, approved by FCC last week (Vol. 13:13). Broker for Birmingham sale was R. C. Crisler & Co.

Sale of WDBO-TV, Orlando, Fla. (Ch. 6) with radio adjuncts for slightly more than \$3,000,000 has been negotiated, purchaser being Cherry Bestg. Co., 85% owned by Wm. Cherry—who heads Cherry & Webb Bestg. Co., operators of WPRO-TV, Providence (Ch. 12). Other 15% is held by Arnold F. Schoen, mgr. of WPRO-TV, and Wm. T. Goodman, an officer of Cherry enterprises (dept. store, etc.). Sellers are headed by Harold P. Danforth, who will remain as mgr. No broker. WDBO-TV is only TV station in Orlando, but final decision is awaited in Ch. 9 case, in which WORZ holds initial decision. There's also uhf CP—WEAL-TV (Ch. 18). WDBO-TV carries all 3 networks.

First translator sold is K80AA, Center-Sargent, Colo. It was sold by Eugene Strausser for \$7550 to Central TV Assn., Strausser stating he is unable to continue financing operation. Buyers, headed by wholesale petroleum distributor M. E. McKnight, will depend on public donations for support.

Radio station sales reported this week: WJHP, Jacksonville, by *Jacksonville Journal* (John H. Perry Jr.), operator of WJHP-TV & WESH-TV, Daytona Beach, for \$275,000 to Carmen (Jim) Macri, contingent on his sale of Jacksonville radio WQIK. WPEO, Peoria, by WPEO Inc., 90% owned by Theodore P. Noyes Jr., employe of Bestg. Corp., headed by Merritt Owens, other owners being attorney Les Vaughn and Kenneth R. Greenwood & Robert E. Sharon, WHB salesmen. WONN, Lakeland, Fla. by co-owners Robert S. Taylor, Duane F. McConnell & E. D. Covington Jr. for \$169,000 to Noyes Enterprises Inc., 90% owned by Theodore P. Noyes Jr., employe of WMAL-TV, Washington, and 10% by Robert W. Jonscher, mgr. of radio WMAL. KGKB, Tyler, Tex. by Mrs. Lucille Ross Lansing for \$150,000 to Ron C. Litteral Enterprises Inc. (R. C. Litteral, ex-sales mgr. of WAFB, Baton Rouge). WTRL, Bradenton, Fla. by Howard A. Donchoe for \$81,427 to Blue Skies Bestg. Corp., headed by Lockwood (Dick) Doty, ex-WHAM, Rochester, with 79% control held by Dr. James H. Lockhart Jr., Genesee, N. Y. KTRC, Sante Fe, by J. Gibbs Spring for \$50,000 to Garfield C. Packard, ex-mgr. of KICA-TV, Clovis, N. M. Brokers: WJHP & KGKB, Blackburn & Co.; KTRC, Hamilton, Stubblefield, Twining & Assoc. Note: For frequencies, powers, etc. of all AM & FM stations, consult our 1957 AM-FM Station Directory (\$7.50). Weekly Addenda service also available, covering FCC actions in quick-reference form.

Details on transfer of WAPA-TV, San Juan (Ch. 4), revealed by application filed this week with FCC, show Winston-Salem Bestg. Corp. is paying \$320,000 for 320 shares held by Jose Ramon Quinones interests; balance (20%) held by Goare Mestre interests is not affected. Buyers will also pay off \$431,733 in obligations—all but about \$74,000 to be refinanced. Dec. 31 WAPA-TV balance sheet shows station cut deficit during year from \$141,707 to \$17,912. Current assets were \$473,663, fixed assets \$230,368, deferred charges \$129,896. Long term liabilities were \$418,961, current liabilities \$126,721. Winston-Salem's combined balance sheet for WTOB-TV & WTOB dated Dec. 31 shows deficit of \$169,751, but this was offset by \$499,440 capital stock. Current assets were \$58,065, fixed assets \$261,924, investments \$221,935. Current liabilities were \$171,143, deferred liabilities \$147,927.

Sale of KVDO-TV, Corpus Christi (Ch. 22) to South Texas Telecasting Co. Inc. for \$94,300, plus \$100,000 obligations (Vol. 13:12) was approved by FCC this week. New principals are E. J. Healey, chairman, with 17%; Hubert J. Schmidt, ex-KVDO employe, pres., 17%; Dr. Jose Garcia, 9%. Continuing with station are Gabriel Lozano, Joe Garza, Celso Guzman (each with 9% of South Texas) and chief engineer Nestor Cuesta Jr., 13%.

New exclusive Canadian licensee for all Adler Electronics products, including uhf translators, is Benco TV Assoc. Ltd., 278 Bridgeland Ave., Toronto, makers of community antenna equipment and other distribution systems.

Power boost: WKTV, Utica (Ch. 13), from 187 to 316 kw this week, after replacing 20-kw GE transmitter with 50-kw.

**Personal Notes:** Adolph B. Chamberlain promoted to engineering director of CBS-TV, Howard A. Chinn to chief engineer, Richard S. O'Brien to asst. director for audio & video engineering; J. D. Parker continues as asst. director for radio frequency engineering . . . Carl Ward, gen. mgr. of radio WCBS, N. Y., promoted to mgr. of CBS-TV station relations; Robert Wood named head of station contracts & records div., reporting to Ward . . . Ted Fetter promoted to program director of ABC-TV; James H. McNaughton to director of production services, Bernard I. Paulson to mgr. of production services . . . Richard F. Hess named asst. to v.p. in charge of station administration for CBS Radio . . . Gerald A. Vernon, ex-J. Walter Thompson & ABC-TV, joins NBC-TV as director of network sales services . . . Frank C. McIntyre resigns as v.p.-gen. mgr. of KLIX-TV & KLIX, Twin Falls, Ida., to become v.p. of KVOS Inc., Bellingham, Wash., taking charge of radio KVOS and directing research & development for KVOS-TV; he reports to pres. Rogan Jones . . . James Eells, ex-TPA, named national sales mgr. of KTVW, Tacoma-Seattle . . . Thomas B. Cookerly promoted to national sales mgr. of WBTV, Charlotte, N. C.; Joseph W. (Buck) Timberlake Jr. to Carolinas sales mgr. . . Robert E. Marcato, ex-NBC-TV, joins ABC Film Syndication as eastern sales mgr.; Robert Dalchau promoted to southern sales mgr. . . Joe Bernard, v.p.-gen. mgr. of WGR-TV, Buffalo, now serving as consultant for KTVI, St. Louis, preparing for shift from Ch. 36 to Ch. 2 . . . Leonard Zweig, ex-NBC-TV, named news & special events director of WABD, N. Y. . . James M. Dolan, noted boxing announcer, placed in charge of CBS Radio sports dept. . . Harold E. Van Wegenen, radio KIXX, Provo, elected pres. of Utah Bcstrs. Assn.; Jay W. Wright, KSL-TV, Salt Lake City, v.p.; Arch G. Webb, radio

KVOG, Ogden, and applicant for Ch. 9, secy.-treas. . . Don Ross, ex-radio KNX, Los Angeles, named v.p.-gen. mgr. of Golden West Features Inc., new TV-radio program packaging subsidiary of Gene Autry's Golden West Broadcasters Inc. (radios KMPC, Los Angeles & KSFO, San Francisco) . . . Ralph Renick, news director of WTVJ, Miami, elected pres. of Florida United Press Broadcasters-Telecasters Assn. . . Bernard Platt promoted to v.p. & asst. publisher of *Sponsor Magazine*; Arch Madsen, ex-director of station services for Radio Advertising Bureau and onetime v.p. of Intermountain Radio Network, succeeds Platt as gen. mgr. . . James Washburn resigns as program mgr. of KONA-TV, Honolulu.

**Obituary**

John Balaban, 62, a director of American Broadcasting-Paramount Theatres and one of 5 brothers who were movie pioneers, died April 4 following heart attack in Chicago home. He was pres. of Balaban & Katz, operators of nearly 100 theatres. His brothers are pres. Barney Balaban of Paramount Pictures Corp.; Harry & Elmer Balaban of H. & E. Balaban Corp., which has TV-radio & theatre interests in midwest; A. J. Balaban, now retired. Other survivors include his widow, a son, a daughter.

Richard W. Slocum, 55, exec. v.p. of *Philadelphia Bulletin*, vice chairman of its WCAU-TV & WCAU, ex-pres., American Newspaper Publishers Assn., died of cancer March 31 in Philadelphia. Survivors include his widow, 2 sons, 6 daughters.

Wm. H. Rankin, 79, retired advertising executive frequently credited with having placed radio's first commercial (in 1922), died March 30 in Wingdale, N. Y. hospital. Survivors include his widow, 2 daughters, 3 sons.

**ADVERTISING AGENCIES:** Frederick C. Bruns, ex-Ruthrauff & Ryan, elected v.p. & chairman of plans board of Birmingham, Castleman & Pierce . . . Victor Ratner, onetime CBS v.p. & sales promotion director, serving last 4 years as McCann-Erickson v.p. in charge of new business presentation, joins Benton & Bowles as v.p. . . Lee M. Montgomery, ex-KGMB-TV, Honolulu, named TV-radio director, N. W. Ayer, Honolulu . . . Arthur G. Rippey, of Rippey, Henderson, Bucknum & Co., Denver, elected chairman of AAAA's central region; James G. Cominos, TV-radio v.p. of Needham, Louis & Brorby, Chicago, vice-chairman; Alexander H. Gunn III of J. Walter Thompson, Chicago, secy.-treas. . . Frank E. Heaston, ex-KSTM-TV, St. Louis, named media director of Gardner Adv., St. Louis.

Ruddick C. Lawrence, ex-NBC director of promotion, now public relations v.p. of N. Y. Stock Exchange, is author of article on how Stock Exchange's educational program has resulted in 33% increase in ownership of shares, published in special financial section of March 31 *N. Y. Herald Tribune*.

Citations for developing weekly *TV Guide* were awarded this week to editor Walter H. Annenberg, Triangle Publications pres., and publisher James T. Quirk by Atlantic Coast Independent Distributors Assn. (news-papers & magazines).

Harold S. Barnes resigns as director of ANPA's Bureau of Advertising to become consultant. He's succeeded in acting capacity by Robert L. Moore, sales & marketing director.

Harry W. McMahan, ex-McCann-Erickson v.p. in charge of TV commercials, now a TV consultant, is author of *The Television Commercial* (Hastings House, 224 pp., \$6.50).

Promising author: NBC pres. Robert W. Sarnoff will periodically write newsletter to nation's TV-radio editors.

G. Richard Shafto, pres. of WIS-TV, Columbia, S. C., resigns as chairman of NARTB's TV code review board because of business and personal obligations; Wm. B. Quarton, v.p.-gen. mgr. of WMT-TV, Cedar Rapids, and vice chairman of code board, succeeds Shafto. Donald H. McGannon, pres. of Westinghouse stations, named member of code board, others being Mrs. Hugh McClung, KHSL-TV, Chico, Cal.; Roger W. Clipp, Triangle Stations; Richard A. Borel, WBNS-TV, Columbus, O.

AP gen. mgr. Frank J. Starzel will be speaker at annual Radio Pioneers Dinner April 10 in Chicago's Conrad Hilton Hotel. Pioneers will present plaque to former NAB pres. Judge Justin Miller for his efforts to secure equal access to courtrooms for TV-radio. Hall of Fame award, presented posthumously each year to commemorate lasting contributions to broadcasting, will be accepted by Mrs. Edwin H. Armstrong in behalf of her late husband, the noted inventor.

Martin Codel, publisher of *Television Digest*, who suffered complications in Jan. from bladder operation last fall, has returned to work on part-time basis, will be at Chicago NARTB convention with staff members Robert Cadel, David Lachenbruch & Harry Soghigian—located in Conrad Hilton Hotel.

Oliver Whitley, asst. controller of BBC overseas service, is member of British goodwill mission attending Jamestown, Va. Festival, will visit N. Y. and Canada before returning to England at end of April.

FCC Comr. John C. Doerfer underwent appendectomy March 29, was discharged from hospital April 1, will be recovering for next week or 2 at home, 9424 Locust Hill Rd., Bethesda, Md.

Smith & Pepper is new law firm formed by E. Stratford Smith and Vincent A. Pepper, who left Welch, Mott & Morgan this week to establish offices at 714 Perpetual Bldg., Washington (Executive 3-8333).

**Notes on Upcoming Stations:** Miami's TV facilities are in quite a flux. Storer shuts down his uhf WGBS-TV (Ch. 23) April 13 after selling land, tower & studios to upcoming WPST-TV (Ch. 10), recently granted to National Airlines. WPST-TV pres. G. T. Baker stated that purchase will enable station to get started 3 months earlier than expected; it now has June target. Francis C. McCall, ex-mgr. of NBC-TV news & special events, has been named gen. mgr. of WPST-TV. With no new starters or dropouts this week, on-air boxscore remains 498 (94 uhf).

WCKT (Ch. 7), meanwhile, suffering setback recently when Court of Appeals ordered FCC to reconsider its grant (Vol. 13:11), came under fire of East Coast TV Corp., one of defeated applicants in Ch. 7 decision. East Coast petitioned Commission to set up "trusteeship" to operate WCKT, stating that "there is no authority in law for the continued operation of station WCKT [by present owners]."

Before long, too, it's expected addition of Ch. 6 to area will be finalized by Commission, making total of 4 commercial vhf outlets—including pioneer WTVJ (Ch. 4).

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

WIIC, Pittsburgh, Pa. (Ch. 11) has ordered 100-kw RCA transmitter, plans July 15 start with NBC-TV, writes gen. mgr. Robert A. Mortensen, ex-N. W. Ayer, Philadelphia. Studio-transmitter building is about 80% ready, while base & anchors have been completed for 840-ft. guyed Truscon tower now on hand. Roger D. Rice, ex-KING-TV & KTVW, Seattle, is sales mgr.; Shelton Weaver, ex-WSM-TV & WSIX-TV, Nashville, production mgr.; Henry R. Kaiser, ex-WWSW, Pittsburgh, chief engineer. Base hour will be \$1800. Rep will be Blair.

WREG, New York City (Ch. 25, educational), now held by Board of Regents of U of State of New York, will probably be turned over to Metropolitan Educational TV Assn., which is "very anxious to have Ch. 25 put on the air as soon as possible," reports E. A. Hungerford Jr., META exec. director. It plans "experiment with TV to be beamed at schools, clubs, churches, etc. [for] organized viewing projects." META is building studio workshop at 345 E. 46th St. in Carnegie Endowment International Center, with that organization assuming most of cost. It expects to produce first programs, generally kines, by July. Richard D. Heffner, ex-public affairs director of

WRCA-TV, has been named program director; Frank D. Jacoby, production director; Donald R. Collins, chief engineer; Hungerford is slated to become operations director.

WMVS-TV, Milwaukee (Ch. 10, educational) has ordered 10-kw RCA transmitter, plans Aug. start, reports H. E. Barg, asst. director & business mgr. for grantee Board of Vocational & Adult Education. Transmitter house adjacent to WITI-TV tower, on which WMVS-TV antenna will be side-mounted, is scheduled to be ready in July. Studios are at 1015 No. 6th St. where closed-circuit operations have been conducted for some 2 years. WMVS-TV gen. mgr. will be Barg; Paul K. Taff, program mgr.; James C. Wulliman, chief engineer.

KVTX, San Angelo (Ch. 3), recently granted CP, is taking bids on equipment, hopes to begin operating as soon as possible, reports banker Lowell Smith, co-owner with Brownwood auto dealer Joe N. Weatherby. It may request site change, however. Rep not chosen.

Temporary operation on St. Louis' Ch. 11 is sought by CBS in request filed with FCC this week. It seeks to mount antenna on KCFM tower atop Boatmen's Bank Bldg. Commission recently ruled that new stations must start with full technical facilities unless unusual circumstances were shown. CBS reported that it's negotiating with other St. Louis stations for use of common tower, plans to complete permanent installation by end of 1958.

Municipally-owned translator K70AO, Boise City, Okla. plans April 10 start repeating KGNC-TV, Amarillo, reports Mayor Millard Fowler. Romeo, Colo. translator K82AC hopes to start "testing with portable power," repeating KGGM-TV, Albuquerque, reports Jack M. Corry for San Luis Valley TV Inc. Permanent installation on San Antone Mt. depends on construction of 4-mi. road.

Plans for multiple-antenna tower for San Francisco area, proposed by KRON-TV, were outlined this week to Washington Airspace Panel, which scheduled further discussion for April 23 meeting. Proposed 981-ft. candelabra-type tower on Mt. Bruno would be able to accommodate up to 15 antennas, cost \$1,000,000 (Vol. 12:32).

WHTN-TV, Huntington, W. Va. (Ch. 13) on March 30 began construction of new transmitter plant and 754-ft. tower on Barkers Ridge, at cost of \$400,000, upon arrival of 90-ft. GE antenna. Concurrently, new TV-radio studios are being built in downtown Huntington.

KVSO-TV, Ardmore, Okla. (Ch. 12), with tower destroyed by tornado April 2, hopes to resume shortly with interim equipment.

NARTB code review board has notified its members that they are not "under obligation" to drop a commercial merely because Federal Trade Commission has cited it in a complaint. Station's course should be determined only after complaint has been settled one way or another, but meanwhile the stations "may wish" to review such advertising for conformity with code provisions and station or network policies, said bulletin to members. Edward H. Bronson, director of NARTB code affairs, said comments were not directly related to FTC's complaints of last week (Vol. 13:13) against 3 manufacturers of pharmaceutical products on charges of false advertising on TV-radio and in newspapers. FTC meanwhile declined to say when or whether additional complaints would be filed on false broadcast advertising charges. Note: March 30 *Sponsor Magazine* has interesting review of FTC monitoring, sources of complaints and appeals open to defendants.

TV closeup of moon by rocket-carried cameras may be possible within 5 years, Dr. G. Edward Pendray, a founder of American Rocket Society in 1931, declared at its meeting in Washington April 3.

All networks are clamoring to be "first" with live pickup from Cuba via new over-horizon "scatter" microwave link currently being installed by AT&T and Radio Corp. of Cuba (IT&T) spanning 180-mi. Florida Straits (Vol. 13:6, 12-13). Within next few days, AT&T is expected to file for FCC permission to use route. Though it's designed primarily for telephone, it will be able to accommodate one U. S.-to-Cuba or one Cuba-to-U. S. program at a time. Perhaps best way out of AT&T's dilemma over which network will be first would be a pooled telecast of ceremonies opening the link, with pickups from both U. S. & Cuba, carried by all U. S. & Cuban TV networks.

ABC is expected to separate its TV and radio operations shortly, each to be operated autonomously, each with a separate president. Oliver Treyz, v.p. in charge of ABC-TV, is slated to become pres. of TV operation; Robert Eastman, exec. v.p. of John Blair & Co., is due to be named pres. for radio, ABC having previously confirmed that he had been named to succeed Don Durgin as v.p. in charge of radio. AB-PT board meeting April 10 is expected to clarify corporate structure.

**COURT APPEALS and petitions for reconsideration** at FCC are order of the day—aftermath of Commission's deintermixture decisions. Latest to go to court were Cape Girardeau TV Co., seeking to make Commission put Ch. 2 in Cape Girardeau, Mo.; Louisiana Purchase Co., aiming to block uhf KTVI (Ch. 36) from starting on Ch. 2 in St. Louis (denied by court this week); WVJS, Owensboro, Ind., trying to keep Ch. 9 in the area (Hatfield, Ind.).

There were dozen or so petitions for reconsideration or rehearing filed with FCC, all by parties hurt by deintermixture actions in Fresno, Hartford, St. Louis, Madison, Peoria, Albany.

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Some litigated competitive cases are being cleaned up fast. In old Clarksburg, W. Va. battle, Clarksburg Pub. Co. withdrew protest against Feb. 17, 1954 grant of Ch. 12 to WBLK-TV—whereupon Commission made grant effective immediately and approved sale of CP, along with radio WBLK and radio WPAR, Parkersburg, W. Va. to owners (Berkman-Laux) of WSTV-TV, Steubenville, O. (Ch. 9) for \$250,000.

Also withdrawn was protest by KCCC-TV, Sacramento (Ch. 40) against move of KOVR, Stockton (Ch. 13) some 72 mi. to west—enabling KOVR to start relocation immediately. Grant of Ch. 19 in Victoria, Tex. to KNAL is now in the works, initial decision being granted after withdrawal of O. L. Nelms from competition.

Bitter blast against FCC was loosed April 2 by Rep. Dingell (D-Mich.), who repeated charges that Commerce Secy. Sinclair Weeks is trying to push grant of Ch. 5, Boston, to *Herald-Traveler*-WHDH, despite fact that newspaper and station are "tainted with a long record of monopoly." He said he'd demand "most exhaustive" investigation of FCC if *Herald-Traveler* gets grant, noting that Commission still appears to lean toward the newspaper despite opposition filed by competing *Globe* (Vol. 13:13).

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Commission underwent some unusual gyrations this week in a radio protest case. KIKI, Honolulu, had protested grant of KHVH to industrialist Henry Kaiser. On April 3, protest was denied. On April 5, Commission turned around and granted it, told KHVH it had to get off air by April 8 pending oral argument on economic issues April 22. Commission had concluded it was on shaky legal grounds in denying the protest.

Channel change actions: (1) WFAM-TV, Lafayette, Ind. was authorized shift from Ch. 59 to Ch. 18. (2) FCC finalized shift of Ch. 9 from Rome, Ga. to Chattanooga, granted WROM-TV permission to move to latter city. (3) Commission proposed substitutions of Ch. 4 for Ch. 8 in Hay Springs, Neb., Ch. 9 for Ch. 4 in North Platte, Neb. It also proposed substitution of Ch. 29 for Ch. 59 in Buffalo-Niagara Falls. (4) FCC received petition to swap Ch. 7 & Ch. 36 between Alexandria & St. Cloud, Minn. Petitioner is prospective applicant Central Minn. TV Co., Alexandria, headed by Joseph O. Perino, mgr. of REA cooperative.

One uhf CP went by the boards, WLAM-TV, Lewiston, Me. (Ch. 17) permitting grant to expire April 1, while translator CPs were granted in: Alturas, Cal.; Blythe, Cal.; Needles, Cal.; Alpine, Tex.; Manson, Wash.

George Polk Memorial Award for outstanding foreign reporting on TV was presented to CBS-TV for hour-long report last Nov. on crises in Poland, Hungary & Middle East. Awards administered by Long Island U journalism dept. honor CBS correspondent killed in 1948 in Greece.

Standard TV test signal to be transmitted by stations while programs are on air—an idea which has TV engineers excited—was formally suggested this week by FCC in form of proposed rule-making and authorization for experimental tests by TV stations for one year (Doc. 11986). Idea of a dynamic test signal, to be transmitted by station during vertical blanking interval (between frames) was officially broached to FCC by NBC for checking monochrome and color transmission. It was subject of heavily attended panel discussion at IRE convention 2 weeks ago (Vol. 13:12) and the idea as it relates to color will be discussed in TV engineering panel April 8 at NARTB convention in Chicago. There is wide disagreement among engineers as to exactly what test signals and information should be transmitted during the interval—but Commission gives stations carte blanche for their tests, with the proviso that there be no degradation of picture. Comments and relevant data on proposed standards and on entire question of a test signal are due Sept. 1.

Six applications for new TV stations, one for translator, were filed with FCC this week, bringing total to 118 for stations (27 uhf) and 54 for translators. Station applications were for Ch. 11 in Coos Bay, Ore., by Eugene Television Inc., operating KVAL-TV, Eugene, and owning 50% of KPIC-TV, Roseburg; Ch. 6 in Nampa, Ida., by radio KYME, Boise; Ch. 3 in Wilmington, N. C., by local group headed by J. S. Brody, 20% owner of radio WFIG, Sumter, S. C., and including Leo Brody, 24.5% owner of WLPM, Suffolk, Va.; Ch. 25 in Kennewick, Wash., by local Columbia River Television Co., headed by TV producer Stuart Nathanson; Ch. 13 in Aguadilla, P. R., by Hector Reichard, who operates radio WABA there; educational Ch. 30 in Toledo by Greater Toledo Educational TV Foundation. Translator application was for Cave Junction, Ore., Ch. 70, by California Oregon Television Inc., operating KBES-TV, Medford, Ore.—one of few instances when station has applied for translator. [For details, see *TV Addenda 24-M* herewith.]

No subscription-TV discussion at FCC this week—due to absence of Comr. Doerfer, hospitalized for appendectomy. It won't come up next week, either, with Chairman McConnaughey taking week's vacation. Thus, situation stands where it did last week (Vol. 13:13), 2 alternatives being considered—with no one knowing whether Commission will go for a "test" or "experiment" or not. Meanwhile, fluctuation of stocks of pay-TV proponents, notably Skiatron & Zenith, are the delight of speculators lucky enough to get in synchronization with their rise and fall. In recent weeks, Zenith has risen more than 10%, closing April 5 at 113½. Skiatron, which stood at 3½ few weeks ago, closed April 1 at high of 5¼, ended week at 4¾.

White House press conferences are being "undermined" by growing tendency of TV, radio & newspapers to make reporters "supporting members of a theatrical cast" who take spotlight from President Eisenhower, Don Whitehead says in April 5 *N. Y. Herald Tribune*. He doesn't blame TV for "degeneration" of conferences, but suggests rules should be changed so reporters don't identify themselves when asking questions, so that focus remains on President.

Sympathetic questioning of FCC by Senate Appropriations subcommittee members Sens. Magnuson (D-Wash.) and Ellender (D-La.) April 5 led Commission to hope at least part of budget cuts voted by House may be restored (Vol. 13:12). Comrs. McConnaughey, Craven & Bartley and battery of top FCC staff members suffered no needling on controversial matters.

Telecasters' Congressional Colleague: Rep. Oren Harris (D-Ark.), chairman of House Commerce Committee, has bought 25% of KRBB, El Dorado, Ark. (Ch. 10) for \$5000.

**Telecasting Notes:** Programming trend for next season—on basis of news which has seeped out of networks so far—indicates that those critics who complained of this season's "sameness" aren't going to be very happy. "Adult westerns," giveaways and situation comedies again are certain to be staple commodities in 30-min. program category, with few real "innovations" on horizon . . . On the spectacular front, fairy tales apparently will be winners in a walk—with "Hans Brinker" and "Pinnocchio" among those scheduled by NBC-TV . . . Shirley Temple, now 29 and brought back into public eye by TV showings of her old features, has signed with Henry Jaffe to narrate and host series of 20 live 60-min. fairy tales (no network set yet) . . . One trend in summer TV programming on networks will be extensive use of feature-length films—made for TV or movies. ABC-TV will play series of RKO features, CBS-TV plans to play back re-runs of 90-min. filmed dramas on *Playhouse 90* during July & Aug., NBC-TV will replace *Robert Montgomery Presents* with 60-min. color films—some new, but most of them originally seen on daytime *Matinee Theatre* . . . Record of 107,000,000 viewers is claimed by CBS for Rodgers & Hammerstein's "Cinderella" March 31. In trade ads, Kenyon & Eckhardt stated: "If this [show] had been presented on Broadway in the 3000-seat City Center, it would have taken an 80-year run—at 8 performances a week—to reach an audience of the same size" . . . "The 14 regular network money programs," reports April 6 *Billboard*, "are actually giving away a mere \$7500 average per week; that's less than the one-shot guest fee of many an actor." Most generous is \$64,000 *Question*, which gives away almost \$14,000 a week; *Twenty-One* averages \$9141 . . . Barry & Enright, producers of *Twenty-One*, are scheduled to have 3 evening quiz shows on NBC-TV next season. Network is negotiating to buy the packager for a reported \$2,000,000 . . . "Time-for-film" barter deals were assailed this week by Goodson-Todman sales mgr. Bud Austin as undermining TV film rate structure—and April 1 *Advertising Age* editorial terms them "cancers" which should be "stamped out" . . . **Top TV commercials for 1956 in *Billboard's* annual TV Commercials Awards:** Most effective & convincing, Kraft's live series (J. Walter Thompson); most original & imaginative, Piel's Beer (Young & Rubicam) . . . Public spent more money going to movie theatres in 1956 than in any of preceding 3 years, reports Sindlinger & Co.'s *Movie Market Trends*. Total ticket outlay was \$1.275 billion, excluding state & local taxes—almost \$10,000,000 more than 1955 . . . **Touchy** subject of academic freedom will be tackled in 2-part series Sun. Apr. 7 & 14 by CBS-TV's *Camera 3*.

NTA Film Network hung out SRO sign as it made its commercial debut this week end on 133 TV stations with its 90-min.-plus *Premiere Performance* program featuring new-to-TV 20th Century-Fox movies. Latest sponsors are Hazel Bishop, thru Raymond Spector Co., N. Y., and Sunbeam, thru Perrin-Paus, Chicago, each taking one partic. alt. weeks on 126 of the 133 stations. Previously announced sponsors are Warner-Lambert, with 6 parties weekly, and Old Golds with 3. Timed with commercial opening was "largest consumer advertising and promotion campaign in support of a feature film TV series," keyed to 2-page spread in April 8 *Life*, one page plus one column in April 16 *Look*, together with more than 250,000 lines of NTA-paid newspaper advertising. NTA is also offering \$10,000 in "showmanship" prizes to stations carrying its film network presentations. As part of its promotion, N. Y. Mayor Wagner proclaimed April 6 "NTA Film Network Day." Next fall, NTA hopes to expand programming with new 30-min. TV film series produced by 20th Century-Fox and later with Saturday daytime kiddie spectacular, produced by Martin Stone, onetime owner of *Howdy Doodly*.

**Network Accounts:** ABC-TV this week filled big gap left by departure of long-time sponsor Pabst when it signed Miles Labs (Alka-Seltzer, One-A-Day Vitamins), effective June 5, for alt. sponsorship (with Mennen) of *Wednesday Night Fights* from 10 p.m., thru Geoffrey Wade . . . Revlon to sponsor *Guy Mitchell Show* on ABC-TV starting in fall, Sat. 10-10:30 p.m., thru Emil Mogul; singer has signed long-term contract with network . . . Miller Brewing buys half partic. in new *Championship Golf* on ABC-TV starting Oct. 5, Sat. 4:30-5:30 p.m., thru new Walter Schwimmer Adv. . . SOS Cleanser, Procter & Gamble, General Foods expected to add \$1,500,000 to NBC-TV's daytime business (Vol. 13:13) in *It Could Be You* Mon.-thru-Fri. 12:30-1 p.m. . . Philip Morris sponsors *Mike Wallace Interviews*, new title of his *Night Beat*, in shift from DuMont's WABD, N. Y., to ABC-TV starting April 28, Sun. 10-10:30 p.m., thru N. W. Ayer . . . Royal McBee (business machines) to sponsor alt. 30 min. of 3 of 4 *Washington Square* series on NBC-TV starting May 9, Thurs. 9-10 p.m., thru Young & Rubicam; Helene Curtis is other sponsor, taking full program June 13, Thurs. 8-9 p.m., thru Earle Ludgin . . . Buick buys alt. Fri. 8:30-9 p.m. on ABC-TV for western film series next season for which it seeks John Wayne as host . . . Corn Products continues as sponsor of Martha Rountree's *Press Conference* on ABC-TV in move to Mon. 9-9:30 p.m. from Sun. 5:30-6 p.m., starting April 15.

Nielsen Coverage Service No. 2 reports circulation of every station which achieves a 10% monthly audience in a given county, and in addition provides subscribing stations (on request) with a total circulation figure for all counties in which they get less than 10% coverage, v.p. E. P. H. James writes us in clarification of last week's Radio & TV Executives Society debate on NCS No. 2 (Vol. 13:13). Daniel Denenholz, director of research & promotion for Katz Agency, said in debate that many agencies, in misusing NCS No. 2, arbitrarily put a 50% cut-off on station audience figures.

TPA forms international sales div. to handle its films, now being distributed in 12 countries. J. E. (Ev) Palmer resigns as TV-radio mgr. of McCann-Erickson (Canada) Ltd. to become gen. sales mgr. for TPA in Canada, working with Horace N. Stovin & Co., exclusive TPA distributors in Canada. Reporting to foreign sales mgr. Manny Reiner are these new appointees: Enrique Candina, Mexico; A. L. Garcia, Brazil; Howard Sunden, Puerto Rico; Isidro Rosenfeld, Argentina; Rafael Villanueva, Dominican Republic; Leon Nebel, Peru; Joseph Novas Jr., Venezuela; Roberto Giron Lemus, Guatemala; Jacques Brunet, France.

CBS TV Film Sales' "6-star plan" uniform discount structure has resulted in sales of more than \$250,000 in less than 6 weeks, gen. sales mgr. Thomas Moore announced. Under the plan, stations receive discounts up to 50% based on number of 30-min. CBS Film programs they use per week.

TvB releases list of 1206 national and regional spot TV advertisers with estimated expenditures of at least \$20,000, giving company-by-company and brand-by-brand breakdown, available from TvB, 444 Madison Ave., N. Y. Total spot TV expenditures for 1956 had been previously estimated by TvB at \$397,498,000 (Vol. 13:7).

Buyers guide to TV-radio programs, which catalogues local programming of each TV and radio station by program categories, with audience interests, facilities and services of stations, was released as Part 2 of March 30 *Sponsor Magazine*.

NBC-TV's live education series picked up 5 more NBC owned-&-operated stations via kine—leaving Chicago's WNBQ as only o-&o outlet not carrying series.

**T**APE RECORDED TV, the sensation of last year's NARTB convention, will be a big attraction again this year—with demonstration of ABC's 3 Ampex recorders due to be heavily attended in new ABC studios in *Chicago Daily News* Bldg. under ABC-Ampex auspices.

Question of color tape recording is being answered thus by Ampex: "Completion of color design is still 18 months away. While Ampex has issued no assurance that its monochrome recorders will be convertible to color, its color videotape recorders will use same slow speed as the monochrome recorders."

RCA—aiming primarily at a color TV tape recorder—is slated to give progress report on its development at NARTB convention.

A third company working on color tape recorder, Minnesota Mining & Mfg.—which purchased Bing Crosby Enterprises electronics div.—reportedly is due to demonstrate color recorder in 2-3 months. Its machine uses half-inch tape, with 5 channels, run at 180-in. per second.

As networks continue to increase use of Ampex recorders, another landmark was quietly reached this week—the delayed rebroadcast of a 90-min. spectacular by videotape. CBS-TV transmitted its March 30 production of "Cinderella" to west coast on tape—in monochrome version, of course—receiving critical acclaim for technical quality. *The New York Times* reported from Hollywood:

"The telecast of 'Cinderella' was one of the best seen since the machines went into operation last November. The technical flaw of 'drop-out'—a white flash across the screen caused by microscopic imperfections in the tape—was at a minimum. The image of the colorcast, seen here in black-&-white, was far superior to filmed kinescope. Details were sharply defined and gradations of black-&-white were excellent."

"**Big Brother**" is having successful season "on all sides of the TV camera" and in radio, Jack Gould says in March 31 *N. Y. Times* in scathing review of censorship. Citing incidents of suppression and/or avoidance of controversy, Gould says: "Big Brother is always delighted to see so many in radio & TV share his stimulating concept of absolute fairness rooted in a vacuum." Examples: (1) Cancellation by WGN-TV, Chicago, of "Martin Luther" movie (Vol. 13:10). (2) CBS Radio's disapproval of *Church of the Air* script by Jesuit priest (Vol. 13:13). (3) Killing by CBS of Eric Sevareid commentary on policies of Secy. of State Dulles (Vol. 13:7) and dropping last week of proposed *Studio One* drama on related theme. (4) Procedure this week by which Dr. David M. Spain of Study Group on Smoking & Health was "disinvited" from Tex McCrary's show on WRCA-TV, N. Y., after Tobacco Industry Research Committee declined joint appearance to discuss cancer. Gould also decries use of TV for "surveillance," pointing derisively to: (1) Closed-circuit watch by principal on study hall at Pearl River, N. Y. school (Vol. 13:7). (2) N. Y. apartment building circuit permitting landlord to address tenants simultaneously (Vol. 13:13). (3) Reports that major business concern has "bugged" conference rooms with cameras so executives can spy on staff. Gould fears that "Big Brother" influence is getting to point where "priest, commentator, doctor & producer are soothingly shushed from afar" while home TV viewer becomes "a happy cabbage who is expected only to think positively about nothing."

Latest edition of *Television Magazine's* "Data Book" was released this week, providing information on advertisers' expenditures in network and spot, program production costs, rating services and new feature attempting to define coverage area of each TV market.

## Network Television Billings

February 1957 and January-February 1957

(For January report see *Television Digest*, Vol. 13:12)

**T**OTAL TV NETWORK billings were up 6% in Feb. to \$39,758,704 compared with \$37,191,571 year earlier, according to Publishers Information Bureau. First 2 months of 1957 showed cumulative total of \$82,941,074—gain of 9% above \$76,089,188 in same 1956 period. ABC slipped 3.8% in Feb. compared with Feb. 1956, but CBS was up 8.5%, NBC 7.6%. The complete PIB report for Feb.:

	NETWORK TELEVISION					
	Feb. 1957	Feb. 1956	% Change	Jan.-Feb. 1957	Jan.-Feb. 1956	% Change
CBS	\$18,362,959	\$16,928,361	+8.5	\$38,594,433	\$34,748,816	+11.1
NBC	14,900,631	13,845,000	+7.6	31,455,572	28,540,116	+10.2
ABC	6,175,488	6,418,210	-3.8	12,891,069	12,800,256	+ 0.7
<b>Total</b>	<b>\$39,758,704</b>	<b>\$37,191,571</b>	<b>+6.0</b>	<b>\$82,941,074</b>	<b>\$76,089,188</b>	<b>+ 9.0</b>

	1957 NETWORK TELEVISION BY MONTHS			
	ABC	CBS	NBC	Total
Jan.	\$ 6,715,581*	\$20,231,474	\$16,554,941*	\$43,501,996*
Feb.	6,175,488	18,362,959	14,900,631	39,439,078
<b>Total</b>	<b>\$12,891,069</b>	<b>\$38,594,433</b>	<b>\$31,455,572</b>	<b>\$82,941,074</b>

\* Revised as of April 5, 1957.

Note: These figures do not represent actual revenues to the networks, which do not divulge their actual net dollar incomes. They're compiled by Publishers Information Bureau on basis of one-time network rates, or before frequency or cash discounts, so in terms of dollars actually paid may be inflated by as much as 25%. However, they're generally accepted in the trade as an index.

Publicity, promotion & advertising expenditures of TV networks now total close to \$10,000,000 a year, reports April 3 *Variety*, noting about 10% annual increase in budgets for these network depts. Article says CBS-TV has earmarked more than \$3,000,000 for these categories in 1957, with NBC spending "slightly more" and ABC budgeting some \$2,000,000. CBS Radio, handled separately from TV, "is upping its already large pub-promotion-ad budget in readiness for a special \$1,000,000 fall campaign."

TV deserves praise for creating "better understanding of American traditions," Fund for the Republic chairman Elmo Roper said at National Civil Liberties Clearing House conference in Washington this week. He cited *The Open Mind* (WRCA-TV, N. Y.), *See It Now* (CBS-TV), *Night Beat* (WABD, N. Y.) as programs "which have not sidestepped controversial issues of civil liberties problems."

TV cuts reading time of children, but it's good for them and book business, according to Prof. Edward Stasheff, U of Mich. He says that TV viewing has made them "more selective and—judging by children's book sales—more enthusiastic"; that programs dramatizing children's classics start runs on books in libraries & stores; that "TV presents so much factual matter that even children are demanding fact rather than fiction in their books."

Theatre Network Television reports "additional purchase of TV projection equipment from GPL," bringing its facilities to 60 locations. TNT says it has 25 mobile projection units, capable of providing pictures from 9x12 to 15x20-ft., plus 35 GPL portable projectors for 7x9 to 9x12-ft. pictures.

CBS has completed move to 630 No. McClurg Court, Chicago, which houses TV & radio network and spot sales, WBBM-TV & WBBM, Columbia Records & Columbia Transcriptions.

Summer TV workshop for students, educators, community leaders and industry will be conducted Aug. 5-23 at Mich. State U, E. Lansing (WKAR-TV).

National Community TV Assn. moved this week to 714 Perpetual Bldg., Washington.

**COLOR TV—AS EVALUATED IN ANNUAL REPORTS:** RCA's sublime faith in the large-scale emergence of color TV hasn't abated one whit -- and you'll notice, too, that all the comments on color in the annual reports of other set and parts manufacturers (which we digest on p. 14) carry at least a note of hope and expectation. They're all ready and willing to move in when the mass market, which RCA & NBC are so staunchly underwriting and promoting almost single-handedly, begins to open up.

Everyone is now chary of timetables, including RCA, which has disclosed that it made and sold 102,000 color sets last year (out of unofficially estimated total of 150,000) and that it has set its own 1957 goal at 250,000 sets. And noteworthy, neither GE nor Westinghouse, now major factors in TV sales which continue dominantly in low-priced portables, mentions color in its annual report. Nor do many component makers, despite their great stake. Zenith insists its introduction was "premature and unwarranted" and blames color for "disrupting" 1956 monochrome sales, but admits it "offers a great opportunity to this industry" and promises to go into it "when we feel the product and merchandising environment are right."

Note: A few more assists like "Cinderella," the Rodgers-Hammerstein original which CBS-TV underwrote to the tune of about \$375,000, should help push color sales immeasurably; in color, it was so dazzlingly splendidous that it's hard to see how anyone could have enjoyed it fully on a monochrome set.

**GE's NEW PORTABLES: WILL THEY SET THE PACE?** Some of basic industry patterns may be discerned in GE's two 14 & 17-in. portables introduced this week. The 110-degree tubes, the lighter weight (2 lb. off old models), shallower dimensions (4-in. less, from front to back) seem certain to be standard in portables to be introduced by other manufacturers between now and July.

Price structure of GE's new portables -- suggested range of \$140-\$150 for the 14-in. and \$170-\$180 for 17-in. -- may be subject to variations by other set makers, however. Portables introduced thus far in 1957 by Philco feature same price range but portables to be shown later this year by others will, of course, be priced according to market conditions at time of their introduction. It's industry's hope -- and expectation -- that portables to be shown for fall marketing will be able to support still higher price tags. GE's portables were \$10 higher than old models.

Industry leaders declined to comment publicly on GE's new models, but some opined privately that the \$10 increase seemed rather small in view of fact that the 110-degree tube itself is said to cost \$2 more than 90-degree. Others pointed out that GE could raise prices later as market conditions permitted.

The 2 basic portables constitute GE's 1958 portable line -- though the sets are each available in 3 different colors to make total of 6 receivers. GE will not introduce "furniture" line -- i.e., higher-end table models and consoles -- until June, probably at Chicago's midsummer marts.

Introduction of portables in spring, by GE and Philco thus far, has prompted speculation as to whether TV manufacturers generally might adopt practice of showing new portables in spring and "furniture" models in June. If so, it might be considered as further proof that the 2 types of receivers require different merchandising tactics. For, despite slowly rising prices, there's growing belief in industry that portable TVs are moving inexorably into category of traffic appliances.

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GE's new models merit unusual significance, of course, because it was GE that started the entire industry trend to portables with its 14-in. \$99.95 model in 1955 (Vol. 11:21). On the strength of its brand name in portables, it rose to No. 1 or 2 market position among TV manufacturers, though some in industry have expressed opinion publicly that GE bought way into TV market at expense of industry profit.

April Fortune Magazine, in first of 4 articles on electronics industry, takes note of GE's influence on TV market, saying: "It is the fashion now for the whole electronic industry to blame all kinds of competitive ills on GE, which in a remarkable surge has moved from practically zero in electronic manufacture to industry leadership -- or at least a tie for first place with RCA." Explaining GE's pricing policies, the article by Wm. B. Harris states:

"Dr. W.R.G. Baker, the man responsible for the merchandising of the portable TV and indeed for GE's whole electronic buildup, completely upset the TV receiver industry's traditional pricing policy. Instead of permitting each GE parts department to make its 'normal' departmental profit (equal to profit on sales for other manufacturers), Baker priced the portable low enough to produce only a corporate profit. He would probably have had to sell a million of the \$99.95 sets to make \$10,000, but the \$99.95 set was actually not too easy to find on dealers' shelves."

GE has unquestionably maintained high market position in TV despite entry of other manufacturers in portables. Having moved its 14-in. from \$99.95 to \$140-\$150 in less than 2 years, it now faces first real market test to determine how much of its appeal was to brand, how much to price.

**Production:** TV output totaled 108,266 week ended March 29, compared to 111,601 preceding week and 122,370 in corresponding week year ago. It was year's 13th week and brought TV production for year to date to about 1,484,000, compared with 1,844,632 in same period of 1956. Radio production totaled 293,059 (95,158 auto) week ended March 29, compared with 299,075 (104,385) preceding week and 246,302 (85,104) in corresponding week year ago. Radio production for 13 weeks totaled 3,959,000 (1,642,000 auto) vs. 3,532,243 (1,435,531 auto) in same 1956 period.

**Topics & Trends of TV Trade:** Increasing number of trade shows, with resultant drain of money and personnel, has impelled RETMA to survey its membership to determine number, cost and effectiveness of such shows. As a RETMA spokesman explained it to us: "Many manufacturers feel there are just too many trade shows and that too few potential customers are putting in an appearance at their exhibits." It's also understood that another important consideration is fact that many manufacturers are regarding trade shows as means of "raiding" each other for valuable technical personnel.

RETMA's current action, authorized by recent board meeting in Washington, consists of circulating trial questionnaire to special trade show survey committee to work out its final form for submission to RETMA board meeting May 17 in Chicago, prior to full-scale circulation to members. D. S. Cook, Stromberg-Carlson, is chairman of trade show committee.

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GE took full-page ad in April 4 *Home Furnishings Daily* to say it would not make private-brand major appliances, asserting that GE monogram assures "the best engineering, most modern design and highest quality . . . and we've worked hard to give it this meaning." Westinghouse, prime competitor of GE in white goods though considerably below it in TV market, recently disclosed plans to seek private-label business as means of utilizing idle productive capacity at TV-radio plant in Metuchen, N. J. (Vol. 13:6).

Sonora Radio, one of early entries in TV manufacturing field, more recently concentrating on private-label, has been adjudged bankrupt by Chicago Federal Court. Headed by Joe Gerl, Sonora had produced private-label TV-radio sets for Montgomery Ward until Westinghouse recently took over the contract. Judge Knoch appointed Stephen R. Chummers as referee in bankruptcy proceedings.

Transistor sales nearly tripled in first 2 months of 1957 over similar period last year, with RETMA reporting totals of 3,221,300, compared with 1,190,000; factory value of \$9,291,000 vs. \$3,632,000.

**DISTRIBUTOR NOTES:** Sylvania appoints Frank Edwards Co., 900 David Rd., Burlingame, for San Francisco & No. Cal. (Frank Edwards, pres.); it dropped DuMont & CBS-Columbia lines in 1955 . . . DuMont appoints Hi-Quality Distributors Inc., 6609 Woodwell St., Pittsburgh (Edward Jacob, pres.), replacing Moto Radio Distributing Co. Inc. . . . Raymond Rosen & Co., Philadelphia (RCA), promotes Lawrence J. Crevey to field sales mgr., replacing Wm. J. Strandwitz, resigned . . . Hotpoint Appliance Sales Co. appoints Bill Roberts mgr. of new branch at 2406 Fla. Ave., W. Palm Beach . . . Southern Wholesalers Inc., Washington (RCA) promotes Jack Wayman to director of adv. & sales promotion . . . Apollo Distributing Co., Newark (Zenith), names Andrew Schwartz, ex-Gerald O. Kaye & Assoc., as sales mgr., replacing Samuel Blum, resigned; Harold Bergman, gen. sales mgr., named v.p.

Whirlpool-Seeger merger with Birtman Electric Co., manufacturer of vacuum cleaners, and change of name back to Whirlpool Co. (Vol. 13:9-10) was approved this week by stockholders of both companies. New Birtman div. will continue to be prime supplier of vacuum cleaners to Sears Roebuck, which like RCA owns 20% of Whirlpool-Seeger.

Thorn Electrical Industries (British affiliate of Sylvania) and Electric & Musical Industries (parent of Capitol Records), London, are merging domestic TV-radio receiver interests, will handle Ferguson, H. M. V. & Marconiphone receivers.

Story of Philco's "New Look," giving details of executive line-up and consolidated warehouse plans, is in April *Electrical Merchandising Magazine*.

Sentinel Radio moved general sales offices from Evanston, Ill. to headquarters of parent Magnavox in Ft. Wayne.

Philco introduces 17-in. "leather-look" portable at \$180. It's 6th portable in line.

RCA electron tube div. is new name of tube div., designed as more inclusive term.

General Transistor Corp. buys 20,000-sq. ft. building in Jamaica, N. Y., expects to be in production by mid-summer.

**Trade Personals:** George R. Marek promoted to operations v.p. of RCA Victor record div., succeeding Howard L. Letts, who moved to NBC-TV as head of business dept., programs & sales; Wm. W. Bullock succeeds Marek as mgr. of album div.; Jack Burgess promoted to single records mgr. . . . Robert E. Lewis, Sylvania v.p. & pres. of its Argus Camera div., given added post of asst. to Sylvania chairman-pres. Don G. Mitchell on special assignments . . . L. Alan Wintering promoted to St. Louis district sales mgr., Sylvania TV-radio div. . . . Wm. J. Blazek promoted to mgr. of business services, Motorola consumer products div. . . . Malvern B. Still promoted to mgr., RCA Victor radio & phono plant at Canonsburg, Pa., replacing F. E. Stouffer, resigned . . . Thornton F. Scott promoted to adv. & sales promotion administrator, RCA components div., Camden . . . G. F. Coyle named national TV-radio-appliance merchandising mgr. of Firestone stores, handling Philco as well as Firestone label; J. R. Small, TV-radio sales mgr.; L. L. Zarrilli, major appliance sales mgr. . . . George H. Fass, ex-Dean Electronics, named domestic marketing director, DeWald Radio; Seymour Wald appointed asst. sales mgr. . . . Marvin Weck, a founder of Columbia Record Club, named operations v.p., N. Y. . . . Ted Smithers promoted to Westinghouse asst. radio sales mgr. . . . Marvin Hass named Pilot Radio adv. & sales promotion mgr.; Donald A. Ross midwest regional mgr., Wilmette, Ill. . . . A. C. Woodman named Stromberg-Carlson sales rep for sound distributing and intercom equipment, Dallas . . . John F. Moyer promoted to dealer promotions mgr., Westinghouse major appliance adv. dept.

New Philco directors elected April 5: Wm. R. Wilson, Philco treas.; Richard C. Bond, pres. of John Wanamaker stores, Philadelphia; Gaylord P. Harnwell, U of Pa. pres. They replace ex-Philco presidents James H. Carmine & James T. Buckley and ex-chairman Larry E. Gubb, who did not seek re-election.

**ELECTRONICS PERSONALS:** Andrew H. Bergeson, Stromberg-Carlson engineering v.p., named v.p. for military liaison, headquartering in Washington . . . Cmdr. Edmund B. Redington (USCG, ret.) named RETMA staff engineer and liaison member of its engineering dept. . . . Donald F. Karaffa promoted to supervisor of govt. sales service for Sylvania electronic products . . . Thomas Allinson, ex-Beckman Instruments, named marketing v.p. of Daystrom Inc. . . . Allan Easton elected pres. of new General Transistor Distributing Corp., continuing as v.p. & sales mgr. of parent General Transistor Corp. . . . Gen. A. C. Wedemeyer (ret.), v.p. & director of Avco and of Rheem Mfg. Co., elected to board of Axe Science & Electronics Corp., investment company . . . Warren Knapp named mgr., N. Y. financial operations, RCA defense electronic products.

Military electronics spending totaled \$1.536 billion during first half of fiscal 1957 (July 1-Dec. 31, 1956), RETMA reported this week—indicating sharp increase in spending in second quarter over first quarter. In major categories, report gave this breakdown: aircraft, \$353,000,000 in second quarter vs. \$213,000,000 in first; guided missiles, \$216,000,000 and \$205,000,000; electronics & communications, \$236,000,000 and \$130,000,000; research & development, \$76,000,000 and \$66,000,000.

Assn. of Electronic Parts & Equipment Mfrs. elects: pres., A. N. Haas, Bud Radio, Cleveland; exec. secy., Kenneth C. Prince; 1st v.p., Helen Staniland Quam, Quam-Nichols; 2nd v.p., Gail Carter, Merit Coil & Transformer, Chicago; treas., Ken Hathaway, Ward Leonard, Chicago.

Robert A. Seidel, RCA exec. v.p.-consumer products, reported doing "quite well" following April 2 operation—understood to be for colon condition—is expected to remain 3 weeks at New York's Roosevelt Hospital.

Dominion Electrohome Industries opens 103,000-sq. ft. Kitchener, Ont. TV-radio-hi-fi plant April 11.

**Financial & Trade Notes:** More officers-&-directors stock transactions for Feb. reported to SEC (for previous items, see Vol. 13:12): Avco—Irving B. Babock bought 1000, holds 2097; Henry J. Oechler bought 1000, holds 1100. CBS—Richard S. Salant bought 100, holds 100. Corning Glass—Russel Brittingham exercised option to buy 300 in Dec., 1956, holds 5472. DuMont Labs—Allen B. DuMont sold 1500, donated 200 more in Jan. Emerson—Max Abrams bought 700, holds 83,909 personally, 6655 in trusts, 63,801 in foundations. Hazeltine—J. F. Willenbecher bought 100, holds 817. Hoffman Electronics—Willard W. Keith bought 100, holds 500. Litton—Charles R. Abrams Jr. exercised option to buy 400, donated 100, holds 3100; H. W. Jamieson sold 401 in partnership and 400 personally, holds 19,575 in partnership, 48,090 personally; Carl A. Spaatz bought 1600, holds 3400; Charles B. Thornton sold 863 in partnership, holds 43,065 in partnership, 115,098 personally. Motorola—E. P. Vanderwicken bought 100, holds 600. Philco—Russell L. Heberling bought 240, holds 25,000. Raytheon—Harold S. Geneen bought 200, holds 200. Skiatron—Philip A. Levey donated 3500, holds 200; Kurt Widder exercised option to buy 2500, sold 1800, holds 10,250. Sylvania—W. Benton Harrison received 117 in compensation, holds 945; Don G. Mitchell sold 500, holds 3731; H. L. Richardson received 101 in compensation, holds 874; B. K. Wickstrum received 122 in compensation, holds 952.

Sylvania had 3,524,794 shares outstanding or reserved for issue as of March 11, according to its proxy notice mailed to stockholders in connection with annual meeting April 30 in N. Y., to vote on proposal to increase authorized common shares from 4,000,000 to 6,000,000. In error last week, we reported only 341,667 shares outstanding.

Westinghouse profit of \$3.50 to \$4 a share on sales of some \$2 billion is foreseen by chairman-pres. Gwilym A. Price. Rosy prediction, following last year's strike-deflated earnings of only 10¢ per share on sales of \$1,537,890,970, was based on high backlog of orders, increasing defense business and achievements in atomic field, annual stockholders meeting was told. Westinghouse is paying particular attention to the highly-competitive TV-appliance industry on the dealer & distributor levels, he said, adding: "We are gearing production schedules to potential market requirements and stressing the need for reasonable profits rather than seeking mere volume."

Standard Coil Products' 1956 loss went up to \$1,819,371 on sales of \$59,694,674 from loss of \$320,313 on sales of \$60,647,963 in 1955—attributed in part to fact that such TV set makers as CBS-Columbia, Raytheon, Crosley & Spartan quit field, in part to former regime's failure to tool up for portable market. It now makes 2 new tuners, Neutrode & Fireball, has added Zenith & Westinghouse as customers. It also now manufactures an electronic garage door opener. Current assets at year's end were \$25,517,864, current liabilities \$15,148,443, long-term debt \$4,301,799, retained earnings \$8,390,677.

Wells-Gardner earned \$1,054,610 on sales of \$24,152,103 in 1956, down from 1955 peak of \$1,221,856 on \$26,646,745—annual report of major private-label manufacturer noting "hectic year's operation" due to unusually stiff competition, lower unit prices, indecision on color, shrinkage in number of TV-radio manufacturers, increased civilian sales but loss in govt. business. Outlook for profitable 1957 was regarded "excellent." At end of 1956, firm's current assets were \$7,696,845, current liabilities \$2,688,398, earned surplus \$5,511,884.

RKO Teleradio Pictures profits are anticipated at \$4,000,000-\$4,500,000 in fiscal year ending Nov. 30, making sharply higher contribution to parent General Tire's earnings, pres. Thomas F. O'Neil said April 2 following annual meeting in Akron. RKO Teleradio earned \$2,530,961 in 10 months of last fiscal year, when General Tire's 12-month net was \$10,860,129 (Vol. 13:8). O'Neil said RKO Teleradio is in "stronger position now than ever before" except for radio network. He indicated current study may result in reducing Mutual programming to music & news. "The day of high cost extravaganza shows are over as far as the radio networks are concerned," said he.

National Telefilm Assoc. earnings rose to \$508,631 (77¢ per share on 662,600 shares outstanding) in first half of fiscal year ended Jan. 31, compared with \$135,813 (20¢) preceding year. NTA's film rentals for 6 months totaled \$4,511,670 vs. \$1,494,888, exhibition contracts \$7,178,392 vs. \$2,423,483, and NTA pres. Ely A. Landau said he's "hopeful" comparable advances will be made in rest of fiscal year. At special meeting April 4 in N. Y., stockholders voted increase in capital stock from 1,000,000 to 2,000,000 shares, authorizing board to issue up to \$8,000,000 in convertible debentures, probably to be underwritten by Bache & Co.

Dividend Notes: Official Films Inc., reporting 75% increase in sales for 8 months of fiscal year to Feb. 28 (gross: \$6,365,000), declares its first dividend, semi-annual 5¢ payable June 3 to stockholders of record April 30 . . . Webcor Inc. omitted dividend this week due to restrictions in recent loan agreements; formerly known as Webster-Chicago, firm recently reported 1956 loss of \$995,000 on sales of \$34,306,000 after deduction of Federal tax carry-back vs. 1955 profit of \$589,000 on \$31,984,539 . . . Gross Telecasting Inc. declares 40¢ quarterly dividend on common, 7½¢ on Class B, payable May 10 to holders April 25.

Paramount Pictures earnings in 1956 fell to \$8,731,000 (\$4.43 per share) from \$9,708,000 (\$4.49 on 2,161,716) in 1955, but income last year from sales of film to TV soared. Profit included \$2.26 per share for "special items," largely sales to TV networks, compared with 13¢ per share from similar sources year earlier. In 4th quarter 1956, earnings were \$1,988,000 (\$1.01) vs. \$2,028,000 (94¢) in same 1955 period.

Profit of \$2,226,598 was realized by giant General Dynamics Corp. (equivalent of 29¢ per common share) when it sold subsidiaries WHAM-TV, Rochester (Ch. 5), now WROC-TV, and radio WHAM year ago (Vol. 12:24, 29), acquired when it absorbed Stromberg-Carlson in 1955. Figure is disclosed in 1956 annual report which reveals consolidated net profit of \$31,946,995 (\$4.14 per share) on sales of \$1,047,818,510, up from 1955 profit of \$21,254,386 (\$2.82) on sales of \$687,274,182.

AT&T's 1,490,000 stockholders as of early 1957 makes it more widely held than next 3 biggest on N. Y. Stock Exchange combined—General Motors, 640,473; Standard of N. J., 403,000; GE, 366,524—but phone company's 1956 sales at \$5.8 billion ran second to GM's \$10.8 billion. Not generally known is that RCA ranks 9th in share owners (158,397), Westinghouse 15th (139,201), though latter's sales of \$1.5 billion ran well ahead of former's \$1.1 billion.

IT&T enjoyed best year in its history in 1956, reporting total income of \$559,625,294 (\$501,405,379 from factories & labs, most of remainder from telephone-telegraph operating companies, mainly abroad) as against \$502,760,051 (\$448,378,128) in 1955. Consolidated net income in 1956 rose to \$28,109,946 (\$3.92 a share) from \$23,070,327 (\$3.21). Nearly 65% of domestic business was defense contracts.

American Electronics earned \$376,128 (73¢) in 1956, compared with \$265,013 (51¢) in 1955.

**Color Trends & Briefs:** Major merchandising campaign will be undertaken by RCA in Milwaukee for 6 weeks starting April 22, in concentrated effort to test market-ability of color. Using all media, dealer tie-ins, etc., expensive promotion called "Milwaukee Carnival of Color," will be pattern for similar ventures in other cities later in year, said RCA merchandising v.p. Martin F. Bennett.

"New merchandising ideas," unidentified in advance, will be used, along with big increase in color demonstrations in stores and programs on local stations. At retail level, drive is being spearheaded by Taylor Electric Co., big RCA distributor in Milwaukee, which has lined up about 50 key dealers to participate. Personal appearances by TV stars will be another feature.

Bennett said Milwaukee was selected as a "typical major market" for the test. It has vhf stations, ranks 15th in population, 14th in "potential buying power" among U. S. markets, with annual sales of \$1.9 billion.

\* \* \* \*

Extremely bullish on color, *New York Herald Tribune* business & financial editor Donald I. Rogers predicts in his March 31 financial column that "in 3 years color TV sets will be as much in demand as were black-&-white TV sets in 1950-52." Reason color hasn't caught on earlier, he says, is that dealers haven't pushed it, choosing to devote their efforts to selling monochrome sets. Now black-&-white market has leveled off, he adds, and "those who have not even considered the advent of color TV in the home would be well advised to give it some thought now . . . for to see color TV is to want it."

New color rate card of NBC's WRCA-TV, N. Y. and WNBQ, Chicago, abolishes extra charge for color station breaks but requires all advertisers to convert to color all station breaks adjacent to or within regularly-scheduled color programs. April 1 rate card provides that incumbent sponsor convert spots to color or vacate position if new client desiring color is available. Move effectuates policy announced some 2 years ago (Vol. 11:26).

Color set sales in Feb. in Los Angeles area were 314, bringing total to 8110, according to Electric League of Los Angeles. Sales to dealers in Colo. in Jan.-Feb. totaled 229, compared with 751 in all 1956 and 252 in 1955, according to Rocky Mountain Electrical League. Kansas City color set sales were 215 in Feb., bringing total to date to 1887, according to city's Electric Assn.

N. V. Philips' Gloeilampenfabrieken, big Dutch TV-radio-electronics-appliance maker (Vol. 12:22), reports 18% volume increase in 1956, rising about \$101,500,000 in year to \$670,000,000 while after-tax profits went up from \$33,675,000 to \$37,013,000. Prices of products generally held stable, says report issued in Eindhoven this week. Note: Consolidated Electronic Industries (formerly Reynolds Spring Co.), 40% owned by North American Philips, subsidiary of the Dutch firm, is acquiring interest in Sessions Clock Co.; Consolidated earned \$692,672 (88¢) on sales of \$8,110,400 in 3 months ended Dec. 31, 1956 vs. \$813,509 (\$1.18) on \$7,787,082 in same 1955 period.

North American Philips, 50% owner of Ferroxcube Corp. of America, has extended ownership to full 100%. Started jointly by North American Philips and Sprague Electric in 1950, Ferroxcube sells ferro-magnetic ferrites used as components in electronics items.

Muter Co. and subsidiaries (Rola, Jensen, Enderes) showed consolidated net income of \$31,645 on sales of \$12,126,563 in 1956 vs. net loss of \$84,422 on \$12,722,296 in 1955. The 1956 profit came after considering loss of \$27,592 from investments in oil operations. Current assets at Dec. 31 were \$3,893,326, current liabilities \$694,839, earned surplus of \$1,817,119, long-term debts \$960,000.

# What They Tell Stockholders About Color

Quotes from 1956 annual reports of key TV & components companies

(See also story on page 10)

**ADMIRAL**—"Admiral has been building color TV sets commercially for the past 4 years. While this segment of the receiver division has sustained heavy losses during that period, it is believed that color TV sales will increase substantially this fall and should be on a profitable basis. Color TV production for the past few years has been scheduled on a modest basis in line with restricted purchasing by dealers and the public."

**CBS**—"The public continued slow to accept color TV, and the development of a mass market here continues to lie in the future. But both CBS-TV and CBS-Hytron continued to contribute to the eventual maturity of this form of communication. CBS-TV in 1956 averaged a color broadcast a day, broadcasting 2 of the live nighttime programs in color regularly, and others occasionally. Late in 1956, CBS-TV began weekly broadcasting of the 'Boing Boing Show,' an animated cartoon series uniquely suited to color reproduction. . . . The sale of color TV receivers to the public again proved disappointing to the industry. Accordingly, CBS-Hytron refrained from mass production of color tubes in 1956. Through continuing research and development and through cooperation with interested receiver manufacturers, the division will be in a position to start production of color tubes as market conditions indicate. In the meantime, [CBS-Hytron] is developing a patent position in this field. During 1956 another major company was licensed under a profitable cross-licensing agreement to manufacture these color tubes."

**CORNELL-DUBILIER**—"Sales and earnings in our industry have been adversely influenced by . . . the unexpectedly slow growth in sales of color TV receivers which use 3 times as many capacitors as the black-&-whites, and rising costs in the face of an industry-wide competitive price structure."

**DuMONT**—"In Sept., 1956, an agreement was made with Chromatic Television Laboratories Inc., whereby DuMont has undertaken a program aimed to put the Chromatic single gun color tube and the color TV set using this tube into production on a practical commercial basis. It is hoped that this program will lead to the manufacture of a receiver with such improvement in cost and performance qualities that we can develop a profitable volume market for color sets."

**EMERSON**—"Sales of color TV receivers were disappointing because of continued necessarily high selling prices and the lack in number and quality of color broadcasting programs. Color receiver production and sales were not a profitable operation for the industry, including Emerson. . . . While the profitable production and sale of color receivers are not in immediate prospect, Emerson is prepared, by its continuing program of engineering, production, sales and service of color sets, on a modest scale, to expand into and participate in the potentially large and profitable market when it becomes a reality."

**HAZELTINE**—"The year [1956] undoubtedly will become historic as the point at which commercial color was given a great forward impetus. . . . During the year, approximately 125,000 color sets were bought by the public, bringing the total number in use to approximately 160,000. There is every possibility this number will be more than doubled in 1957, and if the present growth trend is continued, by 1958 the system should be firmly established as a successful and profitable mass production business."

**HOFFMAN ELECTRONICS**—"Color TV, while not yet an important factor in overall sales, has shown steady improvement, and [we] introduced several brand new models. Simplified chassis design of these models permitted lower prices, and the Colorcasters were well received by consumers. . . . The company's program on color TV is based on the belief that it will ultimately become a major factor in the industry, but the company is producing only what it can sell. . . ."

**MAGNAVOX**—"The future of color TV is promising. Intensive network promotion and better color programming [are] expected to stimulate increased interest. . . . Again your company is leading the way by providing instruments that incorporate the latest techniques of electronic design."

**MOTOROLA**—"Color TV continues in its early introductory stage. At some not-too-distant point, color could finally come into its own, aided by the increasing replacement demand. . . . Under the circumstances, Motorola early in 1956 decided on a moderate approach to both the low-priced portable TV market and to the marketing of color TV. We did not attempt to build color sets to meet the lowest price. We stressed superior performance [and] freedom from service requirements."

**PHILCO**—"Philco continued to produce color receivers in very limited quantities during 1956. . . . However, color TV at today's volume is far from profitable. Philco plans to keep its facilities in readiness to meet any requirements which may appear for color receivers. By the same token, your management does not propose to enter this field on a large scale at this time with resultant losses."

**RCA**—"Color TV continued to advance in 1956, with public interest stimulated by the RCA Victor line of new and simplified 21-in. color sets. Regular color programming on NBC was increased during the year and is being further increased in 1957. More programs should result in more sales of color TV sets and stimulate growth of the industry. . . . RCA's goal for 1957 is to step up production and sale of color sets, to increase the number of color programs on the air, to attract sponsors to the new medium, and to encourage others in the industry to enter the field. . . . Constantly increasing home installations of RCA Victor color TV occurred in the second half of 1956 following the introduction of a new line of 10 models, starting with a table model priced at \$495 and ranging up to \$850.

"There is every indication that 1957 will bring increased activity in color TV—more color programs will be broadcast and more people will buy color sets for their homes. . . . Because of the progress achieved by RCA in 1956, it seems reasonable to expect that some other manufacturers will enter the color TV field. Competition in color programs and in sales of color sets will accelerate growth of the industry. . . . By the close of the year approximately 490 TV stations were on the air, 242 of which were equipped for network color programming. . . ."

**SYLVANIA**—"Color TV is gradually moving ahead, but no rapid increase in sales by the industry is foreseen this year."

**TUNG-SOL**—"Our development work on tri-color cathode ray tubes for color TV sets reached the pilot production stage in 1955. It became necessary during 1956 to weigh the large investment of capital funds and skilled manpower required to go into full production against the reduced selling price of these tubes and the continued very limited market for color sets. Your board of directors felt that both the funds and the personnel could be more profitably employed in other activities and therefore decided to discontinue, at least for the present, all further activities in such tubes."

**WELLS-GARDNER**—"Pending only our customers' requirements and a reasonable price level, our plans are complete to manufacture the color TV receiver which our engineering department has been developing during the past 2 years."

**ZENITH**—"The premature and unwarranted emphasis on color TV as a direct competitor of black-&-white TV was another disrupting factor [in 1956 market]. Although the 'magic' figure of \$495 was finally reached on color TV receivers by the simple process of pricing the receiver at a loss, it still failed to generate substantial buying support either at the dealer or consumer level. It did, however, manage to confuse the public and distract many of them from purchasing the better, higher quality black-&-white receivers. . . . [Zenith] has developed a 21-in. color receiver of advanced design using the latest type rectangular tube produced by Rauland Corp. . . . The new Zenith color receiver is superior to any presently being offered for sale, but we are not planning to market it at the present time. Your management is continuing to evaluate the consuming public's reaction to the relatively small number of color receivers that have been sold. We continue to feel that color TV offers a great opportunity to this industry and we will go into production of reliable color TV receivers when we feel the product and merchandising environment are right. In the meantime, we foresee opportunities for continuing favorable operations in the production and sale of monochrome TV receivers."

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**SUMMARY-INDEX OF THE WEEK'S NEWS — April 13, 1957**

**RUMORS OF MILITARY REQUEST** for Ch. 2-6 squashed once & for all in unqualified denial by communications-electronics chief for Joint Chiefs of Staff (p. 1).

**NO EMERGENCY, LITTLE CONFLICT** at NARTB convention. McConnaughey surprises with unrestrained praise of network, strengthening reports he's leaving (p. 2).

**LONG-RANGE REALLOCATION** seen desirable by Comr. Craven. Commissioners disagree on political broadcast rule change in NARTB panel discussion (p. 4).

**TV AUTOMATION EQUIPMENT** highlights NARTB equipment show, along with color studio gear and complete low-price, low power telecasting plants (p. 5).

**VIDEOTAPE RECORDING** again excites NARTB convention, as Ampex reports improvements and begins active solicitation of orders from telecasters (p. 6).

**PAT WEAVER'S PROJECT**—new "Program Service" designed to supplement networks and spot, to interconnected independents for low-cost cultural programs (p. 7).

**INDUSTRY DISLOCATIONS SEEN** possible as House votes to eliminate BDSA industry divisions, industry's liaison with Govt. in materials distribution (p. 10).

**MERCHANDISING OF PORTABLES** requires special traffic building and display techniques; set makers divided on separate introductions of portables (p. 10).

**DISCOUNTERS ON WANE**, says Philco's John Otter, urging dept. stores to take advantage of it to get bigger share of TV-radio-appliance market (p. 12).

**SMALLEST TV MARKET**, Kamloops, B. C. starts as 39th Canadian outlet. Harrisburg's uhf WCMB-TV quits. On-air total 496, including 92 uhf (p. 9).

**EXAMINER FAVORS WCAE** for Pittsburgh's Ch. 4, reversing previous initial decision for KQV because of Irwin Wolf's death. Light court litigation (p. 9).

**TOA PRESIDENT Stellings** blasts wired-theatre idea, sees danger of "business suicide" for exhibitors. Jerrold's Shapp argues economics "make sense" (p. 14).

**CH. 2-6 MILITARY SCARE STORY LAID TO REST:** The rash of alarmist rumors that military is actively trying to grab off Ch. 2-6 or any other TV channels (Vol. 13:14) was nailed firmly to the mast this week in another unequivocal, categorical and flat denial -- by the top U.S. military allocations official.

He is Rear Adm. J. N. Wenger, deputy director for communications-electronics, Joint Staff, Joint Chiefs of Staff. On April 12, he answered in writing 5 questions posed by us in writing. Before his reply was transmitted to us, he cleared it with the top electronics-communications aides to Chiefs of Staff of all 3 Armed Forces. No request for frequencies can come from military without going through Adm. Wenger.

These are our questions and his complete answers:

**QUESTION:** Have the Joint Chiefs of Staff made a formal request to the Executive Branch for the exclusive military use of frequencies currently assigned to any portion of the television broadcast band?

**ANSWER:** No.

**QUESTION:** If so, what frequencies have been requested?

**ANSWER:** None.

**QUESTION:** If not, is any such request imminent or currently contemplated?

**ANSWER:** No.

**QUESTION:** Could such a request be initiated and prosecuted anywhere within the Defense Department or military establishment without your knowledge?

**ANSWER:** No.

**QUESTION:** On a long-range basis, what are the possibilities that the military establishment may require any frequencies now allocated to television broadcasting?

**ANSWER:** None now visualized.

Earlier this week, at FCC panel discussion at NARTB convention in Chicago, both Chairman McConnaughey and Comr. Craven flatly denied any knowledge of military demands for Ch. 2-6 (see NARTB story, page 2).

**NARTB—MILK & MONEY, NO OVERRIDING ISSUES:** For the first time in NARTB's 35-year history, TV-radio broadcasters were not under fire as they met in convention this week in Chicago -- or at least, there was no great emergency to galvanize the broadcasters and no all-embracing conflict to dominate corridor talk & meeting sessions.

There were issues, of course -- fragmentary ones, concerning various segments of industry -- some of them not taken very seriously. But FCC Chairman McConnaughey set keynote with his effusive speech April 9, carried coast-to-coast by TV-radio -- and it was obvious that many of the speeches were aimed far more at bringing the industry's positive story to the public than at dealing with problems facing TV-radio broadcasters for the internal consumption of the industry.

In general, there was feeling -- warranted or not -- that the industry had triumphed over its detractors, and there was certainly an unmistakable aura of great prosperity among the record 2300-plus TV-radio station people registered and the usual 1500 or more additional attendees, exhibitors, etc.

\* \* \* \*

Chairman McConnaughey's paean of praise to the networks, so unqualified and unrestrained, surprised as many people as it gratified -- even made some remark, "We can't be that good." Many in audience viewed it as his swan song, and though he continued to refuse to reveal his future plans, it now seems more probable than ever that he plans to step down when his term expires June 30.

Former ABC v.p. Ernest Lee Jahncke is an avowed candidate for his job, with some industry backing based on perennial plea that an industry man be selected for the post. But it's not at all certain that he or anyone else from the broadcasting industry stands much chance to get what GOP politicians regard as prize political plum.

The FCC chairman did everything but promise networks immunity from Dean Barrow's network study -- and he came close to doing that -- in his much-discussed address. These paragraphs set tone of McConnaughey speech -- and whole convention:

"To a very large degree the networks in this country deserve credit and praise for the excellent programs we witness today. They should not be stifled by crippling and destructive governmental controls. It must be borne in mind the networks pioneered in TV development, that they lost millions of dollars year after year and only within the last few years they began to make a profit in networking proper. Should we begrudge them the fruits of their gamble with this new medium?

"It is easy to apply hindsight today and say that because of the scarcity of TV channels, they were bound to win -- but the field was open then, as it is now, to all comers who wish to make the huge investments required to compete with the networks for station affiliations. Some who could have competed with the networks then did not want to risk their capital as the present networks did.

"We have a staff under Dean Barrow looking into...network practices. It is not yet known what the findings of the Barrow staff will be, but for those of you who may be alarmed because of the searching nature of the study which has been conducted, let me remind you that the Commission is well aware of the great and indispensable contributions which networking has made to broadcasting. When the staff... reports the results of their fact-gathering task, the Network Study Committee of 4 commissioners -- Hyde, Bartley, Doerfer and I -- will in turn evaluate these facts, study the effect of present or potential practices in the industry and report to the Commission which will pass upon the whole matter and make its findings known..."

\* \* \* \*

Here's a quick rundown of other convention high spots (details on pp. 4-6):

Military and TV channels: The discredited "straw man" report that military had asked White House to dispossess TV from Ch. 2-6 (see page 1 & Vol. 13:14) was subject of some corridor discussion -- and at FCC panel session Chairman McConnaughey and Comr. Craven both bluntly denied knowledge of any such request, with Craven adding that some military officials had hinted they'd eventually need more vhf frequencies for scatter communications, etc.

Subscription TV: At same panel discussion, McConnaughey said he wouldn't predict fee-TV outcome, but he had "a feeling that basically there should be a

trial, an experiment." Then he added: "We have difficulty knowing just what it is; it's not quite a common carrier, yet it has many attributes of a public utility. I think some place along the line the Commission is going to have to go to Congress, and Congress is going to have to take some action in bringing this to fruition."

Comr. Lee reiterated his plea for a fee-TV test on uhf. Comr. Mack proposed asking "licensees, not the gadget manufacturers," whether they want to try pay TV. Comr. Bartley indicated his opposition, and other commissioners were silent on the issue -- but odds seem to favor Commission approval of some sort of test, despite NARTB opposition and its position that problem should be tossed into lap of Congress. Meanwhile, subscription-TV promoters were all over the convention, lining up advocates, buttonholing telecasters in behalf of fee TV -- when and if it gets Commission green light, experimental or otherwise.

Allocations: Convinced FCC has shot its bolt on deintermixture, and that there no longer is anything to fear from Congress, vhf telecasters were content not to stir things up. Suffering uhf-ers were quiet; there were no rump meetings this year. Only one talk at convention dealt specifically with uhf & allocations -- progress report by TASO chief Dr. George Town, which revealed nothing new. AMST meeting in advance of convention emphasized desirability of maintaining allocations status quo until "finding of the facts" is complete. Nobody was around to argue.

Film: Syndicators and distributors, riding high, were in evidence everywhere -- even more than at recent NARTB conventions. There was a difference this year -- a feeling that the syndicator has "arrived" as part of telecasting industry, as a significant and respected supplier of programs to local stations. There were 22 of them officially exhibiting this year -- plus others not officially accredited as exhibitors who nonetheless displayed their wares and talked money in hotel suites -- and they threw some of the biggest parties at convention.

Feature film packages were subjects of biggest hoop-la -- and the distributors smiled more broadly and reported more sales than at any previous convention. While denying that the MGM "block-booking" suit (Vol. 13:13) had anything to do with it, they all expressed willingness to sell anything from one movie to a complete library. Many telecasters expressed preference for "package" way of doing business.

Equipment: Byword among telecasters viewing the broadcast gear displays was "automation" -- a word which has gripped AM broadcasters at past sessions -- with automatic program switching and logging now well on way to becoming standard practice at many TV stations. Color equipment excited telecasters' interest -- or at least, their curiosity -- and there was a continued interest in low-priced equipment for small-town stations, satellites, etc.

Videotape: If it didn't create the same sensation as at last year's convention, it's only because Ampex TV recorder is now no longer a curiosity but a useful piece of studio equipment. Demonstrations at ABC-TV's Videotape recording center in Daily News Bldg. were heavily attended, as Ampex officially took "developmental" tag off the recorders, replacing it with "for sale" sign, and went out after orders.

Music licenses: Battle lines began shaping up for negotiations to renew TV music licensing contracts with ASCAP, to replace those expiring at end of this year, with portents of an onslaught by ASCAP seen by some in the recent outcropping of criticisms (notably before Celler subcommittee and in demands for other congressional probes of BMI as well as article by Oscar Hammerstein II in Feb. 23 Saturday Review and vigorous reply by BMI pres. Carl Haverlin March 2). The committee is expected to devise new formula for TV industry payments. Of ASCAP's total 1956 income -- reputedly about \$24,000,000 -- some \$20,000,000 came from TV & radio.

Resurgence of FM? Nobody could be more puzzled than some of the FM broadcasters themselves by the slow-motion but apparent FM boom in some cities. The few FM-only broadcasters at convention seemed to be riding a high wave of optimism -- for first time in many years -- with reports of growing audiences, shortages of sets (now being imported from abroad), shortages of transmitting equipment, excess of applicants over channels in New York & Los Angeles, new techniques for tapping additional revenue sources via multiplexing subsidiary services.

**L**ONG-RANGE PROBABILITY of TV reallocation was raised by Comr. Craven at FCC panel discussion April 10 at NARTB Chicago convention. Asked by moderator, NARTB pres. Harold Fellows, to comment on full-scale inquiry into spectrum utilization in 25-890-mc portion of spectrum, announced last week by Commission (Vol. 13:14), Craven emphasized that it will be "long-range look" at allocations, in preparation for U. S. participation in 1959 International Telecommunications Union conference.

"Other services than broadcasting need more spectrum," said Craven. "We must contemplate there is some room for improvement. TV is a hodge-podge allocation, putting a severe burden on receiver manufacturers," he said, pointing to gaps between Ch. 6 & 7 and Ch. 13 & 14. "If in the future there is room for improvement, the broadcast industry should contemplate types of improvement which should be carefully considered over a long period," he added, stressing there would be "no preemption."

As to shorter-range allocations situation, Craven said: "The Commission does not contemplate making any changes in rules and standards until TASO has had a reasonable opportunity to gather the necessary information [for] at least a year." He said he didn't mean FCC won't change table of assignments "here and there."

All commissioners participated in panel, except Doerfer, who is recuperating from appendectomy. Among other highlights of discussion:

**Five-year licenses:** Chairman McConnaughey drew only spontaneous applause of session when he said bills to extend license period from 3 to 5 years were before Congress and "they better get moving—time is of the essence." Lee and Bartley disagreed, Lee arguing that 5-year licenses should be reserved as "award of merit" for worthy operators, with initial licenses granted for perhaps one-year periods, followed by 2-year licenses. Bartley felt licenses should have no fixed term.

**Political broadcasting:** McConnaughey said he would have serious doubt about necessity for Sec. 315 now if Congress were starting from scratch to write Communications Act, but said he didn't favor abolishing it now, nor did he think Congress was willing to drop it. He said he favors amendments to eliminate responsibility to give equal time to splinter parties and to relieve broadcasters from liability for libel suits. Bartley said he thought it

New NARTB-TV chairman is John E. Fetzer, WKZO-TV, Kalamazoo, succeeding Campbell Arnoux, WTAR-TV, Norfolk, while W. D. (Dub) Rogers, KDUB-TV, Lubbock, Tex., becomes new vice chairman succeeding Kenneth L. Carter, WAAM, Baltimore—elected at Chicago convention this week. New TV board members: J. J. Bernard, v.p.-gen. mgr., WGR-TV, Buffalo; Henry B. Clay, exec. v.p., KTHV, Little Rock; C. Wrede Petersmeyer, pres., KOTV, Tulsa; Willard E. Walbridge, gen. mgr., KTRK-TV, Houston. Network representatives on board: Alfred R. Beckman, ABC v.p.-station relations; Wm. Lodge, CBS v.p.-engineering; Frank M. Russell, NBC v.p.-Washington. Continuing members: Joseph E. Baudino, Westinghouse Bestg. Co.; Payson Hall, Meredith Publishing Co.; Howard Lane, KOIN-TV, Portland; Harold P. See, KRON-TV, San Francisco; James D. Russell, KKTU, Colorado Springs.

Tax money for translators is proposed in legislation introduced this week in Cal. legislature. Similar to measure enacted in Utah (Vol. 13: 7-8, 10), bill is scheduled for committee hearings April 23, has drawn opposition of community antenna operators.

"dangerous to open up a law to amendment" and said FCC has had "very little complaint" about Sec. 315, that it has hurt neither broadcasters nor public. Lee favored outright repeal and "relying on broadcasters' responsibility instead of statute."

**FTC-FCC liaison:** Greatest number of questions from floor were devoted to new FCC policy of notifying broadcasters when FTC files complaint against advertiser for alleged false advertising on TV or radio (Vol. 13:13). Broadcasters in audience seemed concerned as to what they should do about programs including advertising which is cited by FTC. Comr. Lee said the object of the liaison is to keep broadcaster informed, that notification of an FTC complaint or stipulation doesn't constitute a sanction and it will be up to individual licensee's judgment what action he takes. However, he said disregard by a broadcaster of a final FTC decision would "raise a serious question" at FCC.

**Protests:** McConnaughey said last year's amendment of protest section of Communications Act has enabled FCC to stop "most flagrant abuses," but said he favors outright repeal of Sec. 309(c) to cut down unnecessary delays.

At suggestion of McConnaughey, Comr. Hyde was given standing ovation for his part in NARBA treaty negotiations.

Allocations having simmered down as major issue, with FCC obviously not intending any major changes in foreseeable future, two allocations meetings at NARTB convention could be described as uneventful. Assn. of Maximum Service Telecasters held well attended (100 plus) session, listened to its officers and legal & engineering counsel review work to date. Essentially, they reaffirmed AMST's intention of maintaining status quo pending collection of engineering data—to avoid disruption or degradation of today's substantial TV service. Pres. Jack Harris, KPRC-TV, Houston, emphasized need for keeping everyone, particularly Govt., informed of issues. He also said goal is to extend membership from present 115 to 200. Board was re-elected and 5 were added: Lester W. Lindow, AMST exec. secy.; Ward Quaal, WGN-TV, Chicago; Carter M. Parham, WDEF-TV, Chattanooga; Lawrence H. Rogers II, WSAZ-TV, Huntington, W. Va.; Joseph E. Baudino, Westinghouse (for KYW-TV, Cleveland). Dr. George R. Town, exec. director of TV Allocations Study Organization, of which AMST is a part, brought NARTB up to date on TASO's fact-finding efforts, expressed hope work would be completed within a year.

Society of Television Pioneers was organized April 8 by 250 "old-timers" who launched commercial TV. Organizational meeting in Chicago was chaired by W. D. (Dub) Rogers, KDUB-TV, Lubbock, Tex., who explained group will be "principally social," with once-a-year meeting at NARTB convention. Group voted to record history of TV's development "before time overcomes memory." Elected directors: Clair McCollough, WGAL-TV, Lancaster, Pa.; Howard Hough, WBAP-TV, Ft. Worth; George Burbach, KSD-TV, St. Louis; Jack Harris, KPRC-TV, Houston; Glenn Marshall, WMBR-TV, Jacksonville; P. A. (Buddy) Sugg, WTVT, Tampa; John Fetzer, WKZO-TV, Kalamazoo; Campbell Arnoux, WTAR-TV, Norfolk; Richard Rawls, KPHO-TV, Phoenix; Clyde Rembert, KRLD-TV, Dallas.

"The Public & Paid TV" is subject of upcoming series of reports by Sindlinger & Co., Ridley Park, Pa., including continuing survey of Bartlesville, Okla. "home theatre" project (Vol. 13:10, 12). Sindlinger reports it covered every home involved in 1951 Phonevision test in Chicago and 1953-54 Telemeter trials in Palm Springs, Cal.

**A**UTOMATION FOR TV stations was in spotlight in equipment exhibits at NARTB convention, along with color telecasting gear and low-cost studio and transmitting equipment. NARTB estimates that more than one-third of all AM stations now employ some form of automatic operation—and telecasters are beginning to show strong interest in program and announcement cueing and switching.

TV automation device which aroused greatest interest isn't for sale—at least not yet. It was Mechron, developed by *San Francisco Chronicle's* KRON-TV (Ch. 4) and currently in use by the *Chronicle's* KBAK-TV, Bakersfield (Ch. 29). KRON-TV chief engineer J. L. Berryhill conducted continuous demonstrations of Mechron in Conrad Hilton Hotel suite, showing how it can be programmed to switch automatically to slides, film, spot announcements, network pick-up, etc. with split-second timing. Device is programmed from IBM cards, which also automatically prints program log and bills for sponsors. Machine's promoters were silent as to plans for manufacture and sale of Mechron.

"Semi-automatic announcing system" for TV as well as radio was demonstrated by Ampex Corp., which showed model similar to one now in operation at KCRA-TV, Sacramento (Ch. 3). Using system, announcements are taped in advance, cut in automatically at proper point in film or network show. GE again showed its automatic switching system, which uses punched paper tape to key switch from network feed to film, slide and/or taped announcement.

Though major telecasting equipment innovations were notably absent from show, one new piece of test gear drew considerable attention. It was Telechrome's vertical interval test signal keyer, designed to transmit various test signals during actual picture transmission—a procedure for which FCC last week issued rule-making and granted blanket test authority (Vol. 13:12, 14). Telechrome's keyer can send color bars, multiburst, stairstep, window or sine-square wave, is already available for \$1200, can be used with standard oscilloscope. Operational test signal was

topic of NARTB engineering panel at convention, with spokesmen from networks, AT&T, Telechrome & RCA failing to reach agreement on what test information should be incorporated in the signal—except for "reference white" signal.

Color telecasting equipment again was abundant—newest gear being Philco's special effects switching system for color or monochrome, demonstrated with color film and slides. Pushbutton panel produces fades, wipes, superimpositions, etc., accurately maintaining proper phase. RCA again had full live color studio setup, complete with bathing beauties (also live). Color film & slide scanners were shown by RCA, Philco, GE & GPL.

Low-power and low-priced equipment for small stations, with improved vidicon cameras was shown by many manufacturers, inviting plenty of inquiries. Adler Electronics devoted its display to uhf translators, and pres. Ben Adler reported strong interest by telecasters in use of translators to fill holes in coverage areas. First translator purchased by a telecaster was sold to WWLP, Springfield, Mass. (Ch. 22). All others have been purchased by non-profit groups, including county and municipal govts. Adler said he has shipped 62 translators to date, his sales and orders (some of them contingent on grant) total 95, and negotiations are going on with about 250 possible translator operators.

Other new telecasting equipment items demonstrated or announced at convention: (1) Foto-Video Labs' aperture & phase corrector, demonstrated through mile of reeled cable, designed to correct for both cable and camera. (2) Oscillating camera lens device with transistorized amplifier, developed by Visual Electronics Corp., said to extend greatly life of image orthicon camera tubes by reducing "burn-in." Amplifier compensates for oscillation of lens, producing steady picture. (3) Piclear, new system to eliminate scratches from film as it goes through projector, invented by RKO Teleradio official Dick Sassenberg, who has formed Piclear Co. to market the device. (4) New RCA image orthicon tube, "Super-Dynode 6474," with greater stability, particularly for low-lighted scenes. Interchangeable with former 10 types, it's designed for both monochrome and color.

Networks affiliate meetings in Chicago in advance of NARTB convention were as easygoing and unruffled as convention itself. ABC-TV session was devoted to presentation by TV v.p. Oliver Treyz, to which FCC members were invited. Treyz said coming season will be first in which ABC will present, "with maximum strength, a full schedule of programming via a truly national network." He said ABC-TV hopes to have exclusive affiliation in every major market with population over 500,000. He expressed hope that strong daytime schedule would be added by fall in "programming back" from popular 5-5:30 p.m. *Mickey Mouse Club*. CBS-TV affiliates meeting was mostly a happy affair, too, with pres. Frank Stanton reporting a better understanding in Washington of networks' problems and other executives assuring affiliates that CBS-TV has not lost ground to NBC-TV in daytime program ratings. Complaints by affiliates were said to be limited to such items as general quality of summer programming and requests for longer station breaks so more spots could be used. NBC-TV affiliates didn't meet.

Summer TV workshop will be conducted June 24-Aug. 2 by U of Cal., Los Angeles, enrollment limited to 40 (fee \$100), applications to be filed with university's Dept. of Conferences.

ABC-TV newsletter for affiliate executives—monthly *TWIX* ("a verbalization of TWX")—began publication, supervised by administrative v.p. Gene Accas.

All-TV industry 15-member interim committee to negotiate with ASCAP for contract replacing agreement expiring Dec. 31, set up at NARTB convention, comprises: Dwight W. Martin, WAFB-TV, Baton Rouge, La. and WDAM-TV, Hattiesburg, Miss.; Roger W. Clipp, Triangle Publications; Edward G. Thoms, WKJG-TV, Ft. Wayne; John E. McCoy, Storer Bestg. Co.; Nathan Lord, WAVE-TV, Louisville; John T. Murphy, Crosley Bestg. Co.; Irving R. Rosenhaus, WATV, Newark; Frank Fitzsimmons, N. D. Bestg. Co., Bismarck; Hamilton Shea, WSWA-TV, Harrisonburg, Va.; Charles Britt, WLOS-TV, Asheville, N. C.; Clair McCollough, Steinman Stations; Omar Elder, secy. & asst. gen. counsel, ABC; Sam Cook Digges, WCBS-TV, N. Y.; Lloyd E. Yoder, WRCV-TV, Philadelphia; Elisha Goldfarb, RKO Teleradio.

MBS goes on 17-hour day 7 days a week starting 7 a.m. June 1, with news broadcasts stepped up from hourly to half-hourly schedule. New operation will "provide network radio with its greatest possible audience impact," according to pres. John B. Poor. He said affiliates adhering to music & news format (Vol. 13:14) will be better able to plan local programming around network schedule. MBS Mon.-thru-Fri. schedule now starts at 9 a.m., Sat. 9:30 a.m., Sun. 8:30 a.m.—ends 12:45 a.m.

Grant of \$28,500 by Ford Foundation's Fund for the Advancement of Education will help finance U of Detroit freshman courses on TV next fall (Vol. 13:8).

**I**F AMPEX VIDEOTAPE didn't steal the show at NARTB convention for second year in a row, it came close to it. Gist of this week's demonstrations, technical papers and announcements: After nearly 5 months of use by networks and experimentation by engineers, the "bugs" are out, the road is clear for volume production, and Ampex is officially hanging the "for sale" sign on the TV tapers.

At last year's convention, telecasters almost tore down the doors to place their orders—more than 100 pouring in for over \$5,000,000. Now Ampex will begin actively soliciting orders through new professional products div., headed by Neal K. McNaughten, former RCA commercial electronics market planning mgr. and ex-NARTB engineering director. Production of the \$45,000 recorders is scheduled to begin next Nov., and orders are now being taken for June 1958 deliveries.

Demonstrations of ABC-TV's 3 Videotape recorders, which will be used to overcome Daylight Time lag beginning later this month, were heavily attended at network's new studios in *Chicago Daily News* Bldg. On eve of convention, CBS-TV affiliates were told by pres. Frank Stanton that all kinks had been ironed out and recorders were ready to be put into routine service.

More specific explanations were given at one of best attended engineering sessions of convention in 2 papers by Ampex advanced Videotape development mgr. Charles P. Ginsburg and CBS-TV chief engineer Howard A. Chinn. Reporting on improvements in production model recorders, Ginsburg listed these changes: (1) Slight horizontal displacement of segments of picture, observed at last year's demonstrations, has been reduced to point where it's not noticeable. (2) Resolution has been increased to about 320 lines. (3) Factory-made models will have interchangeable heads, so that tapes recorded on one machine may be played back on another.

Chinn reported that problem of variations between heads in pre-production models had been solved by storing recording head with recorded tape, to assure that tape is played back with the same head by which it was recorded. Tape recording has proved very dependable, even in ex-

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Commercial excesses by telecasters are few and far between, outgoing Code Review Board chairman G. Richard Shafto (WIS-TV & WIS, Columbia, S.C.) told NARTB convention in summary of board's monitoring program. He said board had monitored 56 stations for full 7 days each—32 of these for two 7-day periods—in addition to 3-day monitoring of other stations, making total of 17,000 hours of viewing on 100 stations and the 3 networks during the year. Some of the results, with regard to commercials: Of 397 feature films on 32 stations monitored in 12 cities, board found stations "well within the code's commercial provisions," with average time just about half the permissible length of total advertising. In analysis of locally originated advertising on 41 stations in 13 markets, only 271 of more than 8000 commercial programs exceeded code's advertising time allowances; 14 of the stations carried total of 101 program-length (pitchman) commercials; of nearly 10,000 station breaks, only 30 exceeded code's provision of 2 spots plus sponsored 10-sec. ID; only 69 violations of code's provision on multiple-spotting within programs were found. He added that 90% of violations were found on only 25% of stations, with 33 stations carrying no multiple-spotting, 31 stations carrying less than 10 programs in week which exceeded advertising time limits, 3 stations carrying more than half the program-length commercials.

perimental stages, he reported, stating that CBS-TV has never had to revert to kine when shows were taped for time-delay playback, and that network no longer is backing up its tapes with stand-by kine recordings.

With start of Daylight Time, he said, CBS-TV's Hollywood Videotape machines will record 40 programs a week, playing some back once, others twice. As to the tape itself, he said sources of supply are still problem, with quality of production tape not equal to excellent samples received from manufacturers. He said tape makers hope to have problems licked soon. "Dropouts," which show up in form of instantaneous white dots on screen, are caused by microscopic pinholes, scuffmarks and scratches in tape's coating. He said CBS has made dropouts less noticeable by redesigning modulator and demodulator chassis and by causing the specks on screen to show up grey rather than white.

He said much of today's tape isn't durable enough because of soft coating which clogs recording head, brittleness and tendency to scuff. One hour of tape, designed to be used 200 times (100 recordings & 100 playbacks), costs \$200, bringing cost per hour show to \$2. Life of recording heads is problem, too, he said. If a head lasts 150 hours, then requires \$300 overhaul, its cost is \$4 an hour for recording & playback—or more than cost of tape. In practice, he added, many heads have needed overhaul long before 150 hours, but he said 200-hour life expectancy for head is "not too unrealistic."

"The Videotape recorder's impact on the TV broadcasting industry will be just as great as the impact of introduction of audio tape recording on radio broadcasting," Chinn predicted.

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TV manpower displacement anticipated from increased use of magnetic tape instead of kinescope, with automation as next step in technical operations, is subject of quiet contract negotiations between NBC & NABET. Talks have been started on west coast by network & union under "new devices" clause of agreement which otherwise runs until next Jan. 31. NABET demands are reported to include one-year severance pay for members displaced by advent of tape & automation; vacation-time distribution to remaining employes of 75% of man-hours saved.

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TV & radio newsmen should keep cameras & recorders out of press conferences until newspapermen get their stories, reporter Edward Prendergast of *Los Angeles Herald-Express* writes in April 6 *Editor & Publisher*. "We're glad to have the fellows sit in with us," Prendergast says, but filming & taping of interviews should be handled separately. "We are not a radio or TV production team," he argues. Same issue of magazine carries article by promotion mgr. Bert Stolpe of *Des Moines Register & Tribune* on how "'Hot Camera' TV Promotion Pays Off" for newspapers. Stolpe cites example of effective TV spot for *Register & Tribune* which "uses action film clips of the 4 reporters who cover the legislature regularly."

Paul Miller, exec. v.p. of Gannett Co. since 1951, became pres. this week, succeeding ailing Frank Gannett as head of organization with interests including 3 TV & 5 radio stations and 23 newspapers. Confined to Rochester, N. Y. home since injuries in 1955, Gannett was named pres. emeritus. Gannett stations are: WHEC-TV & WHEC, Rochester; WDAN-TV & WDAN, Danville, Ill.; WINR, Binghamton (plus CP for uhf WINR-TV); WENY, Elmira, N. Y.; WHDL, Olean, N. Y.

Visit of Queen Elizabeth & Prince Philip to Paris this week got elaborate TV coverage via Eurovision. BBC also announced Queen will deliver traditional Christmas message on TV this year for first time.

**L**ONG-AWAITED plans of Sylvester L. (Pat) Weaver Jr., ex-NBC chairman, were finally revealed this week by Weaver himself—and they amount to establishment of “Program Service” as a new type of broadcasting service to supplement national networks and national spot. Specifically, he proposes to feed interconnected independent stations with live programs created and produced for advertisers using networks, and to distribute live or film programs via AT&T facilities, either sponsored or sold to stations for resale. In address to Seattle Ad Club April 10, he explained:

“The Program Service idea is feasible now that new independent vhf stations are coming on the air—by this September there will be independent vhf stations in 15 major markets providing coverage of almost half of all the TV homes in the country. And these 15 markets are the great bellwether markets so vital to all advertisers as well as being the great cosmopolitan and cultural centers, for the most part, of our society.

“What I propose to do—to interconnect stations in these markets for live programming—would not have been possible 3 or 5 years ago, or even as recently as last year. Now it not only is possible. It will happen, thanks to the independents, to increased interconnection facilities, and to high-quality electronic tape recording developments. Program Service will also be available to network-affiliated stations which, as a result of the 3-network competition, are now somewhat more disposed to accept programs from a new source in network time as well as in station time.”

After reviewing achievements of NBC under his direction, particularly the spread of cultural programming and partic. sponsorship policies, he ripped into network operations, saying:

“How will these programming and advertising policies fare in the future? Not well, in my opinion, if we must put all our faith and hope in the national networks. The inability of facilities-oriented people to understand adver-

tising and media makes them fall into the trap of being solely concerned with the size of the heavy-viewer audience, and to make decisions that will eventually degrade their service and break their rates. In its forward projection as a network operation, TV will not respond to all the real needs of the people who pay the bills or of the viewers who own the sets.

“This does not mean that the network is not the first item of importance for many national advertisers, because in most cases it is. But who will now find new ways to use TV, new uses that will bring new money into it, and program ventures that will attract the occasional or light or more discriminating viewers? Who, for example, can give the major trade mark brands, the base of all advertising revenue, enough frequency, continuity and impact in the great bellwether markets? Certainly not the networks at network prices, with must-buy basics, or the minimum list or minimum dollar buy, or whatever forced-buy procedure is used by the networks.”

Weaver also criticized network programming as gravitating to low cultural levels at expense of news and public interest shows, said Program Service would offer educational-type programs, 2 of which he identified as “Culture” and “Controversy.” Both, he said, were very long and might be sold to as many as 10 advertisers.

He said Program Service hopes to offer to the public alternatives to network programming in specific time periods. For example, if networks are programming children's shows, he plans to put adult program on air at same time. As an example of what Program Service can offer, he said he could put *Ding Dong School* (ex-NBC-TV) back on air in 14 major markets reaching 40% of all TV sets, for \$25,000 gross, commissionable for 5 half-hours. Last summer, he said, the NBC price sold out 10 quarter-hours, on 55 basic stations, at a cost of more than \$160,000.

Weaver made it clear that he hopes to get educational stations as affiliates of Program Service. If necessary, he said, he would urge FCC to amend regulations to permit “limited commercial impact” on educational stations for his programs.

**Telecasting Notes:** When will TV reach the bottom of the feature film barrel? Never, says 20th Century-Fox pres. Spyros P. Skouras. Speaking at reception given in Chicago by NTA Film Network, he said: “We have 350 pre-1948 pictures available and after we come to an agreement with the various guilds on the post-1948 films, we will be able to have a permanent supply available.” He said that the “perfect time lapse” between theatrical and TV showings is “between 4 and 5 years,” expressing opinion that theatre-first, then-TV showings would follow this pattern . . . Denying that TV movies are old, Skouras said there's always a fresh audience for features. “At most, only about 15% of the population sees a film in theatrical release. Five years after playing the movie houses, less than 10% of that audience remains, making the film a new release for the millions who have yet to see it. As a consequence, TV can draw upon 90% of the population when it schedules a so-called old film” . . . MGM-TV is planning series of 90-minute filmed color shows, \$300,000 each, says April 10 *Variety*, reporting Foote, Cone & Belding dickering for 2 of the shows, said to star Fred Astaire & Judy Garland. Story says Ford may pick up the tab to introduce new Edsel car . . . CBS-TV has made it official—the Lucille Ball-Desi Arnaz top-rated *I Love Lucy* half-hour show on Monday nights will not be back next season. A series of 6 or 8 hour-long versions of *Lucy* is tentatively scheduled . . . Charles Van Doren parlays his *Twenty-One* triumph (\$129,000) into 5-year NBC-TV contract for part-time work at reported \$60,000 a year, with firm 3-year commitment. He'll do educational shows in undetermined format

which may be panel quiz, according to MCA, handling negotiations for Van Doren. Columbia U instructor gets \$100 faculty raise to \$4500 July 1 . . . **Top TV quiz winner on single show** is astonishingly learned Robert Strom, 10, who hit \$160,000 April 9 on *The \$64,000 Question* (CBS-TV) by answering complex science questions, topping \$152,000 won April 7 on *The \$64,000 Challenge* by Teddy Nadler, \$70-a-week St. Louis Army warehouse clerk who defeated Mrs. Lowell Thomas Jr. on geography questions . . . Adaptation of ABC-TV drama, “Flight Into Danger” by Arthur Hailey, retitled “Zero Hour,” is first movie scheduled by new independent Bartlett-Champion Pictures for Paramount release . . . **New children's series—*Susan's Show*** starring Susan Heinkel, 12, in expanded network version of popular fantasy program started last Sept. by WBBM-TV, Chicago—debuts on CBS-TV May 4, Sat. 11-11:30 a.m. . . . Screen Gems buys all assets of Wm. F. Broidy Productions, including 100 films produced for *Wild Bill Hickock* on CBS-TV, will carry on series co-starring Guy Madison & Andy Devine, in color, for Kellogg Co., thru Leo Burnett . . . Telecaster-oilman Jack Wrather, who already owns *Lassie* and *Lone Ranger* TV film shows, reportedly has purchased *Sgt. Preston of the Yukon* from Trendle-Campbell-Meurer, from which he bought *Lone Ranger* . . . Unique “global panel” reportedly in pilot-film stage by Ed Murrow & Fred Friendly for CBS-TV. Titled *Small World*, it would be moderated by Eric Sevareid in N. Y., with panel of 3 participants stationed in different parts of globe seen by film and heard by trans-ocean phone . . . Haan Tyler, ex-Sports TV, Screen Gems & Guild Films, forms own film syndication firm, Haan Tyler & Assoc., Hollywood.

**Personal Notes:** Neal K. McNaughten, mgr. of market planning, RCA commercial electronics div., and former NARTB engineering director, appointed manager of Ampex Corp.'s new professional products div., headquartering at Redwood City, Cal. and directing development, marketing & engineering of commercial tape recording products including Videotape recorder . . . George D. Coleman, ex-WGBI-TV & WGBI, Scranton, Pa., joins Triangle Stations as regional sales director, headquartering in Philadelphia . . . Robert H. Teter, exec. asst. to pres. Donald H. McGannon of Westinghouse Bcstg. Co. since Jan. 1956 & former gen. mgr. of radio KYW, Philadelphia, joins reps Peters, Griffin, Woodward as v.p. & radio div. director; Jack Thompson promoted to radio sales mgr. . . . Edward G. O'Berst promoted to research director for CBS Radio Spot Sales . . . Gerald Beadle, director of BBC's TV service, arrives in U. S. May 13 for 6-week visit . . . Richard A. Borel, director of WBNS-TV, Columbus, O., elected trustee of Franklin U . . . T. K. Barton promoted to exec. v.p. of KARK-TV, Little Rock, succeeded by Douglas Romine as v.p. & station mgr. . . . Lee Browning promoted to gen. sales mgr. of WFIE, Evansville . . . Glenn W. White, ex-KOTV, Tulsa, named program director of KNAC-TV, Ft. Smith; R. L. Masters, ex-KARK-TV, Little Rock, chief engineer . . . Ev (Smitty) Smith, ex-CKCO-TV, Kitchener, Ont. joins CKVR-TV, Barrie, Ont. as program director . . . Al Naroff named west coast mgr. of Trans-Lux TV Corp., with new offices at 1966 S. Vermont Ave., Los Angeles . . . Henry Kogel, SMPTE staff engineer since 1950, resigns to join Century Lighting Co., N. Y., specializing in TV studio lighting . . . Floyd E. (Bud) Beaton resigns as sales mgr. of WNBQ, Chicago, to join Storer Bcstg. Co. as midwest TV sales mgr. . . . Marc Daniels promoted to head of program dept. of TNT Tele-Sessions Inc.

### Obituary

Wm. G. Skelly, 78, Oklahoma oilman & pres. of KVOO-TV & KVOO, Tulsa, died April 11 in Tulsa hospital. His Skelly Oil Co. was one of biggest producers in mid-continent field, reporting \$339,000,000 assets last year, and he had other wide business interests in addition to TV-radio. He was 1924-40 Republican National Committeeman from Oklahoma.

**ADVERTISING AGENCIES:** Richard A. R. Pinkham resigns as NBC adv. v.p., on May 15 becomes v.p. & TV-radio director of Ted Bates & Co., succeeding James C. Douglass, who moves up to senior v.p. in charge of all TV-radio activities . . . John B. Lanigan, ex-NBC, joins Compton Adv. as v.p. & account supervisor . . . Miss Reggie Schubel, ex-Norman, Craig & Kummel v.p. who handled Democratic National Committee TV-radio account for agency in 1956 campaign, joins Guild, Bascom & Bonfigli, N. Y., as director of network relations . . . Wallace T. Drew, ex-Grey Adv., appointed Cunningham & Walsh v.p. & supervisor of Colgate-Palmolive account . . . Harry W. Witt resigns as western v.p. of Calkins & Holden to join new Reach, McClinton & Co. in charge of Los Angeles office (6434 Wilshire Blvd.), succeeded at Calkins & Holden by Wm. A. Chalmers; Timothy J. O'Leary leaves N. Y. office of Calkins & Holden to join Reach, McClinton in handling TV-radio accounts . . . Frank A. Helton named v.p. & mgr. of San Francisco office of Ruthrauff & Ryan, succeeding Ray Mount Rogers, who continues as consultant.

**Radio & TV Executives Society** nominees for new officers: pres., John Daly, ABC; 1st v.p., Bernard Goodwin, DuMont Bcstg.; v.p.'s, John B. Poor, MBS, and Geraldine Zorbaugh, CBS Radio; secy., Omar C. Elder, ABC; treas., Frank Pellegrin, H-R Representatives.

Harold C. Lund, v.p. of Westinghouse Stations, elected to board.

**Network Accounts:** Arthur Godfrey gave notice April 12 to sponsors Bristol-Myers, Pillsbury Mills & Kellogg that after June 26 he'll drop *Arthur Godfrey Show* on CBS-TV Wed. 8-9 p.m., substantiating reports that he wants to take it easier next fall. "Deep regret" was expressed by CBS-TV pres. Merle S. Jones. Godfrey's Mon.-thru-Fri. daytime show & *Talent Scouts* on CBS-TV Mon. 8:30-9 p.m. continue . . . Pharma-Craft to sponsor alt. 30 min. of *The Steve Allen Show* on NBC-TV starting July 14, Sun. 8-9 p.m., thru J. Walter Thompson . . . Liggett & Myers and Max Factor buy alt. sponsorship of undetermined musical or comedy program on NBC-TV starting Sept. 28, Sat. 9-9:30 p.m., former thru McCann-Erickson, latter thru Doyle Dane Bernbach . . . Shulton & Lever Bros. dickering for alt. sponsorship in fall of *Slezak & Son*, new filmed Walter Slezak situation comedy on CBS-TV, probably Tues. 8:30-9 p.m. . . . Bristol-Myers buys 2 quarters of NCAA fall football package on NBC-TV, Sunbeam another, leaving 4th quarter open . . . Procter & Gamble replaces *Jane Wyman Theatre* with *Meet McGraw*, 30-min. filmed series starring Frank Lovejoy, on NBC-TV starting Sept. 17, Tue. 9-9:30 p.m., thru J. Walter Thompson . . . Alcoa & Goodyear buy alt. sponsorship of 30 min. series, rumored *Four Star Playhouse*, on NBC-TV Oct. 7, Mon. 9:30-10 p.m., former thru Fuller & Smith & Ross, latter thru Young & Rubicam . . . Chevrolet's *The Chevy Show*, featuring Dinah Shore & others in variety format in color resumes Oct. 6, Sun. 9-10 p.m., thru Campbell-Ewald . . . Aluminium and Union Carbide & Carbon may return in fall as sponsors of *Omnibus* with program back on ABC-TV in new Sun. 5:30-7 p.m. period; negotiations hinge partly on ABC-TV obtaining 3rd sponsor . . . Lever Bros. & American Home Products buy partic. in *Have Gun, Will Travel* on CBS-TV Sat. 9:30-10 p.m. . . . Pillsbury dickering for alt. sponsorship of *Zorro* on ABC-TV Thurs. 7:30-8 p.m.; *Seven Up* already has signed . . . Plymouth to sponsor *Date with the Angels*, new domestic comedy series starring Betty White & Bill Williams on ABC-TV starting May 10, Fri. 10-10:30 p.m. . . . General Foods (Kool-Shake) buys partic. in daytime *Captain Kangaroo* on CBS-TV starting May 4, thru Foote, Cone & Belding.

Creation of ABC Radio Network Inc. as a separate, autonomous subsidiary of AB-PT (Vol. 13:14) was formalized at AB-PT annual meeting April 10. As previously reported, Robert Eastman, former exec. v.p. of rep John Blair & Co., becomes pres. of new subsidiary. No mention was made of TV, but it's presumed that Oliver Treyz, now v.p. in charge of TV, will be made pres. of a TV network. AB-PT chairman Leonard H. Goldenson said of new radio subsidiary: "As a separate entity, we will be able to give greater emphasis to this dynamic medium and better realize its full potential. With the remarkable growth of radio circulation, as reflected in the ever mounting quantity of radio sets in use by the American public, opportunities for new ideas and creativity in network radio were never better. It is our aim to make the most of this opportunity and achieve the No. 1 position in network radio." Eastman said that "because I am sensitive to the importance of good local programming, we will see to it that our network programming fits with the job our stations are doing in their own communities. At the same time, we fully realize that it is essential that our network programming provide our stations with qualities beyond those available at the local level."

Dr. Kenneth Harwood, chairman of TV communications dept. at U of So. Cal., Los Angeles, was elected pres. of Assn. for Professional Bcstg. Education, succeeding Dr. Sydney W. Head, U of Miami. Robert J. MacAndrews of radio KBIG, Los Angeles, was named v.p.; R. M. Brown of radio KPOJ, Portland, Ore., secy.-treas.

**New and Upcoming Stations:** Smallest-yet North American market opened when CFR-TV, Kamloops, B. C. (Ch. 4) held official ceremonies April 8, becoming 39th Canadian outlet. Following day, WCMB-TV, Harrisburg, Pa. (Ch. 27), an economic casualty, left air. With Storer's WGBS-TV, Miami (Ch. 23) also expiring this week (Vol. 13:14), on-air box score is 496 (92 uhf). WCMB-TV's transmitter plant and tower are being purchased by WTPA, Harrisburg (Ch. 71), seeking switch to Ch. 27.

CFR-TV, affiliated with local radio CFJC, has potential of 4000 homes, is 160 mi. NE of Vancouver, location of nearest station. It uses 500-watt Gates transmitter, 70-ft. Aermotor tower with Gates 2-ring antenna. Coming from CFJC are gen. mgr. Ian G. Clark, commercial mgr. Walter Harwood, program mgr. Gordon Rye, chief engineer J. Fred Weber. Base hour is \$75. Reps are Weed and All-Canada.

In letter to FCC, Storer's WGBS-TV states it has lost \$182,737 since July 1, 1956, suffered total losses of \$432,978. It's selling studio facilities to National Airlines' WPST-TV (Ch. 10) for over \$500,000—with WPST-TV planning to keep most of WGBS-TV employes. WGBS-TV states it spent \$757,000 for plant, plus more than \$50,000 to promote uhf in area.

WCMB-TV's Ch. 27 transmitter and tower are being purchased by WTPA, operated by *Harrisburg Patriot and News* (Newhouse), in deal whereby Ch. 71 plant is turned over to WCMB-TV, which also gets \$150,000 for Ch. 27 transmitter & tower, according to application filed with FCC this week. Combined Dec. 31 WCMB-TV & WCMB balance sheet shows \$106,500 deficit. Current assets were \$72,866, fixed assets \$204,673. Current liabilities were \$145,002, long-term indebtedness \$217,117. WTPA's parent Patriot-News Co. says net worth is \$2,000,000 and firm's net income after taxes past 2 years has exceeded \$250,000.

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

WPSD-TV, Paducah, Ky. (Ch. 6) expects to have 10-kw RCA transmitter wired up by April 20, plans test patterns by end of month, NBC-TV programming May 15, reports v.p.-gen. mgr. E. J. Paxton Jr., who with family owns grantee *Paducah Sun-Democrat*. Base and anchors were ready for 500-ft. Ideco tower due April 10 and antenna was already on hand. Fitz Hooton, ex-KPLC-TV, Lake Charles, will be program director. Base hour will be \$400. Rep will be Pearson.

KBTX-TV, Bryan, Tex. (Ch. 3) plans April 28 test patterns, May 1 start as partial satellite of KWTX-TV, Waco (Ch. 10), 76 mi. away, using own microwave, reports M. N. (Buddy) Bostick, v.p.-gen. mgr. of KWTX-TV, which owns 50% of KBTX-TV. Studio-transmitter building is ready and 10-kw RCA transmitter is to be wired by April 15. Andrews 482-ft. tower with 6-bay antenna is scheduled for April 25. Base hour will be \$150. Rep will be Raymer.

RCA shipped 50-kw transmitter April 11 to upcoming KETV, Omaha (Ch. 7); 12-kw transmitter April 12 to WRLP, Greenfield, Mass. (Ch. 32), planned as satellite of WWLP, Springfield (Ch. 22); 6-section superturnstile antenna April 2 to WPSD-TV, Paducah, Ky. (Ch. 6); 3-section superturnstile April 11 to KMAU-TV, Wailuku, Hawaii (Ch. 3).

Starting use of new tower April 14, Westinghouse's WBZ-TV, Boston (Ch. 4) claims ability to reach more than 5,800,000 people—"more than half of all New England." Dresser-Ideco tower is 1199-ft. above ground, 1180-ft. above average terrain, 1349-ft. above sea level. Use of tower has been offered to all other vhf stations in area.

FCC must take WSPA-TV from Paris Mt. site—that Commission has evaded court order.

Sole allocation petition filed was that of KBAK-TV, Bakersfield, Cal. (Ch. 29), which asked that KERO-TV's Ch. 10 be moved to coast north of Los Angeles and that KERO-TV be given Ch. 39.

Aural power 10% that of video may well give quality as good as or better than presently required 50%, Crosley Bcstg. engineering v.p. R. J. Rockwell told FCC this week in letter reporting recent tests multiplexing aural carrier as subcarrier through visual transmitter. He says that lower aural power not only provides adequate coverage but improves picture quality without degrading sound quality or aural signal-noise ratio. He adds that change can be made through addition of 2 miniature tubes and simple circuitry. Up to now, tests have been conducted after hours; Crosley now asks to test during regular hours.

Sale for some \$10,000,000 of WDAF-TV, Kansas City (Ch. 4) & WDAF is being negotiated, managing director H. Dean Fitzner has acknowledged, without disclosing prospective purchaser. Stations are owned by *Kansas City Star* which has been found guilty of monopoly of news & advertising and has been considering appeal to Supreme Court. Relief sought by Govt. includes divestiture of TV-radio properties by *Star*.

Contract for sale of KCOP, Los Angeles (Ch. 13) was being negotiated in deal whereby Copley Press sells its only broadcast property for \$4,000,000 to group headed by Kenyon Brown & Bing Crosby. Brown & Crosby own ½ each in KFEQ-TV & KFEQ, St. Joseph, Mo., Brown also holding interests in radio stations in Kan., Tex. and Okla. Broker: Hamilton, Stubblefield, Twining & Assoc.

KUAM-TV, Guam, establishes sales office in Great China House, Hong Kong.

**QUIET WEEK AT FCC**, with commissioners at NARTB convention—and nothing major is expected next week while Chairman McConnaughey is on vacation. There was, however, an unusual initial decision in Pittsburgh's Ch. 4 case. Examiner Elizabeth C. Smith, who last year favored KQV (Vol. 12:17), now recommends that WCAE get the channel—KQV's qualifications having "suffered a great loss in leadership" through death of principal Irwin D. Wolf, Sr. Commission had previously ordered case reopened to consider impact of Wolf's death (Vol. 12:45).

Examiner noted "unfavorable factor" of widespread Hearst interests in newspapers & magazines in addition to TV-radio. She also acknowledged deficiencies in local ownership & management of WCAE. But she concluded they were outweighed by local broadcasting experience & performance against unproven "ability & influence" of Irwin D. Wolf Jr., who succeeded father at KQV. Either WCAE or KQV was found superior to other applicants: radio WLOA, Braddock, Pa. (Wm. G. & George C. Matta); Irwin Community TV Co. (radios WEDO, McKeesport, Pa., and WEIR, Weirton, W. Va.); Wespen TV Inc., Irwin, Pa. (Fink family movie theatre interests).

WCAE is controlled by Hearst Corp., owner of *Pittsburgh Sun-Telegraph*, operator of WBAL-TV, Baltimore (Ch. 11) and WISN-TV, Milwaukee (Ch. 12).

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On court appeal front, Cape Girardeau TV Co. lost in 8th circuit (St. Paul) in effort to stay St. Louis' KTVI from starting on Ch. 2. In hassle over Henry Kaiser's grant of KHVH-TV, Honolulu (Ch. 12), KULA-TV (Ch. 4) promptly went to D. C. Court of Appeals after FCC denied its protest, after oral arguments. In case of WSPA-TV, Spartanburg, S. C. (Ch. 7), one of most-litigated on record, WAIM-TV, Anderson (Ch. 40) and off-air WGVL, Greenville (Ch. 23) again trudged to court, charging that

**INDUSTRY DISLOCATIONS SEEN IN CONGRESS ACTION:** One of best friends of TV-electronics industry within U.S. Govt. is on verge of being wiped out by Congress -- raising the possibility of dislocations to both military and civilian production.

House of Representatives voted April 9 to discontinue the 35 industry divisions of Commerce Dept.'s Business & Defense Services Administration by eliminating budget item of \$3,650,000 from Commerce Dept. appropriation. Only chance of restoration lies in Senate, where appropriations subcommittee currently is holding hearings on Commerce budget, and govt. & industry leaders are rushing to BDSA's defense.

BDSA has been called industry's representative in Govt., and its industry divisions -- such as Electronics Div. under director Donald S. Parris -- serve important functions under Defense Production Act. Among their duties: Making sure military and Atomic Energy Commission get enough materials at right times; making sure goods get where they're needed for defense purposes; advising Govt. on fast tax write-offs for new plants needed for defense; protecting civilian industry from disruption by military demands for scarce materials and equipment.

Many TV and component manufacturers have become acquainted with BDSA's Electronics Div. as result of latter function, through its 8 industry advisory committees or through its industrial defense program, which plans for mobilization readiness from the corporate standpoint. In all cases, electronics industry's point of contact has been Electronics Div., with its staff of 12, including industry specialists.

In its capacity as protector of civilian industry, BDSA averted serious crisis last month during strike at argon gas plant when it limited military to 85% of available gas, preserving 15% for civilian industry. If BDSA hadn't acted, military contractors would have absorbed 100% of supply.

BDSA and its predecessor NPA have aided electronics industry in past by responding to appeals for special assistance in securing materials to complete defense contracts on schedule, and it has helped assure civilian supply of such vital electronically-needed materials as nickel and such items as receiving tubes.

**NEW APPROACHES ON MARKETING PORTABLES:** Growing importance of portables in TV market, accounting roughly for 30% of total TV production and about 22% of all retail sales in first quarter of 1957, has stimulated manufacturers and dealers alike into developing new merchandising techniques for portables calculated to set them apart from conventional table models and consoles.

Efficacy of separate introduction dates for portables, to distinguish them even further from conventional models, is still controversial. Sylvania introduced its 110-degree portables last Dec. (Vol. 12:50), Philco and GE have shown portables thus far this year -- Philco's with 90-degree tubes, GE 110-degree. But some other major set makers, notably RCA and Motorola, are said to favor showing full line at one time in midyear -- reserving right to "drop in" one or two sets at any time.

There's considerably more agreement on merchandising techniques. From the standpoint of manufacturer, perhaps most important consideration is fact that the portables are still in class of "impulse" item. Set makers tell us that enough consumer research surveys have been conducted to convince them that the average buyer of a portable purchased it on the spur of the moment, with little pre-selling.

Impulse buying puts premium on traffic building, of course, so that any steps a manufacturer and distributor can take to increase traffic in a store, to get people to come in and look at the sets, can contribute materially to portable sales.

Display is regarded as key word in merchandising portables. Set makers agree almost unanimously that portability features must be stressed in window displays if maximum sales potential of portables is to be exploited. Lighter weight of sets must be demonstrated adequately -- in fact, every aspect of portability which stresses

that "here is a set the consumer can take with him wherever he goes" should be played up. Varied colors of sets likewise form an important talking point for merchandise which will go from room to room, fitting in anywhere, decoratively speaking.

Retailers must also give special consideration to marketing portables. No trade-ins, lower cost per unit of sale are already fixed patterns at dealer level in sale of portables. To them have been added the sale of service policies and accessories, all designed to squeeze maximum profit out of essentially low-margin sets.

Trade's market specialists seem generally unworried by fact that retail sales of portables are trailing production by about 8%. Explanations for it vary, some contending that it may indicate portables are more seasonal than expected, or that it represents an intentional build-up by set makers for spring and summer markets, or that spring promotions on higher-end models reduced portable demand temporarily.

**One-year-old Baby:** "Hotpoint is in TV to stay," says TV gen. mgr. D. Edward Weston in reviewing for us nearly one year's experience which he said "came up to Hotpoint's expectations" and justified its entry into a market when some set makers were dropping out. He said that although he had no previous year for a comparison, he is "satisfied -- but no one in any business should ever say he is completely satisfied." A Hotpoint survey had shown, he said, that the public bought Hotpoint because of its appliance-brand appeal. Increased set production is "very definitely" in Hotpoint's plan, Weston added, but said that parent GE will continue to make Hotpoint's TV sets -- "now and in the foreseeable future." He also said that portables will account for about 37% of Hotpoint's total TV production in 1957, disclosed that its first portables with 110-degree tubes were shipped to distributors this week. In line with GE (Vol. 13:14), its 14-in. has price range of \$140-\$150, 17-in. for \$170-\$180. Total inventory is not large, he said, describing it as "a very nice working condition. We are especially glad to be down at the retail level."

**Production:** TV output was 102,300 week ended April 5, compared with 108,266 preceding week and 118,113 in corresponding week one year ago. It was year's 14th week and brought TV production for year to date to about 1,586,000, compared with 1,982,041 in same period of 1956. Also this week, RETMA placed official Feb. production at 464,697, compared with 450,190 in Jan. and 576,282 in Feb. 1956. Of the Feb. 1957 production, 68,219 were equipped at factory with uhf tuners. Radio production totaled 283,754 (97,644 auto) week ended April 5, compared with 293,059 (95,158) preceding week and 224,544 (74,467) in corresponding week year ago. Radio output for 14 weeks totaled about 4,243,110 (1,739,659) vs. 3,780,489 (1,510,344) in same 1956 period. Feb. production was placed at 1,264,765 (522,859 auto), compared with 1,085,529 (521,624) in Jan. and 1,093,506 (437,611) in Feb. 1956.

**Retail Sales:** TV set sales at retail were up slightly in first two months of 1957 over similar period in 1956, says RETMA, listing total of 1,148,796 this year vs. last year's 1,144,767. Feb. sales amounted to 525,437, compared with 530,554 in Feb. 1956. Radio sales at retail, excluding auto sets, totaled 1,088,392 in first 2 months, compared with 986,073 in first 2 months of 1956. Sales in Feb. alone were 525,029, compared with 454,867 in Feb. 1956.

Sylvania first quarter factory sales of TV sets "nearly tripled" those of same 1956 period, were 34% higher than previous record first quarter (1955), says TV-radio gen. sales mgr. Robert L. Shaw, adding that "first quarter volume was equally divided between our new 110-degree 17-in. portables and standard table and console models." He foresaw no slackening in sales rest of year.

Higher-priced TV sets with the market firming up in the fall were predicted by Philco pres. James M. Skinner Jr. at stockholders meeting this week. However, he would not comment on Philco plans for 110-degree tube, saying their use in console sets is debatable in view of tube's higher cost. He said Philco sales in first quarter were "up a little," profits "down a little" from first 3 months of 1956.

Mother's Day promotion by Philco calls for gift of Lucien LeLong perfume to purchasers of 7-transistor, battery-operated Model T-7 radio.

Impact of hi-fi (Vol. 13:13) was documented this week by report of Institute of High Fidelity Mfrs. listing 1956 sales of \$166,220,000 for hi-fi components and tape recorders used in home systems, compared with estimated \$121,000,000 in 1955. It foresees 1957 sales of \$221,000,000. A breakdown shows 1956 sales comprised: speakers, speaker systems and enclosures, 25%; amplifiers and pre-amplifiers, 25%; tape recorders, 10%; tuners, 15%; phonos, including turntables, changers, cartridges, tone arms, etc., 25%.

Portables are used overwhelmingly as second sets, according to Hotpoint survey reporting that 81% of portable purchasers kept old sets, only 4% traded them in. Survey, completed in last 3 weeks, also reports eight 14-in. portables sold for every one under 14-in.; lightness and compactness were primary reasons for purchase, with brand name second reason.

**Topics & Trends of TV Trade:** Changing pattern of discount house operations should stimulate dept. stores to greater merchandising effort for TV-radio-appliances, Philco exec. v.p. John M. Otter told home furnishings conference of National Retail Dry Goods Assn. this week in Philadelphia.

Discount houses in TV-radio-appliance field have discovered that techniques of serve-yourself, no credit and no deliveries aren't effective, he said, adding that "customers want and demand such things as the attention of a salesman, installation of the appliance, delivery and finally service." He stressed that TV sales trend was away from discount houses, and that discount houses themselves are changing their operations to provide more services.

R. E. Boian, mgr. of GE's "Live Better Electrically" promotion project, also urged dept. stores to push appliances, saying recent market statistics indicated a steadily rising curve for dept. stores. He predicted \$9 billion worth of TV-radio-appliance sales (including small electrical appliances) by all retail outlets this year, rising to \$11 billion by 1960.

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Royal Commission recommendations that 15% Canadian excise tax on TV & radio receivers be continued (Vol. 13:13) were protested April 9 by RETMA of Canada as "unfair." Statement hailed Commission plan to finance CBC operations with general govt. funds instead of excise as "step in the right direction." But RETMA argued that set tax should be abolished instead of turned into capital budget revenue, as proposed by Commission headed by Robert M. Fowler. It said second set purchasers who already had financed development of CBC-TV by paying excise on first sets would be subjected to double taxation. Canadians also pay 10% sales tax on sets.

Picture tube sales by manufacturers for first 2 months totaled 1,489,218, valued at \$26,729,303, reports RETMA, compared with 1,790,448 worth \$34,153,086 in first 2 months of 1956. Feb., 1957 sales were 728,363, valued at \$13,134,778. Receiving tube sales for first 2 months were 82,031,000, worth \$67,801,000, compared with 77,895,000 at \$62,070,000 in similar 1956 period. Feb. 1 sales totaled 44,460,000, at \$36,631,000.

DuMont's work on color tube & receiver "is still in the engineering stage and it looks promising," according to pres. David Schultz. He said there is no timetable or price range in sight. His comments were in response to question concerning rumors that DuMont plans to introduce \$395 color set in July. Company has been working on Lawrence color tube developed by Paramount Pictures subsidiary Chromatic TV Labs.

Opposite views on color clashed this week at home furnishings conference of National Retail Dry Goods Assn. Philco exec. v.p. John M. Otter said color merchandising was premature and hurt black-&-white sales. Next day, RCA merchandising v.p. Martin Bennett fired back that "we at RCA have no sympathy for the manufacturer who stares coldly at color TV; it is costly and an entirely new type of medium requiring new merchandising methods."

Production of 125,000,000 transistors annually by 1959 is forecast by Wm. J. Peltz, v.p.-gen. mgr. of Philco's Lansdale tube div., on basis of survey of 80 companies by Stanford Research Institute. He said 26,000,000 transistors are expected to be produced in 1957, rising to 59,000,000 in 1958. "We are only beginning to realize the multiplicity of uses for transistors," Peltz said.

General Instrument Corp. has acquired Radio Receptor Co., whose 3 Brooklyn plants produce about 20% TV-radio components, 80% military work, had net loss of \$475,000 on sales of \$8,364,000 last year. General Instrument earned \$337,146 on sales of \$25,398,628 in 9 months ended last Nov. 30.

**Trade Personals:** Joe Marty Jr., ex-gen. mgr. of Admiral electronics div., joins Zenith in unspecified executive post . . . Ricardo Muniz, ex-Canadian Westinghouse, named Magnavox coordinator of manufacturing & engineering . . . Ralph Williams named mgr. of RCA Victor custom record sales; Wm. P. Reilly to head field sales, recorded program services . . . Jay J. Newman promoted to mgr., new product and market development, RCA components div., Camden . . . Jerry Smith appointed Federal Telephone & Radio's western sales mgr., San Fernando, Cal.; John Stallupi named New England-mid-Atlantic sales mgr., Clifton, N. J. . . . Wm. B. Mullen, ex-Motorola, named Zenith sales training mgr. . . . Orlanda J. Schuler, ex-Crosley, named Stromberg-Carlson's Ohio district mgr. for commercial sound sales . . . Jack Kuhner, Hoffman Labs asst. treas., also elected a v.p. & director of Hugey & Phillips, Burbank, Cal. manufacturer of tower lighting controls . . . Stewart Pfannstiehl elected sales v.p., Cinch Mfg. Co., Chicago . . . Robert Barnes, Magnavox Philadelphia sales rep, resigns to open own manufacturers' rep firm . . . Edward Kantrowitz, ex-Emerson adv. & sales promotion director, joins Necchi-Elna Sewing Machine in same capacity.

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RCA chairman David Sarnoff received American Heritage Foundation award April 11 from ex-GE pres. Charles E. Wilson for "outstanding public service in non-partisan 'Register, Inform Yourself and Vote' program of 1956."

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Radio "pill" which can be swallowed for research in intestinal disorders was displayed April 8 at Rockefeller Institute, N. Y., by co-designers Dr. Vladimir K. Zworykin, TV tube pioneer & honorary RCA v.p., and Dr. John T. Farrar of N. Y. Veterans Administration Hospital. Plastic 1½x2/5-in. capsule contains transistor, oscillator, ferrite cup inductance core & other circuit elements, replaceable storage battery with 15-hour life. It picks up pressures inside digestive tract, transmits impulses to FM receiver. Dr. Farrar said pill has no "diagnostic or therapeutic implications" now but may prove useful in study of such ailments as spastic & ulcerative colitis. Tests with volunteer VA patients are getting under way. Developed in 6 months at cost of \$10,000, device could be mass-produced for \$25-\$30, according to Dr. Zworykin.

"World Spanner" short-wave transmitter said to be 50 times more effective than most powerful commercial broadcasting station will be installed for Pentagon use, Defense Dept. announced April 12. Designed by Army Signal Engineering Labs, Ft. Monmouth, N. J., and Continental Electronics Inc., Dallas, single sideband set for Army's world-wide communications network has effective power of 24 megawatts.

Short biographies of 5 electronics industry leaders in whose names IRE presents annual awards are carried in April *Proceedings of the IRE*. Written by distinguished colleagues, articles cover: Morris N. Liebmann, by Emil J. Simon; Browder J. Thompson, by Edward L. Bowles; Harry Diamond, by Wilbur S. Hinman Jr.; Vladimir K. Zworykin, by Irving Wolff; W. R. G. Baker, by Arthur V. Loughren.

Sylvania's new electronic research center was started this week at Amherst, near Buffalo. New 100,000-sq. ft. plant is expected to be ready next Feb. Present work in this line is being done at leased Buffalo plant, where operations will continue.

Bureau of Standards' annual report, summarizing 1956 research & development in physical sciences (158 pp., 60¢), is available from Govt. Printing Office, Washington.

Dr. Royal Weller, ex-chief scientist, Naval Air Missile Test Center, Pt. Mugu, Cal., May 1 joins Stromberg-Carlson as engineering v.p.

**M**ORE COMPENSATION reports on officer-directors for 1956, as revealed in proxy notices (figures in parentheses indicate common stockholdings on date of proxy notices):

Motorola—Paul V. Galvin, chairman, \$82,812 (owned 99,453 shares beneficially, plus 186,696 held in trust & 13,227 held by his wife, constituting 15.45% of all outstanding shares); Robert W. Galvin, pres., \$58,750 (154,007, plus contingent interests & 9282 held in trust and 9965 held by wife, constituting 18.5% of all outstanding shares); Edward R. Taylor, exec. v.p., \$66,225 (3060); Daniel E. Noble, exec. v.p., \$57,500 (5866); Frank J. O'Brien, v.p., \$55,625 (5814); Elmer H. Waverling, exec. v.p., \$57,500 (20,900); Edwin P. Vanderwicken, v.p., \$55,625 (600); Walter B. Scott, v.p., \$46,250 (1958). (Annual meeting, May 6, Chicago.)

DuMont Labs—Dr. Allen B. DuMont, chairman, \$50,000 (31,901); David T. Schultz, pres., \$75,000 (1000); Wm. H. Kelley, who resigned in July as a v.p. but remained throughout the year as a consultant, \$45,000 (none). (Annual meeting, May 6, Clifton, N. J.)

Unitronics Corp. (parent of Olympic Radio, David Bogen & Presto Recording Co.)—Morris Sobin, pres. of Olympic, \$44,500 (8820); Lester H. Bogen, pres. of David Bogen & Presto, \$31,565 (none); Wm. H. Husted, chief exec. officer, \$31,083 (20,475). In addition, Bogen was granted 3-year option last July 24 to buy 2400 shares at \$3.663 per share; Brantiz Mayor, who became pres. of Unitronics last April 1 at annual salary of \$35,000 and deferred compensation of \$15,000, was granted option through June 30, 1961, on 19,998 shares at \$9.875 per share. (Annual meeting, April 22, N. Y.)

International Resistance Co.—Charles Weyl, pres., \$54,596 (91,800); Harry A. Ehle, exec. v.p., \$44,326 (15,700); Jesse Marsten, senior v.p., \$43,692 (8500); Edward A. Stevens, v.p. & treas., \$37,922 (9540). (Annual meeting, May 1, Philadelphia.)

Note: For previous executive compensation reports, see Vol. 13:12-13.

Increased Admiral profits in 1957 are foreseen by pres. Ross D. Siragusa in April 11 report to annual meeting, saying first quarter will be profitable despite a 13% sales drop from first 3 months of 1956. Second quarter will equal last year's and final half "should improve substantially," he added. Last year's Admiral profits were \$1,037,274 (44¢ per share) on sales of \$182,046,168 (Vol. 13:12). Admiral TV factory sales, he said, dropped less than the industry average in first quarter, while radio and hi-fi phonos were up 33%. He said that govt. backlog should be higher by June 1 and that increased volume of color sales is expected in last half of year, adding that color sets soon will have automated printed circuits.

Raytheon, which sold TV-radio div. to Admiral in mid-1956 (Vol. 12:22), earned \$1,143,000 (40¢ per share) on sales of \$52,270,000 in quarter ended March 31, had backlog of \$250,000,000 in govt. orders on that date. Pres. Charles F. Adams told annual meeting recent change to calendar year basis made impractical any comparison with first 3 months of 1956, but for 7 months ending Dec. 31, 1956, earnings were \$657,743 (23¢ per share) on sales of \$111,844,000.

Whirlpool's first-quarter sales were about \$112,000,000, a 17% increase over similar 1956 period, pres. Elisha Gray II told Investment Analysts Society of Chicago this week. He didn't estimate earnings but said they "probably will be a little less than the 62¢ per share" or \$3,762,062 on sales of \$95,068,150 in first quarter of 1956. Whirlpool sales in 1957, he added, should show a much larger increase than the 3%-5% he estimated for the major appliance industry.

Erie Resistor reports net income of \$956,452 (80¢ per share) on 1956 sales of \$23,300,749, compared with \$959,433 (40¢) on 1955 sales of \$22,358,644. It says 1957 "should be a satisfactory one from an earnings standpoint . . . expect that our shipments should exceed those of 1956." Current assets at year's end were \$7,277,553; current liabilities, \$3,566,533; long-term debt, \$1,500,000.

Unitronics Corp., parent of Olympic Radio, David Bogen Co. & Presto Recording, reports record net profits of \$588,941 (\$1.25 per share) on 1956 income of \$28,054,836 vs. \$474,626 (\$1) & \$18,432,097 in 1955. Current assets at year's end were \$14,808,070; total liabilities \$9,756,269; long term debt \$2,118,268; retained earnings \$2,552,255.

Eitel-McCullough earned \$1,254,488 (\$1.68 per share) in 1956 compared with \$645,844 (86¢) in 1955.

United Artists Corp., last privately-held major movie company, moves toward public ownership in late April. It is offering public issue of 6% debentures for purpose of raising \$10,000,000 and 350,000 shares of common stock to produce \$5,000,000 more. Proceeds of \$15,000,000 sale through F. Eberstadt & Co. would be used to retire debt and finance independent production by company, which last year grossed \$2,000,000 from feature-film sale to TV. Formed in 1919 by Douglas Fairbanks Sr., Mary Pickford, Charles Chaplin & D. W. Griffith, UA was losing \$100,000 per week by 1951, when management was turned over to group headed by lawyer Arthur B. Krim. Gross since has climbed from \$18,000,000 to \$65,300,000. Public sale will leave majority stock ownership with Krim group.

Profits of 6 TV-radio manufacturers, all unidentified, declined by 23.3% in 1956 from 1955 levels, though national corporate profits of 750 major companies last year were about equal to 1955 (actually up 0.1%), according to *Wall Street Journal* quarterly survey. The 6 TV-radio manufacturers aggregated profit of \$63,276,000 in 1956, compared with \$82,529,000 in 1955. Earnings of 14 electrical equipment manufacturers, including GE and Westinghouse, declined 3.3% (due primarily to strike at Westinghouse).

Upcoming 20th Century-Fox annual report, says pres. Spyros Skouras in advance statement to stockholders, "will show the vital steps that have been taken to overcome lags in our flow of pictures and to improve further their entertainment appeal against the competition of free TV." Earnings for 52 weeks ended Dec. 29, 1956 were \$6,198,419 (\$2.34 per share) on income of \$122,251,864 vs. \$6,025,039 (\$2.28) on \$120,807,208 for 53 weeks ended Dec. 31, 1955.

Avco first-quarter earnings were nearly 5 times larger than during same 1956 period, chairman Victor Emanuel and pres. Raymond A. Rich told annual meeting this week at Nashville, Tenn. This reflected, they said, "continued growth of Avco's industrial and defense business, specialized farm equipment business and broadcasting and telecasting operations."

U. S. Semiconductor Products Inc., Phoenix, organized Feb. 11 to manufacture semiconductors & other electronic devices, filed SEC registration (File 2-13246) April 11 for offering of 500,000 shares of \$1 par common stock. Net proceeds of public sale through Jonathan & Co. were estimated at \$997,050 by company. Friedrich W. Schwarz is pres. & gen. mgr.

Decca Records earnings in first quarter of 1957 exceeded the \$890,444 (55¢ per share) earned in first 3 months of 1956, pres. Milton R. Rackmil told annual meeting. In reply to stockholder's question, he said Decca might consider buying more Universal Pictures stock under right conditions, with a view to eventual consolidation.

Laboratory for Electronics Inc. expects to be "slightly in the black" for fiscal year ending April 26, on record sales of \$6,500,000, compared with loss of \$985,000 on sales of \$6,136,000 in fiscal 1956, reports *Wall Street Journal*.

Globe-Union Inc. earned \$1,166,383 (\$1.42 a share) in 1956 on sales of \$58,667,310 vs. \$1,671,996 (\$2.03) on \$56,622,579 in 1955; results include Wico Electric Co., acquired in June, 1956.

Dominion Electrohome Industries earned \$313,000 on sales of \$13,565,000 in 1956, compared with \$372,917 on \$10,500,000 in 1955.

Clarostat earned \$227,924 (55¢ per share) on sales of \$7,468,492 in 1956, compared with \$164,235 (39¢) on \$6,415,740 in 1955.

National Union Electric Co. earned \$563,068 (33¢ per share) in 1956, compared with loss of \$638,696 in 1955 (Vol. 12:16).

**WIRED 'HOME MOVIE'** concept received its first resounding whack from a major theatre spokesman this week when Ernest G. Stellings, pres. of Theatre Owners of America, issued statement warning exhibitors that such systems may be "a one-way ticket to business suicide." His emphatic words came as surprising note in rising tide of enthusiasm among theatremen waiting for start of first experiment in Bartlesville, Okla. (Vol. 13:9-10).

Most of Stellings' statement was in form of questions: Will viewers pay the sums proponents think they will? What's to stop viewers from calling in their neighbors? Can cities grant exclusive franchises? What will prevent non-exhibitors from muscling in? "Can you imagine what vicious competition there would be among the competing cable theatre systems? What is there to prevent pirating of pictures via concealed cable to the house next door?" Where will exhibitors get enough "tight" money to finance systems?

Stellings also chided exhibitors for blasting telecast toll-TV on one hand while welcoming wired systems on other. This, he said, is "tantamount to saying 'it is all right if we control it, but it is all wrong if anybody else uses it.'" He wound up by urging exhibitors to watch Bartlesville operation "very carefully."

\* \* \* \*

Countering Stellings' arguments, Milton J. Shapp, pres. of Jerrold Electronics Corp., which is supplying Bartlesville equipment, told April 12 N. Y. news conference he agrees that first tests should be evaluated carefully before any broad installation of systems is considered. However, he said, system proponents are quite satisfied that operation will be technically sound and that "the economics make sense."

Shapp insisted cable system is basically different from telecast toll TV in that former "lends itself to local ownership by exhibitors" whereas latter "would be handled on franchise basis controlled by one group." He reported that initial equipment is on its way to Bartlesville; that Video Independent Theatres will begin installation within 2 weeks; that surveys of town indicate some 60% of families are seriously interested in taking service.

RCA-NBC answer to anti-trust suit filed by Justice Dept. against it in connection with swap of its old WNBK & WTAM in Cleveland (now KYW-TV & KYW) for Westinghouse's WPTZ & KYW in Philadelphia (now WRCV-TV & WRCV) makes point that Justice lacked authority in case and consequently the court lacks jurisdiction to rule on it. In answer filed in Philadelphia Federal Court April 10, RCA-NBC stated: "At no time did the anti-trust division intervene in the proceedings before the [FCC]. Nor did the anti-trust division protest the action of the Commission or request a rehearing. The anti-trust division failed to avail itself of the procedures made mandatory by the Congress to obtain modification of the Commission's action. That action has become final and is not subject to attack." It said NBC and Westinghouse entered into exchange agreement in good faith and neither the agreement nor its consummation violated Sherman anti-trust act, as charged.

Postwar economic sourcebook *Your Target* (64 pp.), covering market, marketing & media changes, including charts on rise of TV and spread of radio set use, is published by BBDO, copies available from agency, 383 Madison Ave., N. Y.

Subscription-TV tests got another editorial endorsement, April 8 Scripps-Howard's *Washington Daily News* stating: "If 'pay-as-you-see' TV is a sound proposition, the public will do the deciding." Similar view was expressed recently by *N. Y. Herald Tribune* (Vol. 13:12).

Watchdog subcommittee of House Commerce Committee (Vol. 13:10) was given \$250,000 April 11 for 18-month probe of 17 regulatory agencies, including FCC. Aim is to see whether they are carrying out intent of Congress in setting them up or are subservient to industries they supervise. Rumors that FCC would be particular target were denied by committee sources who insisted no agency had been singled out for attack. Subcommittee headed by Rep. Moulder (D-Mo.) will have 7 staff experts & 5 assistants (none selected), probably directed by Dr. Andrew Stevenson of full committee's professional staff. Extra money, added to \$100,000 already set for general investigative program of full Committee, was voted 225-143 by House despite warning by Minority Leader Martin (R-Mass.) that it was "devastating blow to the economy drive" in Congress. Chief advocate of \$250,000 appropriation was Speaker Rayburn (D-Tex.).

"Distinguished Advertising" citations in 5th annual *Saturday Review* awards were given this week to following programs (sponsors in parentheses): *Omnibus*, ABC-TV (Aluminum Ltd., Union Carbide & Carbon); *Metropolitan Opera* ABC Radio (Texas Co.); *Disneyland*, ABC-TV (Aluminum Ltd., Union Carbide & Carbon); *Metro-Foods*; *See It Now*, CBS-TV (Shulton, Pan-American World Airways); *Kraft Theatre*, NBC-TV (Kraft Foods); *Playhouse 90*, CBS-TV (Bristol-Myers, Ronson, Singer Sewing Machine); *Hallmark Hall of Fame*, NBC-TV (Hallmark Greeting Cards); *NBC Opera*, NBC-TV (NBC); "At Year's End," CBS-TV (CBS). Special citation went to Jack Gould of *N. Y. Times* "for critical journalism of the highest order."

BBC's Third Program of "egghead" radio was cut April 8 from 5 to 3 hours daily because of rising costs—now \$3,000,000 a year—and drop in listeners to estimated 40,000 against 12,000,000 for top TV shows. Sir Ian Jacob, BBC director general, said 2 hours saved will be given to new radio "Network Three" for special-interest programs not available regularly on radio or TV. Curtailment was ordered despite protests by Third Program Defense Society, organized by schoolmaster Peter Needs who thinks TV is "idiot's lantern," and a motion of resentment in Parliament signed by 130 members.

UHF Success Story: How WWLP, Springfield, Mass. (Ch. 22), on air since March 1953 and managed by dynamic young gen. mgr. Wm. L. Putnam, earned 1956 profit of \$133,444 on income of \$849,246 (including \$344,547 from national, \$291,434 local, \$134,451 from NBC, \$26,181 from ABC), is detailed in April 8 *Broadcasting-Telecasting*. There was profit in 1955, too—but only \$16,306 on income of \$513,124, and in 1954 loss was \$101,882 on \$389,793. Originally capitalized at \$400,000, capital deficit was reduced to \$167,931 by end of 1956.

Theatrical Interests Plan Inc., which started out as N. Y. investment management group to "angel" stage enterprises (Vol. 12:44), asked SEC April 11 to cancel its registration. Application said TIP hasn't engaged in any business activities to date, that 23 stockholders voted to change nature of firm into production & management of plays, movies, TV & radio programs, etc. Principal organizers of TIP were Theodore J. Ritter, TV film producer; John Gerstad, TV script editor; Dennis K. McDonald of *Billboard*. SEC statement lists total TIP capital of \$113,147 including paid-in surplus of \$111,440.

Canadian TV applications to be considered by CBC Board of Governors at April 30 meeting in Ottawa: radio CJCD (W. P. Michaud, pres.), Dawson Creek, B.C. for Ch. 5 there; CFCL-TV, Timmins, Ont. (Ch. 6) for satellites in Kapuskasing, Ont. (Ch. 3) and Kirkland Lake, Ont. (Ch. 9); CKSO-TV, Sudbury, Ont. (Ch. 5) for satellite in Elliot Lake, Ont. (Ch. 3); CHCH-TV, Hamilton, Ont. (Ch. 11) for power increase from 100-kw to 150-kw.

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# Television Digest

with **ELECTRONICS REPORTS**

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## SUMMARY-INDEX OF THE WEEK'S NEWS — April 20, 1957

ONLY 30 NEW STATIONS seen by fall. Eight added so far this year while 4 drop out. Summary of 1956 beginners, plus list of those due (pp. 1 & 3).

PAY-TV DECISION may be preempted by Congress, Reps. Celler & Harris indicating belief FCC needs "guidance." Exhibitors uneasy about wired systems (p. 1).

ANTI-TRUST SUITS filed against 5 more TV feature film distributors as Judge Hansen sees "must-buy" & program control as main anti-network complaints (p. 2).

WATV UP FOR SALE in N. Y. Station buyers plentiful but getting more cautious. FCC approves big Time-Bitner deal and sale of KFOR, Portland, Ore. (p. 4).

FCC AFFIRMS GRANT of Ch. 8 to KGHL-TV, Billings, Mont.; Texas Tech cleared for Lubbock Ch. 5. Boston Ch. 5 grant due next week (p. 5).

SYLVANIA'S 21-IN. PORTABLE with 110-degree tube to be introduced in mid-summer; price to be under \$200. Major manufacturers estimate portable output (p. 9).

MILITARY ELECTRONICS expenditures now at higher rate than during Korean War period, new figures show; more than \$15 billion spent in 6½ years (p. 12).

TOP DEFENSE CONTRACTORS listed by Pentagon, showing GE still No. 1 among companies in electronics field; electronics firms move higher on list (p. 12).

CBS EARNINGS UP to 77¢ per share first quarter from 60¢ last year, sales 8% ahead, stockholders told. Another record year indicated (p. 13).

CLOSED-CIRCUIT ADULT EDUCATION project announced as pilot school-to-home experiment, connecting 608 low-income N. Y. families with school via cable (p. 14).

**1957 STATION CROP WILL BE SPARSE:** Those 2000 TV stations so confidently predicted by FCC (and many others) when the freeze was lifted in 1952 simply haven't come into being. Right now, there are exactly 497 of them, including 25 educationals and a score of satellites -- and from our carefully kept records we'd say the best you can expect is another 30 or so by early fall. For rest of year after that, predictions are rather futile, because present grantees just don't have firm targets that far ahead. But there won't be many, that's sure. Among the 121 applications pending, most are duplicates competing for the better channels -- or "paper" uhf applications contingent solely on some hoped-for upbeat development in uhf. As for further mortalities, that's in laps of gods; there have been 75 to date, nearly all uhf.

So far this year, there have been 8 starters, all duly chronicled in these columns. And there have been 4 demises, all uhf. They're recapitulated on p. 3, along with a review of other reported and expected 1957 starters -- and we suggest you correct your Spring-Summer TV Factbook (No. 24) accordingly; its blue section, incidentally, identifies the principals in all stations mentioned.

**CONGRESS AIMING TO PICK UP TOLL-TV BALL?** Chances of Congressional committees lifting subscription-TV decision bodily out of FCC's hands are definitely increased. In recent public statements, such as those during panel discussion during NARTB convention (Vol. 13:15), FCC Chairman McConaughy reiterated his puzzlement over certain legal aspects of pay TV, said Congressional guidance may be needed. He was thinking particularly of whether subscription TV has common carrier aspect or not and whether Commission has power to limit "experiments" as it apparently feels it should.

A very likely source of action from Capitol Hill is Rep. Celler (D-N.Y.), who has pending a bill expressly prohibiting tollcasts -- and the brisk, brusque chairman of Judiciary Committee is scarcely a shrinking violet when it comes to moving in wherever he chooses. Another possibility is Chairman Harris (D-Ark.) of House Commerce Committee, who made it clear recently that he's miffed when FCC fails to consult Congress on major policy actions -- specifically vhf-uhf allocations and subscription TV (Vol. 13:10). First effort to get Congress in on act -- Senate Commerce Committee's consideration of staff-drafted recommendation that tests be authorized (Vol. 13:9) -- aborted when Committee majority balked.

FCC didn't discuss subject this week, though Chairman McConnaughey was on hand after deferring planned vacation. Debate is expected to resume next week. Last pre-NARTB convention go-around gave impression majority was clearly leaning toward authorization of "tests" -- or at least toward a short fact-gathering proceeding leading to test authorizations on some still-undefined basis.

\* \* \* \*

Theatre exhibitors are fretting & stewing more than ever, meanwhile, over whether to go for wired "home movie" systems, a la guinea-pig Bartlesville, Okla. experiment (Vol. 13:10). On one hand, they see highly successful chain operator Video Independent Theatres (150 theatres) calmly pushing the Bartlesville test; on other, they have dire warnings of potential disaster from their principal national spokesman, Ernest G. Stellings, pres. of Theatre Owners of America (Vol. 13:15).

Exhibitors continue to buy "insurance", at any rate, in form of city franchises which would permit them to string cable -- if & when. Most extravagant prediction to date came this week in St. Louis, where Pete Gloried, mgr. of theatres in Poplar Bluff, Mo., told meeting of Missouri-Illinois Theatre Owners that franchises may be sought in as many as 6000 communities; and that among the seekers will be well-heeled businessmen outside the exhibitor ranks.

**HANSEN PINPOINTS NETWORK ANTI-TRUST PROBES:** Even as 5 more TV feature film distributors were being slapped with "block-booking" civil anti-trust suits, Gov't.'s chief trust-buster, Asst. Attorney General Hansen, told broadcasters Justice Dept. is stepping up its investigation of network practices -- particularly as regards "must-buy" station lists and network control and sale of programs.

Complaints against the feature film distributors were virtually identical to the one filed last month against Loew's Inc. (Vol. 13:13) and which is understood to be currently under negotiation for possible consent decree. All filed in N.Y. Federal Court, suits accuse distributors of requiring stations to buy features on a package basis, and seek to force distributors to sell on picture-by-picture basis, reopening negotiations on all features already sold.

Defendants in this week's suits: C&C Super Corp. (distributor of RKO pictures), Screen Gems Inc. (Columbia Pictures subsidiary), Associated Artists Productions (distributors of Warner Bros. backlog), National Telefilm Assoc. (distributors of 20th Century-Fox features) and United Artists (its own features).

Block-booking charges were denied by officials of the companies in statements to press, some of the companies stating that they sold films on individual basis.

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"We are devoting a good deal of attention, manpower and a substantial part of our budgeted funds to a broad scale inquiry into the broadcasting industry -- especially to TV, its newest and most powerful branch." So said Judge Hansen in April 18 speech to Federal Communications Bar Assn. Noting that probe began "on small scale" in 1953, he said "about a year ago the scope and urgency of the problems convinced us to expand and accelerate our study."

Indicating principal areas of investigation, he specifically mentioned "our investigation of alleged tie-ins between the sale of network time and programs" and "a broad inquiry into the networks' business practice known as the 'must buy' policy." He made no specific mention this time of other phases of inquiry he outlined at Celler hearings last September (Vol. 12:37) -- option time, pricing of shows, discounts, production facilities, scenery & set production, talent contracts.

If any action is taken against networks, it probably won't come in immediate future -- since Judge Hansen indicated that report of FCC network study group, due in July, will be "of great value" to Justice Dept. As to question of FCC vs. Justice Dept. jurisdiction, he said both agencies are determined not to "play Alphonse and Gaston in a matter of such great importance" and will let "no important aspect of broadcasting [fall] into the interstices between us."

\* \* \* \*

That Hansen doesn't hesitate to move in any direction was made even clearer this week when FCC made public his comments on Commission's re-examination of use of

spectrum above 890 mc, notably microwave. Justice Dept. would like to see AT&T and other common carriers get more competition for microwave facilities. Hansen said:

"We are of the opinion that, by preferring common carrier operation of such systems competition would be distinctly lessened and monopoly encouraged in the manufacture, sale and use of the communication facilities adapted to this area of service...We believe that reconciliation of the two methods of regulation [competition or law] requires that the common carrier concept be given as limited application as the terms of the Communications Act will permit."

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Regarding Rep. Celler's celebrated TV report (Vol. 13:14), it still looks as though it will emerge with plenty of criticisms of network practices -- but without any coup de grace. Celler is reportedly seeking unanimous approval of his Judiciary anti-trust subcommittee, and final document can't be too harsh if it's to get Republican support. For example, it's said that it will hold off some final recommendations because Justice Dept. is currently investigating option-time and must-buy practices and has started proceedings based on Westinghouse-NBC station swap (Vol. 12:49) and because FCC's network study group still is examining whole picture.

**New and Upcoming Stations:** This year's 8 starters to date: KONO-TV, San Antonio (Ch. 12); WTWV, Tupelo, Miss. (Ch. 9); KTWO-TV, Casper, Wyo. (Ch. 2); KLSE, Monroe, La. (Ch. 13 educational); WYES, New Orleans (Ch. 8 educational); KUMV-TV, Williston, N. D. (Ch. 8 semi-satellite of KFYR-TV, Bismarck); KBAS-TV, Ephrata, Wash. (Ch. 43 satellite of KIMA-TV, Yakima); and WCDC, Adams, Mass. (Ch. 19), formerly WMGT, returned to the air as a satellite of WCDA, Albany, N. Y.

Quitting for economic reasons: WTVE, Elmira, N. Y. (Ch. 24), Feb. 13; WBLN, Bloomington, Ill. (Ch. 15), Feb. 7; WCMB-TV, Harrisburg, Pa. (Ch. 27), April 9; WGBS-TV, Miami (Ch. 23), April 13.

Imminent starters—i.e., those due to begin testing in April or May—are WSOC-TV, Charlotte, N. C. (Ch. 9); KHVH-TV, Honolulu (Ch. 13), contingent on FCC grant of STA and court refusing stay order sought by KULA-TV; WPSD-TV, Paducah, Ky. (Ch. 6); KSPR-TV, Casper, Wyo. (Ch. 6); KBTX-TV, Bryan, Tex. (Ch. 3), to be partial satellite of KWTX-TV, Waco (Ch. 10); WRLP, Greenfield, Mass. (Ch. 32), to be satellite of WWLP, Springfield, Mass. (Ch. 22).

These are also known to have equipment on hand and/or to have signed up with networks, and have indicated their definite intention to get going by summer or early fall: WFGA-TV, Jacksonville (Ch. 12); KETV, Omaha (Ch. 7); WIIC, Pittsburgh (Ch. 11); WAVY-TV, Portsmouth-Norfolk (Ch. 10); KMOX-TV, St. Louis (Ch. 11); WLWI, Indianapolis (Ch. 13); KTVC, Ensign, Kan. (Ch. 6); KGEZ-TV, Kalispell, Mont. (Ch. 9); KPLO-TV, Reliance, S. D. (Ch. 6), to be semi-satellite of KELO-TV, Sioux Falls, S. D. (Ch. 11).

These also have stated "summer-fall" targets but there's no record of equipment delivery yet: WPST-TV, Miami (Ch. 10); WWL-TV, New Orleans (Ch. 4); WPTA, Roanoke-Ft. Wayne, Ind. (Ch. 21); WINR-TV, Binghamton, N. Y. (Ch. 40); WRAK-TV, Williamsport, Pa. (Ch. 36); WBLK-TV, Clarksburg, W. Va. (Ch. 12).

Educationals stating they expect to get started this summer: KTCA-TV, St. Paul-Minneapolis (Ch. 2); WETJ, Jacksonville (Ch. 7); WMVS-TV, Milwaukee (Ch. 10); KUED, Salt Lake City (Ch. 7); WIPR-TV, San Juan, P. R. (Ch. 6).

These uhf grantees say they will start when FCC authorizes changes in channels: WCNS, Baton Rouge, La. (Ch. 40, asking for Ch. 18); WNYT-TV, Buffalo (Ch. 59, asking for Ch. 29). And these "mortalities" who held onto their CP's also say they will resume when way is cleared: WKST-TV, New Castle, Pa. (Ch. 45), authorized to re-

sume in Youngstown but held up by protest; WJPB-TV, Fairmont, W. Va. (Ch. 35), an in-&-outer now authorized to move transmitter into town; WBLN, Bloomington, Ill. (Ch. 15), reported seeking funds through popular subscriptions; WLBR-TV, Lebanon, Pa. (Ch. 15), sold to Triangle (Annenberg) but held up by litigation.

Note: Canada had 2 starters this year—CKMI-TV, Quebec City (Ch. 5) and CFQR-TV, Kamloops, B.C. (Ch. 4), and in May is due to see CJOX-TV, Argonia, Newfoundland (Ch. 10) start as satellite of CJON-TV, St. John's (Ch. 6). Due in Sept. is CKRN-TV, Rouyn, Que. (Ch. 4) and about same time CHAT-TV, Medicine Hat, Alta. (Ch. 6). Permits have also been issued for Ch. 2 station in Kelowna, B.C. with Ch. 13 and Ch. 7 satellites in Penticton, B. C. and Vernon, B. C., respectively.

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

KTVI, St. Louis, resumed operation 2 p.m. April 15 and telecast first ball game of season following day, after being off air since March 20 when it left Ch. 36 to convert to Ch. 2. It has 35-kw GE transmitter, 4-bay antenna on 600-ft. Blaw-Knox tower formerly used for Ch. 36. Joe Bernard, previously acting as consultant, has resigned as v.p.-gen. mgr. of WGR-TV, Buffalo, to become v.p.-gen. mgr. of KTVI, succeeding Juby Schainblatt. Station has switched reps from Weed to Blair-TV. KTVI resumption brings on-air total to 497 (92 uhf).

WBLK-TV, Clarksburg, W. Va. (Ch. 12) is planning to order transmitter shortly for immediate delivery, hopes to be in operation Sept. 1, reports John J. Laux, exec. v.p. of WSTV-TV, Steubenville, O., which acquired CP along with radio stations WBLK and WPAR, Parkersburg, W. Va. after long litigation (Vol. 13:14). It will have 425-ft. Stainless tower with 6-bay RCA turnstile antenna; construction has already begun on studio-transmitter building. George Clinton, mgr. of radios WBLK & WPAR, will be TV gen. mgr. Rep not chosen.

WPTA, Roanoke, Ind. (Ch. 21, allocated to Ft. Wayne) has RCA transmitter due in May, plans mid-summer debut, reports Robert Lemon, gen. mgr. of WTTV, Bloomington-Indianapolis (Ch. 4), also owned by grantee Sarkes Tarzian. It has asked for bids on studio-transmitter building. Piers & base for 724-ft. Stainless tower are being built.

KUED, Salt Lake City (Ch. 7, educational) plans Aug. 1 test patterns, Aug. 12 programming, reports mgr. C. Richard Evans. It has 5-kw RCA transmitter due in June, 6-section superturnstile antenna in July—for mounting on 140-ft. tower. Transmitter is to be installed in KTVT building on Mt. Vision, will be operated by KTVT.

**PRE-FREEZE WATV, Newark (Ch. 13)**, actually a New York City independent with transmitter on Empire State Bldg., went on the block this week, along with its radio adjunct WAAT (5-kw D, 1-kw N, 970 kc). Asking prices are \$4,000,000 for the TV, \$1,500,000 for the radio, pres. Irving Rosenhaus announcing only that talks have been held with "some people who have shown a firm interest"—but declining to identify them.

This is latest in the rash of TV-radio buy-&-sell projects that have the industry rife with rumor, the station brokers busier than proverbial bird dogs, and FCC and staff more heavily engaged in handling transfer cases than new-station grants. Out of the welter of gossip and news reports relating to TV station sales, careful checks this week brought forth these facts:

(1) Many money interests, lured by the profitability of TV, are still "out looking" for station properties but, as one broker put it, they're less disposed to grab-&-run regardless of price, more inclined to study balance sheets, markets, potentials, possible changes in the Washington "political climate" now so favorable to them.

It's no secret that CBS, Westinghouse, Meredith, Triangle (with 4 vhf stations each), Whitney (with 3 vhf, one uhf), *Chicago Tribune* (with one vhf in Chicago and interlocking ownership with another in New York) would like to have allowable limit of 5 vhf's. They have the wherewithal—but they've become extremely cautious buyers, as are most of the lesser known entrepreneurs. Nor is it any secret that Storer, RKO Teleradio, Newhouse, et al, want to improve their market and/or facilities positions, and have brokers looking around for them.

(2) But buyers for a property like WATV, with no network in prospect, are more likely to be found among theatrical interests or others bedazzled by the fascination as well as the profit possibilities of TV. *Variety*, reporting dissension among the owners of WATV, who include Matty Rosenhaus, pres. of Pharmaceuticals Inc. (Serutan, Geritol, etc., big TV-radio advertisers), indicates these are among the interests involved in talks with WATV management: James Norris, International Boxing Club; Donald Flamm, onetime owner of WMCA, N. Y.; Ely Landau, National Telefilm Associates; Walter Reade Theatres; Triangle (Annenberg) stations.

(3) Even Newsweek, in which Gov. Harriman family has substantial investment, has been rumored as a possible emulator of Time Inc., which now has its full quota of vhf stations which it acquired by purchase—but this is unverifiable. On the other hand, *Chicago Tribune's* Ward Quaal, who in less than a year has pulled its independent WGN-TV & WGN back into the black, frankly reveals his company was bidder on Bitner stations (acquired by Time Inc.), is looking into *Kansas City Star's* WDAF-TV & WDAF (asking price: \$12,000,000), and over the long haul wants to acquire allowable limit of stations in its so-called "Chicagoland" circulation area (Ill., Ind., Wis., Mich., Ia.).

(4) *Kansas City Star's* stations, WDAF-TV (Ch. 4) with radio WDAF, according to people who have discussed possible purchase (Vol. 13:15), showed net of between \$500,000 & \$600,000 last year, so that there's been no rush to buy at now-stated \$12,000,000 asking price. Its operators refuse to discuss situation while conversations are taking place, but a formal announcement should be forthcoming shortly. It's nation's 18th market, and in view of Dept. of Justice pressure the NBC-affiliated stations are virtually certain to be sold.

(5) Definitely agreed upon, according to gen mgr. Jack Heintz, is Copley Press' approximately \$4,000,000 sale of

KCOP, Los Angeles (Ch. 13) to group headed by Kenyon Brown, owner or part owner of 6 Texas and southwestern radio stations and one-third owner of KFEQ-TV, St. Joseph, Mo. (Vol. 13:15). Buying syndicate includes Bing Crosby, who joined with Brown last year in buying KFEQ-TV & KFEQ for \$550,000 plus about \$200,000 obligations. Rumors that deal is off were denied not only by Heintz but by brokers Hamilton, Stubblefield, Twining & Assoc. Heintz is retiring, and asst. gen. mgr. Al Flanagan will take over for new owners. KCOP formerly was KLAC-TV, and was purchased by Copley Press for \$1,375,000 in 1953 from Mrs. Dorothy Schiff, publisher of *New York Post* (Vol. 9:46, 49, 52).

\* \* \* \*

Time Inc.'s purchase of Bitner stations for net of \$15,750,000 (Vol. 12:50-52 & 13:26, 10-11) was approved this week by FCC, as also was the \$1,794,865 sale of KLOR, Portland, Ore. (Ch. 12) to George Haggarty, Detroit attorney and Texas oilman (Vol. 13:10-11). Time Inc., however, must first divest itself of KOB-TV, Albuquerque (Vol. 13:2, 11) and radio KOB which FCC has authorized Stanley Hubbard (KSTP-TV, St. Paul; 23% of KWK-TV, St. Louis) to purchase for \$1,500,000; closing of that deal, however, has been held up by ABC's opposition to radio KOB's continued operation on clear channel of 770 kc.

FCC approval, Comr. Bartley dissenting, will give Time Inc. new subsidiaries WOOD-TV, Grand Rapids (Ch. 8) with radio WOOD, Willard Schroeder continuing as gen. mgr.; WTCN-TV, Minneapolis (Ch. 11) with WTCN, Phil Hoffman taking over as gen. mgr.; WFBM-TV, Indianapolis (Ch. 6) with WFBM, Eldon Campbell becoming gen. mgr. Latter 2 stations will be operated by TLF Broadcasters Inc., wholly-owned subsidiary to be headed by ex-FCC Chairman Wayne Coy, who went in as half owner of KOB-TV when *Time* decided to go into broadcasting. Coy has already moved to Indianapolis. Time Inc.'s other stations—KLZ-TV, Denver (Ch. 7) and KTVT, Salt Lake City (Ch. 5), with their radio adjuncts, remain autonomous.

Attorney-oilman Haggarty can take over Portland's KLOR 30 days from date of grant, April 18. He also has 90-day option from Feb. 11 to buy up Storer's KPTV (Ch. 27) for \$1,183,921 plus assumption of film and other contracts (Vol. 13:11). Presumably, plan is to shut down the NBC-affiliated uhf and acquire the network affiliation for his Ch. 12 outlet, though no formal announcement has been made by either Haggarty or the network. KPTV was nation's first uhf, having been started with big fanfare by Herbert Mayer in Sept. 1952, and was acquired by Storer when in 1954 he purchased Mayer's Empire Coil Co. with its Ch. 8 WXEL Cleveland (now WJW-TV) for then-record price of \$10,000,000 (Vol. 10:2, 44).

Sherrill Corwin's purchase of CP for KBAY-TV, San Francisco (Ch. 20) for \$1750 from Dr. & Mrs. Leonard Averett (Vol. 13:8) was approved by FCC this week. Corwin has stated he plans to build second uhf outlet in San Francisco, where his North Coast Theatres Corp. operates downtown United Artists and Esquire theatres. He also owns 15% of KAKE-TV, Wichita (Ch. 10) & KAKE and 11% of Imperial Bestg. System Inc., operator of 4 Cal. radio stations.

Radio station sales approved by FCC: KDAY, Santa Monica, by J. D. Funk and Robert McClure families, publishers of *Santa Monica Evening Outlook*, to J. Elroy McCaw for \$650,000 (Vol. 12:52). WJAT, Swainsboro, Ga. by Mr. & Mrs. Jack A. Thompson to James R. Denny & Webb Pierce for \$125,000 (Vol. 13:13). KSTV, Stephenville, Tex. by Oscar H. Halvorson & Olaf Folkvord to Dixie Bests. (Cyril W. Reddock, 66%%) for \$55,000 (Vol. 13:13).

**Radio Station Sales Reports:** KCRS, Midland, Tex. by Ruth and Clarence Scharbaur Jr. for \$220,000 to Wendell Mayes, who controls KBWD, Brownwood, Tex. . . . WKYB, Paducah, Ky. by *Paducah Sun-Democrat* (E. J. Paxton family), building WSPD-TV (Ch. 6) there, for \$160,000 to radio WEW, St. Louis (Bruce Barrington, pres.) . . . WEIM, Fitchburg, Mass. by Henry G. Molina for \$160,000 to Arthur A. Newcomb, owner of WOTW, Nashua, N. H. . . . WQIK, Jacksonville, by Carmen (Jim) Macri for \$150,000 to Edison Casey & Marshall C. Roland; Macri is acquiring WJHP, Jacksonville, from Perry Newspapers for \$275,000 (Vol. 13:14) . . . WAIT, Chicago, control acquired by Oscar Miller family, paying \$98,000 to other stockholders Adele & Louise E. Moulds and Grace V. & Wm. T. McNeill . . . WRNY, Rochester, N. Y. by Rochester Bestg. Co. (Arthur C. Kyle Jr., pres.) for \$90,000 to radio WFEC, Miami, 60% owned by Harry Trenner, 40% by WFEC gen. mgr. Herbert Schorr . . . KBBG, Great Falls, Mont. by group headed by Dan Snyder for \$70,000 to co-owners Walter N. Nelskog, Paul Crain, D. Gene Williams & Delbert Bertholf . . . KVNJ, Coeur d'Alene, Ida. by Alan N. Pollock (6.5% of KBET-TV, Sacramento) for \$65,000 to Herbert C. Rice, ex-MBS programming v.p. . . . WKPT, Kingsport, Tenn., pres. C. P. Edwards Jr. acquiring 59 2/3% control by paying \$54,000 for 22 1/2% held by Howard Long . . . WKDL, Clarksdale, Miss. by Ann P. McLendon and W. L. Kent for \$40,000 to co-equal owners Tom R. Stillwagon, gen. mgr. of WALB-TV & WALB,

Albany, Ga. and WALB-TV employees John B. Craddock and Joseph G. Rachuba . . . WEGO, Concord, N. C. by A. W. Huckle and daughter Elizabeth G., also owners of *Concord Tribune*, for \$102,000 to Robert R. Hilker, pres. of WCGC, Belmont, N. C., (Vol. 13:13) . . . WAPL, Appleton, Wis. by Gerald A. Bartell family (owners of WMTV, Madison, Wis. and 4 radio stations) for \$100,000 to station mgr. Miss Connie Forster (40%), attorneys Karl Baldwin & Lester Chudacoff (20% each), and R. P. Beelen, of American Travel Assn. (20%) . . . KWIL, Albany, Ore. by R. R. Cronise, publisher of *Albany Democrat-Herald*, for \$80,000 to Larry Gordon, gen. mgr. of KWIN, Ashland, Ore. . . . WLCR, Torrington, Conn. by Litchfield County Radio Corp. (Charles O. Scott, pres.) for \$73,000 to brothers Hillis W. Holt (64.5%), chief engineer of WHAY, New Britain; Rogers B. Holt (27.4%), chief engineer of WONS, Hartford; Clayford E. Holt (8.1%), engineer at WABC-TV . . . WDBF, Delray Beach, Fla. by Delray Bestg. Corp. (Thompson K. Cassel, pres.; also pres. of off-air WTVE, Elmira, N. Y.) for \$56,000 to non-profit Boca Raton Bible Conference Grounds Inc. (Ira L. Eshleman, pres.). Brokers: WKYB, Hamilton, Stubblefield, Twining & Assoc.; WQIK & WEGO, Blackburn & Co.; KWIL financing by Blackburn & Co. Note: For frequencies, powers, etc. of all AM & FM stations, consult our 1957 *AM-FM Station Directory*, (\$7.50). Weekly Addenda service also available, covering FCC actions in quick-reference form.

**NOTHING BIG** came out of FCC's agenda this week, but next week holds possibilities, not certainties, including: final decision granting Boston's Ch. 5 to WHDH-*Herald-Traveler*, consideration of "Craven Plan" for dropping allocations table, discussion of new station renewal forms, Storer Bestg. Co.'s proposed purchase of WMUR-TV, Manchester (Ch. 9) along with its shift toward Boston.

Another old protest culminated when Commission issued final decision affirming grant of KGHL-TV, Billings, Mont. (Ch. 8). It rejected assertions of protestant KOOK-TV, Billings (Ch. 2) that town couldn't support another station; that KGHL-TV financing was inadequate, etc. Another grant in Lubbock, Tex. is on its way—C. L. Trigg's application for Ch. 5 being dismissed, leaving Texas Tech awaiting CP.

Allocations actions: (1) FCC denied petition of CP-holder WTVI, Ft. Pierce, Fla. (Ch. 19), which sought shift and commercialization of Tampa-St. Petersburg's Ch. 3. (2) Prospective applicant Liberty TV Inc., Eugene, Ore. petitioned for commercialization of city's Ch. 9, assignment of Ch. 7 to Eugene-Corvallis for educators. (3) Chamber of Commerce, Cortez, Colo., asked assignment of Ch. 12.

Two translators were granted—Ch. 70, Greenville, Cal., and Ch. 72, Battle Mountain, Nev.

Govt. censorship is no answer to undesirable TV programs, FCC Comr. John C. Doerfer told Milwaukee Civic Alliance in address April 15. He said that parental supervision is the solution. "Without taking the child out of complete contact with the realities of life and the world in which he must accommodate himself," he stated, "it is my view that self-regulation and a watchful and responsive audience will do much to eliminate the wholly undesirable aspects of some of our TV fare."

President Eisenhower signed order April 17 delegating wartime communications-control authority under Federal Communications Act—except censorship—to director of ODM (now Gordon Gray). President said "desirability of this action was demonstrated during Operation Alert 1956" (Vol. 12:29).

NARTB's Freedom of Information Committee, meeting in N. Y. this week under chairmanship of Robert D. Swezey, WDSU-TV, New Orleans: (1) Decided to increase state committees from 32 to 48 to work for equal access to news. (2) Planned to distribute film, "Electronic Journalism in the Courtroom," describing TV-radio coverage of Graham plane sabotage trial. (3) Heard report from NARTB pres. Harold E. Fellows & ex-pres. Justin Miller on efforts to get American Bar Assn. to change canon opposing TV-radio coverage of trials. (4) Agreed to send members report on latest techniques and equipment for covering public events. (5) Proposed to draft code of conduct for TV-radio newsmen on court & legislative assignments.

Needles, Cal. translator K72AE has Adler transmitter, plans April 19 start repeating KLRJ-TV, Henderson-Las Vegas, reports Paul C. Griswold, pres. of Needles Community TV Club. Alpine, Tex. translator K77AB, with Adler unit due any day, plans start by month's end repeating KOSA-TV, Odessa, reports Wallace I. Neu, gen. mgr. for Honor System TV Assn. Inc. Blythe, Cal. translator K71AB had Adler transmitter due April 26, plans May 1 start, reports Paul Micalizio, secy.-treas. of Palo Verde Valley TV Club. Boise City, Okla. municipally-owned translator K70AO began on test basis April 18, repeating KGNC-TV, Amarillo, writes Mayor Millard Fawler.

TV workshop grants from Ford Foundation, totaling more than \$17,000, were announced April 15 by National Assn. of Educational Broadcasters (Vol. 13:8): U of N. M., \$3000; Purdue U, \$2500; U of Neb., \$2500; Michigan State U, \$1700; Florida State U, \$1500; East Carolina College, \$1500; U of Miami, \$1356; WKNO-TV, Memphis, \$1500; U of Minn. (KTCA-TV), \$875; Toledo public schools, \$675; U of Neb. (KUON-TV), unspecified grant for consultants.

Automatic iris & target control unit weighing 13 lbs. has been developed by GPL for industrial & institutional closed-circuit TV systems. It compensates for light variations up to 16,000-to-1.

RCA shipped 10-kw transmitter April 15 to upcoming KPLO-TV, Reliance, N. D. (Ch. 6), planning June start as semi-satellite of parent KELO-TV, Sioux Falls, S. D.

**Personal Notes:** Carleton D. Smith, NBC v.p. in charge of its WRC-TV & WRC, Washington, was recipient of surprise telegram from President Eisenhower during Kiwanis Club meeting April 18, lauding him for his community activities; he headed last year's local United Givers Fund Drive (community chest) which raised record \$6,600,300 . . . Gerald Adler resigns as coordinator of NBC talent & program contract operations to join subsidiary Cal. National Productions as its European program director, headquartering in London after June 1 . . . Robert T. Schlinkert, from Taft family's WKRC-TV, Cincinnati, named gen. mgr. of WBRC-TV, Birmingham, recently purchased by Tafts; Richard L. Bevington, from radio WKRC, named gen. mgr. of radio WBRC . . . Richard G. Ricker, from NBC-TV central div., appointed sales mgr. of WNBQ, Chicago . . . Howard W. Coleman promoted to mgr. of NBC's radio WMAQ, Chicago . . . Sam J. Slate promoted to gen. mgr. of radio WCBS, N. Y., succeeding Carl S. Ward, now mgr. of CBS-TV station relations . . . Harold W. Waddell promoted to station mgr. of NBC's radio WRCV, Philadelphia; Wm. S. Dallmann to sales mgr. . . Maurice Webster named gen. sales mgr. of radio KNX, Los Angeles, and Columbia Pacific Radio Network . . . Arthur H. McCoy named a v.p. & national sales mgr. of John Blair May 1, taking place of Robert E. Eastman, new pres. of ABC Radio Network . . . George Goodyear, pres. of WGR-TV, Buffalo, is acting gen. mgr. following resignation of Joe Bernard, now v.p.-gen. mgr. of KTVI, St. Louis . . . David W. Sacks placed in charge of sales of KGO-TV, San Francisco, Dave Lundy promoted to sales mgr. of radio KGO, in realignment of sales organization . . . Joseph B. Haigh, ex-Texas State Network, named chief engineer of WJBK-TV, Detroit . . . John T. Ryan Jr., Mine Safety Appliances Co. pres., elected pres. of educational WQED, Pittsburgh, succeeding Leland Hazard, named chairman . . . Herb Grayson promoted to information director of WBBM-TV & WBBM, Chicago, succeeding Howard Mendelsohn . . . Steve McCormick, moderator of NBC-TV's *The American Forum & Youth Wants to Know*, joins MBS Washington news staff

. . . Charles D. Bishop resigns as program mgr. of WSUN-TV & WSUN, St. Petersburg, to join radio WIPC, Lake Wales, Fla., as v.p. & gen. mgr. . . Thomas A. O'Neill, ex-Ernst & Ernst accounting firm, named asst. business mgr. of WFIL-TV & WFIL, Philadelphia . . . John E. Holmes joins Roger Wade Productions as sales mgr. . . Russell J. Cox named adv. & promotion mgr. of KXJB-TV, Valley City, N. D. . . Walter McNiff, ex-Kenyon & Eckhardt and BBDO, San Francisco, joins TvB to head west coast office (369 Pine St., San Francisco) . . . James E. Duffy, ABC-TV central div. account executive, moves to ABC Radio as central div. sales director.

**Obituary**

Hugh A. L. Halff, 53, pioneer operator of radio WOAI and founder of pre-freeze WOAI-TV, San Antonio, died in that city April 14. He had been suffering heart ailment and other complications for several years. At one time active in the old NAB, of which he served 2 terms as director, he turned over stations' reins in 1955 to ex-NBC v.p. James G. Gaines, as v.p.-gen. mgr., but they are owned by family and trusts (see *TV Factbook No. 24*). He was nephew and heir of pioneer Texas oilman G. A. C. Halff, is survived by his wife Catherine, a son, daughter, mother & sister.

Arthur A. Kalman, 46, eastern div. sales mgr. of Associated Artists Productions, died April 16 at Malverne, L. I. home. With firm since 1948, he had been previously asst. to pres. of J. Arthur Rank Organization, distribution director of World War II Army films, U. S. gen. mgr. for Gaumont-British, southern div. accountant for Paramount Publix Corp. Surviving are his widow, 2 sons, daughter, brother.

Hoyt Andres, 41, v.p.-gen. mgr. of WKY-TV, Oklahoma City, died there April 17 of stroke suffered April 13. Graduate of Baylor U, he worked at stations in Waco, Austin, San Antonio & St. Louis before joining WKY in 1956. Surviving are his wife Sulie, sons Hoyt & David, daughter Suzanne.

Nominees for board of ANPA's Bureau of Advertising, for election April 24 at annual meeting in N. Y., include James L. Knight, *Miami Herald* (WCKT); J. Hale Steinman, Lancaster, Pa. Newspapers (WGAL-TV, Lancaster; WLEV-TV, Bethlehem, Pa.). Continuing directors include Don U. Bridge, *Rochester Times-Union* and *Democrat & Chronicle* (WHEC-TV); W. T. Burgess, *La Crosse Tribune* (WKBT); Amon G. Carter Jr., *Ft. Worth Star-Telegram* (WBAP-TV); J. F. Fitzpatrick, *Salt Lake City Tribune* (KUTV); Harold G. Kern, Hearst Newspapers (WBAL-TV, Baltimore; WISN-TV, Milwaukee); Theodore Newhouse, *Newhouse Newspapers* (WSYR-TV, Syracuse; WABT, Birmingham; WTPA, Harrisburg, Pa.); KOIN-TV, Portland, Ore.; KWK-TV, St. Louis); Daniel H. Ridder, *St. Paul Dispatch* and *Pioneer Press* (WCCO-TV, Minneapolis); Wm. F. Schmick Jr., *Baltimore Sun* (WMAR-TV); Charles Thieriot, *San Francisco Chronicle* (KRON-TV, San Francisco; KBAK-TV, Bakersfield, Cal.).

Horace A. Hildreth Sr. resigns as Ambassador to Pakistan as of May 1, telling President Eisenhower duties caused him to neglect personal affairs. He controls WABI-TV, Bangor, Me. (Ch. 5), holds minority interest in WMTW, Poland Spring, Me. (Ch. 8).

Storer Bestg. Co. splits TV & radio properties into separate divs. May 1, replacing geographical structure. George B. Storer Jr., now southern district v.p., becomes TV v.p.; northern district v.p. Wm. E. Rine, radio v.p.

David B. Wallerstein, v.p. & gen. mgr. of Balaban & Katz since 1950, was named this week to succeed late John Balaban as pres. of the AB-PT subsidiary which operates nearly 100 theatres.

Sigma Delta Chi Awards for Distinguished Service in Journalism, to be presented May 16 in N. Y. at annual banquet of professional fraternity by pres. Sol Taishoff, editor & publisher of *Broadcasting-Telecasting*, include these in TV-radio: Howard K. Smith, radio newswriting on Suez crisis; Edward (Johnny) Green, KPHO-TV & KPHO, Phoenix, reporting of Grand Canyon air disaster; CBS Radio, public service in *The World at Large*; Ernest Leiser & Jerry Schwartzkopff, CBS-TV, and Julian B. Hoshal & Dick Hance, KSTP-TV, St. Paul-Minneapolis, TV reporting—Leiser and Schwartzkopff for Hungarian rebellion coverage, Hoshal and Hance for coverage of Marine jet fighter crash which killed 10 persons in homes; KPIX, San Francisco, public service in series on area transit problems.

Devney & Co. has taken over operation of Joseph Hershey McGillvra Inc., absorbing McGillvra offices in N. Y., Boston, Chicago, Los Angeles & San Francisco. Devney, heretofore AM-only rep, now handles WMSL-TV, Decatur, Ala.; WINK-TV, Ft. Myers, Fla.; WTOV-TV, Norfolk; WROM-TV, Rome, Ga.; WBLN, Bloomington, Ill. (CP), which plans return to air in June.

National Community TV Assn. appoints Edward P. Whitney, ex-Western Airlines, Casper, Wyo., to newly established position of exec. director, with offices at Perpetual Bldg., 1111 E St., N. W., Washington. He takes over administrative-promotional duties from gen. counsel E. Stratford Smith.

Teleprompter and its pres.-chairman Irving Kahn are subject of article soon to appear in *Saturday Evening Post*.

**Telecasting Notes:** "Too Many TV Intermissions" titles editorial in April 15 *Advertising Age*, warning TV-radio against "media suicide" through over-commercialization. In TV, it charges many of worst offenders are on local level—particularly on film shows. Says editorial: "If the golden goose is going to be beheaded, there is no better way to do it than to condition an audience to take a powder when the film shows are on. Over-commercialization leads to under-exposure of sell to most homes—hence lack of sales" . . . Networks don't escape criticism by *Advertising Age* for their commercial policies—a principal target being *Playhouse 90*, described as "the 9-act play;" Revlon is condemned for "stealing a few extra minutes on live shows." Editorial concludes: "Station, network and sponsor must coordinate in a joint effort to reduce interruptions to programs within reason, and to adhere to the generous 10% allowance of commercial time. There can be no exceptions to this rule if the dignity and obligations of TV are to be preserved" . . . Robert Saudek is wrapping up assets of Ford Foundation's TV-Radio Workshop as well as right to *Omnibus* title in negotiations near completion. NBC-TV is offering *Omnibus* for Sun. sponsorship alt. weeks . . . TV caught bank robbers whose Cleveland holdup was filmed by hidden camera. Holdup couple gave up after flight to Indianapolis, where friends said they'd seen robbery on CBS-TV's *Douglas Edwards & the News* . . . CBS negotiating to buy entire backlog of *I Love Lucy* 30-min. films from Desilu . . . Largest German film maker, Ufa, launches production of TV films, aiming at German, U. S. & British markets . . . MGM drops all theatrical short subject production—but unlike other majors, will continue to produce newsreels . . . Screen Gems to film 26 *Ivanhoe* episodes in color in London & British countryside for new 30-min. series starring Roger Moore . . . Martha Rountree seeks Boris Karloff as narrator for proposed 30-min. film series shot in "authentic haunted houses" in U. S. & Europe . . . Edward R. Murrow takes CBS-TV's

*Person to Person* to Alcatraz May 3 for interview with warden Paul J. Madigan & family in first remote telecast from prison . . . **Higher & Higher:** Robert Strom, 10, took \$192,000 from *The \$64,000 Question* on CBS-TV April 16 by answering science questions, beating previous all-TV quiz show record of \$165,000 held by Leonard Ross, who specializes in stock market.

George Foster Peabody Awards for 1956, administered by U of Ga., presented April 16 at luncheon meeting of Radio & TV Executives Society of N. Y. in Hotel Roosevelt: TV—ABC, John Daly & his associates, news (coverage of national political conventions); *Ed Sullivan Show* (CBS-TV), entertainment; *You Are There* (CBS-TV), education; *Youth Wants to Know* (NBC-TV), youth and/or children's program; "World in Crisis" (CBS-TV), public service; "The Secret Life of Danny Kaye" (CBS-TV & UN International Children's Emergency Fund), promotion of international understanding; Rod Serling for "Requiem for a Heavyweight" on *Playhouse 90* (CBS-TV), writing. Radio—*Edward P. Morgan & the News* (ABC), news; *Bob & Ray* (MBS & NBC), entertainment; *Books in Profile* (WNYC, N. Y.), education; *Little Orchestra Society Children's Concerts* (WNYC, N. Y.), youth and/or children's. TV-radio local-regional public service award went to WOW-TV & WOW, Omaha, for *Regimented Raindrops* (water problems). Special awards went to UN's TV-radio service for "promotion of international understanding" and to Jack Gould of *N. Y. Times* for "outstanding contribution to radio & TV."

Raymond Massey is narrator of 13½-min. film, "Section 16," marking National Education Assn.'s centennial. Produced by Westinghouse Bestg. Co., it traces history of U. S. public education, is available at cost from NEA. Title derives from Federal law setting aside 16th Section of each township for public school use in old Northwest Territory.

"Big business" favoritism by CBS is charged by Rep. Byrd (D-W. Va.) in protest against scheduled transfer of network affiliation from his home-district WCHS-TV, Charleston, to WHTN-TV, Huntington, bought last year by Cowles interests (Vol. 12:18, 25). Byrd wrote CBS Inc. pres. Frank Stanton last week that refusal to renew contract with WCHS-TV when it expires July 1, 1958 would deprive Charleston's only operating TV station of "unexcelled" and "indispensable" service. Decision to give affiliation to WHTN-TV would "weld another shackle & place another millstone around the neck of local ownership," Byrd said, telling House "public interest" question may be involved. Byrd said he had received no reply from CBS at week's end.

East-West TV Network, 2924 Auburn Ave., Toledo (closed-circuit services) reports acquisition of Fleetwood Corp. of Fla., whose designs will be manufactured in Toledo. Pres. John A. Hurst claims it's now largest independent supplier of large-screen projection equipment, offering 30x40-in. as well as 9x12-ft. units.

Unused radio towers would be subject to FCC's painting & lighting requirements under bill (S-1874) introduced by Chairman Magnuson (D-Wash.) of Senate Commerce Committee. Requested by FCC, similar air traffic measure (HR-6746) is sponsored by Chairman Harris (D-Ark.) of House Commerce Committee.

New film production firm—Wondsel, Carlisle & Dunphy Inc.—takes over facilities of George Blake Enterprises Inc., producer of TV commercials & industrial movies, at 1600 Broadway, N. Y. WCD principals: pres. Harold Wondsel, ex-Sound Masters; v.p. Bob Carlisle, ex-Paramount Pictures; v.p. Tom Dunphy, ex-BBDO & Kudner.

RCA's "Carnival of Color" in Milwaukee (Vol. 13:14), running 40 days from April 22, will set pattern of merchandising for other sections by fall, said Martin F. Bennett, v.p.-merchandising, in kick-off meeting this week at Taylor Electric Co., Milwaukee distributor. Another speaker, RCA v.p. Donald Kunsman, said rate of color service calls is now equal with early black-&-white period despite nearly double usage of color sets. Color telecasts of 6 features on *Today* from Milwaukee April 25 will be part of campaign.

High-dome international symposium on "Physical Problems of Colour TV" will be held in Paris, July 2-6, with top European scientists participating; details available from Colloque International sur les Problemes de la Television en Couleurs, Conservatoire National des Arts et Metiers, 292 rue Saint-Martin, Paris 3e.

Three companies selling colored film attachable to TV screens were charged by FTC with falsely claiming film gives same effect as color TV. Named in complaints issued this week: J. David Paisley Co., St. Louis; Superior Products, N. Y.; Alrich Mfg. Co., Great Neck, L. I.

Jobless first class radiotelephone operators have been urged by FCC to register with local state employment offices, a joint effort by Commission and Dept. of Labor to aid operators and station owners.

New 85-min. radio series—*Nightline*, featuring music, news & variety with Walter O'Keefe as host—starts on NBC Radio April 30, Tue.-thru-Thu. 8:30-9 & 9:05-10 p.m.

Pope Pius XII's Easter Sunday address was scheduled to be telecast for first time in history.

Radio licenses now exceed TV by only 1,000,000 in Britain, where total of latter was 6,757,185 at end of Jan.

**Network Accounts:** Wrangle over prime evening time period, which NBC-TV wanted to shift this fall, cost network 2 long-time sponsors this week. After 7-year stand with NBC-TV, Armstrong Cork decided to move *Circle Theatre* to CBS-TV in fall, Wed. 10-11 p.m., alternating with *United States Steel Hour*. Kaiser Aluminum, which has alternated with Armstrong on NBC-TV Tue. 9:30-10:30 p.m., leaves in June. *Kaiser Aluminum Hour* may wind up on ABC-TV . . . General Foods, after 3-year absence, joins NBC-TV daytime roster, helping to bring network's 2-month total of early-hour billings to around \$24,000,000 by buying 104 quarters of *The Price Is Right*, *Truth or Consequences*, *It Could Be You*, *Comedy Time*, *tru Young & Rubicam* . . . Bristol-Myers, Pillsbury Mills & Kellogg, seeking fall replacement for *Arthur Godfrey Show* which ends June 26, may be partic. sponsors of *The Big Record*, proposed by CBS-TV for Godfrey's Wed. 8-9 p.m. period . . . National Biscuit signs 2-year renewal for *Adventures of Rin Tin Tin*, now on ABC-TV Fri. 7:30-8 p.m., thru Kenyon & Eckhardt . . . Lever Bros. & Shulton to be partic. sponsors of *Slezak & Son* starring Walter Slezak on CBS-TV, starting in fall, Tue. 8:30-9 p.m. . . Warner-Lambert to be alt. sponsor of *Tic Tac Dough* on NBC-TV, probably Thu. 7:30-8 p.m., thru Sullivan, Stauffer, Colwell & Bayles . . . Ralston continues as sponsor of *Bold Journey* on ABC-TV, moving June 17 from Thu. 9:30-10 p.m. to Mon. 8:30-9 p.m., thru Guild, Bascom & Bonfigli; *Voice of Firestone*, now in Mon. period, suspends June 10 until fall . . . General Mills and Procter & Gamble take 52 more alt. weeks of *Wyatt Earp* on ABC-TV Tue. 8:30-9 p.m., former thru Dancer-Fitzgerald-Sample, latter thru Compton . . . General Motors to sponsor one-shot "The Irving Berlin Story" on NBC-TV in Oct., thru Kenyon

& Eckhardt . . . American Safety Razor to be one-fourth sponsor of 26 *Game of the Week* series on CBS-TV Sat. during baseball season, thru McCann-Erickson . . . Lever Bros. buys alt. sponsorship of *Life of Riley* on NBC-TV Fri. 8-8:30 p.m. . . Mars Inc. dickering for children's show on CBS-TV next fall, Sat. 12-12:30 p.m. . . Westinghouse signs for 60-min. Armed Forces Day show from Andrews Air Base on CBS-TV May 19, Sun. 4-5 p.m., thru Fuller & Smith & Ross . . . Buick buys alt. sponsorship of *Wells Fargo* on NBC-TV starting Sept. 9, Mon. 8:30-9 p.m., thru Kudner.

"Govt. Blocks USA Ad Invasions" headlines leading article in London's *World's Press News*—but story is undocumented except for statement that "Board of Trade and the Treasury believe that, in the interests of the British advertising business and of the national economy, they should adopt a policy broadly designed to prevent American advertising firms getting to work here [and] the establishment of such firms here does not result in a real investment of dollars." Story in Britain's counterpart of *Editor & Publisher* apparently aims at discouraging more U. S. branch operations or Americans buying into British agencies. Govt. move, it says, does not affect the long-established "big 5" U. S. agencies (presumably Erwin Wasey; Foote, Cone & Belding; McCann-Erickson; J. Walter Thompson; Young & Rubicam). Note: Dispatch in April 9 *Advertising Age* reports Norman Collins, ex-chief of BBC-TV, now deputy chairman of Associated TV Ltd., commercial TV contractor, heads new company, Independent Broadcasting Services Ltd., whose avowed aim is to secure commercial radio for England, too, in view of "smashing success" of commercial TV.

Closed-circuit local originations by community antenna operators are difficult to track down, but following is partial list of those said to have conducted such operations at one time or another: Harbor TV Corp., Aberdeen, Wash.; Whitey's TV & Cable Co., Douglas and/or Williams, Ariz.; Potomac Valley TV Co., Cumberland, Md.; Lovington Antenna Co., Lovington, N. M.; Livingston Community Antenna Assn., Livingston, Mont.; Trans-Video Corp. of Ark., Fayetteville, Ark.; Place Trans-Video Co., Mitchell, S. D.; Ely TV Cable Co., Ely, Minn.; Midwest Video Corp., Clovis, N. M.; Western TV Systems, Lead, S. D.; Community Aerial System, Mineral Wells, Tex.

New news center—"Comex," for communications exchange—has been opened by WLWT & WLW, Cincinnati, in special building across street from Crosley station studios. Center houses UP & INS tickers, Western Union sports wire, meteorological instruments including radar, tape recorders, monitors for police calls, network (NBC, ABC, MBS) lines. Staff includes news editor, 2 writers, newscaster Peter Grant, film editor, city hall legman, 2 photographers, 3 meteorologists.

TV commercials were credited with 1500% increase in 3-year sales at Gimbel's Philadelphia re-upholstery dept., Howard Abrahams, TvB director of retail sales, told NRGDA home furnishings conference in Philadelphia's Benjamin Franklin Hotel. He said 85% of dept.'s ad budget was in TV.

Advertising Research Foundation is currently conducting new survey of TV households in U. S., its 4th, in conjunction with U. S. Census Bureau. As in 3 preceding surveys, it's being underwritten by networks, NARTB and TvB.

New reps: WTIC-TV, Hartford (Ch. 3), with Sept. 1 target, names Harrington, Righter & Parsons; KODE-TV, Joplin, Mo. to Avery-Knodel (from Venard, Rintoul & McConnell).

Rate increases: KNXT, Los Angeles, April 1 raised base hour from \$3200 to \$3500, with 20 sec. remaining \$800. WMAL-TV, Washington, April 1 raised hour from \$1200 to \$1500, 20 sec. from \$240 to \$350. CKLW-TV, Windsor-Detroit, April 1 raised U. S. hour from \$1100 to \$1200, min. \$220 to \$240. KTRK-TV, Houston, April 1 raised hour from \$850 to \$900, min. \$170 to \$180. WTVN-TV, Columbus, O. April 1 raised hour from \$750 to \$825, min. \$160 to \$200. WHEC-TV & WVET-TV, Rochester, N. Y. April 1 raised hour from \$700 to \$800, min. \$140 to \$180. KIMA-TV, Yakima, April 1 raised hour from \$450 to \$500, min. \$90 to \$100.

Copyright suits for \$600,000 were filed last week by freelance writer Arthur (Dick) Richards in U. S. District Court, Washington, charging infringements on TV-radio quiz program he called *Name the Star*. Defendants are WTOP Inc., agent Perry Walders and sponsor Diener's Inc., Washington, for 1953 broadcasts of *Name the Star*; *TV Guide* for 1954 promotion campaign which allegedly used Richards' ideas; NBC for 1955 broadcasts of *Feather Your Nest*.

NBC's WBUF, Buffalo (Ch. 17) plans to double its power to 1000-kw ERP about Aug. 1, gen. mgr. Charles Bevis Jr. told Ontario Assn. of Radio, TV & Appliance Dealers meeting in Toronto this week. He said some 45,000 Ontario homes now are equipped to receive Ch. 17—or about 17% of total TV homes—and predicted an additional 23,000 homes would convert between Aug. 1 and year's end.

Network radio boosted ad volume 18% in Feb. above year earlier, network TV raised volume 3%, newspapers dropped 5%, magazines lost 3%, business papers gained 9%, according to April 19 *Printers' Ink*. Magazine's national adv. index shows network radio up 11% in Feb. from Jan., network TV down 3%, newspapers up 3%, magazines down 7%, business papers up 3%.

**SYLVANIA'S 110-DEGREE 21-IN. 'PORTABLE':** First 21-in. portable definitely in the works, as far as we can learn, will appear in Sylvania's 1958 line, to be introduced in June. Just how "portable" it will be isn't known, for its weight hasn't been divulged -- but it will have a handle. Set will be 15 $\frac{1}{2}$ -in. deep, employ 110-degree tube. Price hasn't been set, but it's to be less than the \$200 top-of-the-line price Sylvania plans for its new series, with antenna extra.

Continuing fight for position with characteristic vigor, Sylvania now feels it has gained 6th place among set makers, based on first quarter sales (Vol. 13:15). This compares with the 10-12th position it was understood to hold year or 2 ago.

Industry statisticians believe portables are running about 30% of total production (Vol. 13:15), and we've asked good cross-section of top producers how their output compares with that figure. RCA spokesman believes that 30% won't hold for the year; that percentage won't run higher than last year -- when it was 23 $\frac{1}{2}$ %, or 1,738,000 out of 7,387,000 total; that this will be particularly true of RCA.

Estimates weren't available from big portable producer GE, but here are the estimates of other manufacturers: Sylvania, 50%, 14 & 17-in., 110-degree; Admiral, 30-35%, 10, 14 & 17-in., 90-degree; Westinghouse, 30%, 14 & 17-in., 90-degree; Philco, 30%, 14 & 17-in., 90-degree; Emerson, 25%, 8 $\frac{1}{2}$ , 14 & 17-in., 90-degree; Motorola, 15%, 14 & 17-in., 90-degree. RCA portables are 8 $\frac{1}{2}$  & 14-in., 90-degree, and 17-in., 110-degree. GE's are 14 & 17-in., 110-degree.

\* \* \* \*

First word on showing of 1958 TV-radio-phono lines came this week from Philco & Motorola. Philco holds distributors' convention June 2-5 in Philadelphia's Bellevue-Stratford Hotel and Forrest Theatre; Motorola's starts July 18 in Chicago's Hilton Hotel. Sylvania plans to bring distributors to Buffalo in 4 regional groups -- probably in June, but dates aren't yet set.

**BDSA Supporters Rally:** Efforts to get funds restored for 35 industry divisions of Commerce Dept.'s Business & Defense Services Administration are beginning to shape up. Senate Appropriations subcommittee has recessed hearings on Commerce money bill until after Easter holiday. Meanwhile, BDSA says it has letters from many business firms criticizing action of House which cut \$3,650,000 for industry divisions from bill (Vol. 13:15). Defense Mobilizer Gordon Gray, it is understood, has offered to testify in behalf of restoration of funds. An ODM spokesman told us Administration is hopeful Senate will reverse House action. RETMA exec. v.p. James D. Secrest says he has requested opportunity to testify before subcommittee.

**NARDA Plumbs Dealers on Servicing:** Analyzing 300 responses to questionnaire on servicing, NARDA comes up with these findings: (1) 80% have TV-radio servicing dept. (2) 70% oppose parts warranties over 90 days. (3) 75% oppose manufacturers' service warranties. (4) 13% service other dealers by contract. (5) 19% contract out independent service on TV, 17% on radio. (6) 8 $\frac{1}{2}$ % use factory service on TV, 9% on radio. (7) 8% are charged for factory maintenance on floor stock. (8) 8% are reimbursed by factory for service repair on new stock, but 90% feel they should be. (9) 57% are equipped to service color, and 55% are servicing color. (10) 64% regard servicing as "a necessary expense," and 93% "strive for a normal profit."

**Production:** TV output was 94,866 week ended April 12, compared with 102,300 preceding week and 136,979 in corresponding week one year ago. It was year's 15th week and brought TV production for year to date to about 1,681,000, compared with 2,119,450 in same period of 1956. Radio production totaled 287,682 (91,885 auto) week ended April 12, compared with 283,754 (97,644) the preceding week and 231,437 (62,968) in corresponding week year ago. Radio output for 15 weeks totaled about 4,530,000 (1,831,000) vs. 4,028,735 (1,585,157) in same 1956 period.

**Topics & Trends of TV Trade:** Changing discount house operations (Vol. 13:15) are thus epitomized in April 16 *Wall Street Journal* article by 2 reporters assigned to survey situation in New York, with assists from correspondents in other cities: "Discounters more and more are going in for fancy customer credit systems, expensive fixtures in shiny new stores, easier merchandise return policies, product repair and delivery services, addition of needed parking facilities and heavier advertising."

Result is higher operating costs, narrowing price spreads (no difference at all in one particular item, a \$17.95 iron marked down to \$15.95, shopped by the reporters at Abraham & Strauss dept. store and at Davega)—a sort of "merchandising metamorphosis," as these reporters put it in article that merits special attention of the TV-radio-appliance trade.

Article doesn't quite bear out NARDA chairman Mort Farr's flat declaration before Canadian Assn. of Radio, TV & Appliance Dealers this week: "Discount houses have run their course. It's impossible to make money in them now." But Farr makes same general point, citing Polk's of Chicago as having "changed its business methods, just like other discount houses have had to do and many others will still have to do . . ."

And it does point up thesis of Prof. Malcolm McNair, of Harvard business school, who also notes discounters' overhead going up and price differentials narrowing and suggests: "Counterattack with their own method; meet their prices—that's the most effective antidote."

\* \* \* \*

Opposing views on retail credit terms expressed this week—with new NRDGA pres. Richard H. Rich (Rich's, Atlanta) calling for de-emphasis of nothing-down-long-pay plans lest Govt. step in with regulations, and rebuttal from Louis H. Levine, v.p. of commercial Discount Corp., who says such extreme plans are scarce. He adds that "it is only the rare and excellent credit risk who can get 3-year terms"; that most dept. store credit runs 9 months. Rich also predicted 3% retail sales increase rest of year.

TV shipments to dealers for Jan.-Feb. totaled 922,326, while production was 914,887, reports RETMA in state-by-state tabulation released this week (county-by-county tables available to members on request to RETMA). In similar period of 1956, shipments were 1,153,016, production 1,164,629. N. Y. led in this year's shipments with 102,443; Cal. second, 79,908; Pa. third, 62,211. Feb. shipments were 499,251 vs. 423,075 in Jan. and 529,226 in Feb. 1956.

Annual sales of \$23.2 billion for TV-radio-electronics industry by 1965 are predicted in 3rd annual *Electronics Industry Fact Book* issued by RETMA (34 pp., 50¢). Booklet lists 1956 factory sales of \$5.9 billion in TV-radio-phonos, military & industrial equipment, components; \$5.7 billion in distribution, servicing & broadcasting. It also notes decline in number of TV manufacturers: 1950, 140; 1951, 110; 1952, 94; 1953, 90; 1954, 83; 1955, 72; 1956, 51.

GE's tube sales operations are being decentralized, sales and advertising responsibilities going to the various divisions—CR at Syracuse, receiver at Owensboro, Ky., power at Schenectady. Grady L. Roark, tube sales mgr., transfers to switch gear plant, Philadelphia; A. L. Champigny, adv. mgr. for tube sales, resigns to join Maxon Adv., N. Y.

Whirlpool establishes \$10,000,000 subsidiary, Appliance Buyers Credit Corp. with Whirlpool v.p.-treas. Mason Smith as chairman; Robert Finch, ex-IT&T sales finance mgr., pres.

Hoffman adds hi-fi components line, including amplifier, at \$70; Garrard record changer, \$53; AM/FM tuner, \$100; sound chamber & 3 Jensen speakers, \$50.

"We're still very much in TV & radio, very nicely in the black—and very happy with our present corporate relationship," said Wm. J. Halligan, founder-pres. of Hallcrafters Corp., which in March 1956 became subsidiary of big Penn-Texas Corp. (Vol. 11:51 & 12:6). Rumor that company is pulling out of TV (it's now private-label manufacturer for Western Auto Stores, Gamble-Skogmo, Firestone, et al.) was flatly denied. Halligan also reported nice resurgence of amateur equipment business, and annual Penn-Texas report this week discloses Hallcrafters "also producing in large volume a new 'famous name' electronic organ" disclosed as the "Lowrey." Big Chicago factory employs 1800, including the veteran Bill Halligan's sons Bob, Bill & Jack, and is heavily engaged in defense contracts. Its contribution to Penn-Texas consolidated report is unrevealed, but parent company this week reported 1956 net profits of \$7,100,000 on operating revenues of \$126,000,000, current assets of \$82,300,000, current liabilities \$44,900,000, net worth \$72,890,000. Hallcrafters' last full annual report "on its own" was for fiscal year ended Aug. 31, 1955 and showed earnings of \$406,146 (49¢ per share) on sales of \$29,063,463 as against loss of \$940,946 on \$31,054,363 in preceding year (Vol. 11:47).

U. S. gross national product rose to annual rate of \$427 billion in first quarter, up \$3.2 billion from previous quarter and \$23.6 more than rate year earlier, President's Council of Economic Advisers estimated this week. Council also reported that private domestic investment, including spending for plant & equipment, dropped \$4 billion; that consumer spending increased \$4.1 billion to \$275 billion annual rate.

House cut of \$650,000 from FCC budget was opposed last week by RETMA exec. v.p. James D. Secrest in testimony before Senate Appropriations Subcommittee on Independent Offices. He said FCC needed full \$8,950,000, particularly for mobile radio rule-making and application processing.

Radio shipments to dealers, excluding auto radios, totaled 852,616 first 2 months, compared with 940,524 first 2 months of 1956, as reported in RETMA's state-by-state and county-by-county tabulations. Feb. shipments were 487,454 vs. 365,162 in Jan. and 472,112 in Feb. 1956.

Pre-employment lab manual, *Basic Television and Television-Receiver Servicing*, is due for Sept. issue by RETMA (publisher-distributor, McGraw-Hill). It's fourth volume in series to assist trade & vocational school instructors and administrators.

Canadian TV sales to dealers were 39,396 in Feb., according to RETMA of Canada, compared with 53,946 in Feb. 1956 and 39,426 in Jan. 1957. Factory production for Jan.-Feb. was 65,382 vs. 122,159 for same 1956 period.

Sonora Radio assets (Vol. 13:14) will be sold in next few weeks, receivers having withdrawn petition to block sale. Govt. inventory lists assets at \$500,000; tax lien is \$556,000 and Walter E. Heller Co. has lien of \$350,000.

New 17-in. 90-degree Sylvania tube in "experimental production" weighs 10 lb., has 155-sq. in. viewing area, compared with 13 lb. & 149-sq. in. for present 17-in. 90-degree tube. It uses same deflection yoke and circuitry.

GE's hi-fi operations are being moved to Auburn from TV receiver dept. at Syracuse to increase "concentration on technical development and sales efforts." Move is expected to be completed this month.

Price cuts of \$20-\$40 on TV sets are listed in Montgomery Ward's mid-summer sale catalog, along with reductions for radios and other appliances.

Seventh edition of GE's tube handbook, *Essential Characteristics*, is now available through GE tube distributors.

**Trade Personals:** Wm. A. MacDonald named chairman, Hazeltine Corp., succeeding Jack Binns, retired but remaining on board; Philip F. LaFollette, pres. of Hazeltine Electronics div., succeeds MacDonald as president of Hazeltine Corp. . . . Robert M. Macrae, v.p.-distribution, appointed v.p.-consumer products marketing, RCA Victor of Canada, by pres. P. J. Casella; Macrae was merchandise mgr. for RCA record dept. in Boston, ex-district rep, RCA Distributing Corp., Chicago . . . George Forman promoted to Emerson adv.-sales promotion director; Al Leon resigns as sales promotion mgr. . . . Joe Marty Jr., ex-gen. mgr. of Admiral's electronics div. who joined Zenith last week, named special field sales rep . . . Thomas G. de Fabiny promoted to Sylvania International div. mgr. of planning & development . . . G. A. Bradford, ex-Compton, rejoins GE as adv. & sales promotion consultant on N. Y. marketing services staff . . . Daniel Echo promoted to asst. mgr., DuMont industrial tube sales dept. . . . Wm. Parker, Westinghouse public relations director, N. Y., adds Metuchen TV-radio publicity duties, replacing Stanley Kempner, transferred to other assignments . . . Maj. L. H. Peter, chief development engineer, Westinghouse Brake & Signal Co., succeeds Sir Robert Renwick, resigned, as pres. of British Radio & Electronic Component Manufacturers Federation . . . Dr. H. R. L. Lamont, an RCA European technical representative, is author of article "Colour TV on Tape" in April *Wireless World*, London . . . Alvin Barshop promoted to Granco district mgr., N. Y.

Prof. Balthazar van der Pol, now 68, onetime honorary IRE v.p., has retired as director of International Radio Consultative Committee (CCIR) which he headed since 1948.

**DISTRIBUTOR NOTES:** Philco appoints Graybar Electric Co. for Seattle & Tacoma, replacing Love Electric Co., and General Appliance Co. of Iowa, 1520 Walnut St., Des Moines (Morris Levy, pres.) . . . Raymond Rosen & Co. (RCA), Philadelphia, promotes Edward Koob to district mgr. for major accounts of its RCA Victor div. . . . DuMont appoints General Sales Co., 2131 N. Sherman Dr., Indianapolis (M. J. Bliss, gen. mgr.) . . . Sylvania names York Radio & TV Supply, 130 W. Allen St., Springfield, Ill. for tubes . . . Southern Wholesalers (RCA), Washington, promotes John E. O'Connor to exec. v.p., Frank Levine to v.p.-sales.

Philco's radios are now being marketed in some 5000 drug stores, with distribution by Federated Supply Co., N. Y., a central buying office specializing in tobacco products. As another example of diversified outlets, Philco table radios are also being sold at some Penn Fruit Co. supermarkets in Philadelphia area.

Hoffman Labs plans to expand electronic research & development center being built in Los Angeles, increasing floor space from 40,000 to 60,000-sq. ft., with completion scheduled for July.

New record for major appliance sales is predicted for 1957 by GE marketing research mgr. C. A. Brewer. He sees 6% industry-wide increase over 1956 record, which exceeded 1955 by about 4%.

Staver Co., manufacturer of TV-radio tube shields and electronic hardware, has acquired Gasket, Packing & Specialty Co., N. Y., which makes gaskets & washers; it will move facilities to Staver Bay Shore, N. Y., plant.

Color press used by RCA color tube development has been donated to Lehigh U for use in printing research.

Admiral introduces 3 portable radios—AC-DC-battery model at \$30, 6-transistor at \$60 & 8-transistor at \$70.

Emerson advertising account has been resigned by Grey Adv., with termination described as amicable.

**ELECTRONICS PERSONALS:** J. E. Jonsson, Texas Instruments pres., elected v.p. of gen. management div. American Management Assn. . . . Burrell A. Parkhurst, ex-exec. v.p. of Waldorf Instrument, elected pres. of IT&T's new components div. . . . Edgar Allen Goff Jr. named asst. to pres. of Link Aviation . . . Horace R. Delaney promoted to sales mgr. of Aerovox Crowley div. . . . James Hussey promoted to mgr. of General Radio Los Altos, Cal. sales & engineering office . . . Edward M. Webster, former FCC commissioner, elected chairman of Radio Technical Commission for Marine Services, succeeding Dr. J. H. Dellinger, in turn is succeeded as vice chairman by Capt. John Cross of State Dept. . . . Frederick E. Stote named mfg. mgr., Federal Telephone & Radio semi-conductor div. . . . J. P. Mallen named midwest equipment sales mgr., R. A. Starek asst. midwest sales mgr. and L. A. Wheelock private brand renewal sales mgr. in realignment of Sylvania electronic products regional sales areas . . . J. Frank Leach, Amphenol director of mfg., promoted to mfg. v.p.; gen. counsel Edmund A. Stephan elected to board.

Improvements in flat picture tube, under development by Kaiser Aircraft & Electronics Corp. (Vol. 11:3, 30), were described this week by inventor W. Ross Aiken in technical paper before Washington IRE. He said developmental "thin" tubes (2-3 in. thick) have been made in sizes up to 24-in., that lab experience indicates it is "capable of fulfilling requirements of a thin cathode-ray display tube." Deflection principle, he said, promises tubes with increased brightness at high resolution. "The lack of an electron gun behind the phosphor screen results in a device which may have a transparent back and thus be adaptable to viewing from both sides," he added, "or the device may be transparent with completion of transparent phosphor developments." Resolution of "several hundred lines per inch" has been achieved, he stated, adding that tube may be entirely electrostatic and thus doesn't require deflection yokes, magnets, horizontal & vertical transformers, etc. Special sweep tubes have been developed for use with the tube. He did not predict when tube would be ready for commercial manufacture.

Removal of Patent Office from Commerce Dept., making it independent agency, is provided in bill (S-1862) introduced by Chairman O'Mahoney (D-Wyo.) & Sen. Wiley (R-Wis.) of Senate Judiciary subcommittee on patents, trademarks & copyrights. Measure to "strengthen" agency stems from subcommittee's study of patent system (Vol. 13:5). O'Mahoney & Wiley also sponsor bills to limit patent's life to term dating from application (S-1863) and raise Patent Office salaries, increase Board of Appeals from 9 to 15 members (S-1864).

New recommended standards for electronics industry are contained in 3 booklets issued by RETMA with industry-wide approval: Iron Core Charging Inductors (60¢); Class A Variable Capacitors (30¢); Output Transformers for Radio Broadcast Receivers (25¢)—copies from RETMA Engineering Dept., 11 W. 42nd St., N. Y.

Sonotone is entering hi-fi component market with high-quality, low-price audio-amplifier and has completed development of magnetic tape recorder head, said pres. Irving I. Schactel in reporting record 1956 earnings of \$847,515 (82¢ a share) on sales of \$18,426,563, compared with \$763,432 (74¢) on \$18,765,558 in 1955.

Three new transistors with possible applications in TV sets, radio communications and radar, are now in initial production by GE. They're germanium tetrodes, one of which is designed to amplify 120 mc—which GE says is highest frequency attained in mass-produced transistor.

El-Tronics Inc. buys Warren Plastic Corp., Warren, Pa. (tube bases) and its Cropp div. (plastic presses).

**Electronics Reports:** Military electronics expenditures totaled nearly \$15.2 billion in the 6½ years from mid-1950 to end of 1956, RETMA reported this week on basis of its newly devised formula for separating electronics procurement items from remainder of military gear. RETMA figures also show that current defense electronics spending equals or exceeds Korean War level.

From fiscal year 1951 through second quarter of fiscal 1957, RETMA's total of \$15.181 billion in electronics spending is broken down thus: Aircraft, \$5.54 billion; ships & harbor craft, \$498,000,000; combat vehicles, \$896,000,000; support vehicles, \$75,000,000; guided missiles, \$1.783 billion; electronics & communications, \$4.391 billion; research & development, \$1.498 billion; miscellaneous, \$500,000,000.

Percentage of military spending for electronics has increased from 3.7% of total in fiscal 1951 to 9% in second quarter of fiscal year 1957. In year-by-year (fiscal) compilation of military electronics spending, totals were: 1951, \$747,000,000; 1952, \$1.929 billion; 1953, \$3.042 billion; 1954, \$2.663 billion; 1955, \$2.454 billion; 1956, \$2.825 billion; first half 1957, \$1.54 billion.

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Man-made ionospheric cloud will be created this summer in unique experiment seeking to extend transmissions in 14-148-mc band. Joint Stanford U and Air Force project is to send rocket up 70 mi. where it will discharge gas cloud which will become ionized and reflect signals. Under direction of Prof. Oswald G. Villard Jr., amateurs within 700-mi. radius of Holloman Air Development Center at Alamogordo, N. M., will communicate with each other by bouncing signals off gas cloud, to determine whether it would be usable in long-distance communications. Called "Operation Smoke Puff," tests will determine whether rocket technique can help relieve shortage of channels for distant communication. Stanford announcement said "artificial ionization may prove to be more powerful than the natural kind, and hence capable of reflecting a wider range of radio frequencies."

RCA as an electronic computer manufacturer looms as challenger of companies generally regarded as dominating that field, writes Alfred R. Zipser in April 14 N. Y. Times business section. A. L. Malcarney, v.p.-commercial electronics, reported orders for Bizmac office machines amounting to \$10,000,000, with Army, Higby dept. store of Cleveland, Travelers Insurance Co. among customers. IBM is generally regarded as dominating field by far, with Remington-Rand, Burroughs, Raytheon, Minneapolis-Honeywell, GE as runners up.

Airways Modernization Board to "develop, modify, test & evaluate" safe navigation & traffic control systems would be set up in identical bills (S-1856, HR-6872, 6873, 6890) introduced this week. Sponsors are Sens. Magnuson (D-Wash.), Bricker (R-O.), Schoepfel (R-Kan.); Reps. Harris (D-Ark.), Wolverton (R-N. J.), Haskell (R-Del.).

CBS Laboratories Div., headed by Dr. Peter Goldmark, has entered into research & development contract for Minnesota Mining & Mfg. Co., has also been retained by Eastman Kodak for development work on computers, CBS Inc. pres. Frank Stanton reported to this week's annual stockholders meeting.

Overnight delivery of most widely-used capacitors, eliminating usual 5 to 6-week delay following orders, was promised this week to military, industrial & lab users through new special sales service of Micamold Electronics Mfg. Corp., General Instrument Corp. subsidiary.

Packard-Bell Computer Corp. has been established by Packard-Bell Electronics for research & development in digital computers.

**TOP 100 PRIME** defense contractors were listed again this week by Pentagon, with GE retaining its position of No. 1 among companies heavily in electronics. Defense Dept. issued 2 lists—July 1, 1950-June 30, 1956 and Jan. 1, 1955-June 30, 1956. Comparing electronics firms in the 2 lists, as we've done in consolidated table below, shows most electronics companies rising in ranking on list in latter period. On 1950-1956 list, these are top 10 defense contractors: GM, Boeing, United Aircraft, GE, Douglas Aircraft, North American Aviation, General Dynamics, Lockheed, AT&T, Curtiss-Wright. These are the electronics and related firms in the 2 "top 100" lists (all dollar figures in millions), dashes after a company's name indicating it was not among first 100 prime contractors for period:

Company	July 1950- June 1956		Jan. 1955- June 1956	
	Contracts	Rank	Contracts	Rank
General Electric .....	\$4,785.5	4	\$1,051.2	4
General Dynamics .....	4,074.9	7	1,339.7	2
AT&T .....	2,504.9	9	747.1	6
Sperry Rand Corp. ....	1,493.6	14	215.6	19
Bendix Aviation .....	1,443.2	16	295.4	15
Westinghouse .....	1,250.1	18	101.9	31
RCA .....	973.6	21	221.3	18
IBM .....	661.8	30	275.3	16
Avco .....	641.8	31	119.6	29
IT&T .....	578.3	32	52.4	66
Raytheon .....	554.1	35	179.9	22
Philco .....	528.4	39	124.1	28
Collins Radio Co. ....	430.2	44	88.7	35
Gen. Precision Equip. ...	318.9	55	97.9	33
Minneapolis-Honeywell ..	258.6	62	69.1	45
American Bosch Arma ..	245.6	63	61.0	55
Hazeltine Corp. ....	223.8	68	32.7	92
Sylvania .....	214.3	73	—	—
Motorola .....	195.6	78	42.9	74
Mass. Inst. of Technology ..	186.7	82	54.5	63
Dynamics Corp. of America ..	174.3	87	46.2	70
Admiral Corp. ....	154.9	95	—	—
Burroughs Corp. ....	—	—	70.7	43
Lear Inc. ....	—	—	56.3	59
Standard Coil .....	—	—	31.9	94

Armed Forces Communications & Electronics Assn. convention will be held May 20-22 in Sheraton Park Hotel, Washington. Speakers will include Asst. Defense Secy. Frank Newbury and electronics aide James Bridges; pres. Donald C. Power of General Telephone Co.; Adm. Rawson Bennett, director of naval research; Adm. Joseph N. Wenger.

FCC's revised list of radio equipment acceptable for non-broadcast licensing is available for inspection—but not general distribution—at Commission's Washington & field offices. Covered are maritime, public safety, industrial, land transportation, citizens, domestic public radio services.

Tail gunners on B-52 jet bombers may be relocated by TV from lonely aft posts to forward compartment near rest of crew. American Bosch Arma has Air Force contact to redesign fire control system so that closed-circuit TV, integrated with tail gun's optical sight, permits gunner to operate in comfort.

Packard-Bell Electronics will produce and market "Sigalert" emergency civil defense warning system, as result of "affiliation" of Federal Electronics Corp. with Packard-Bell. Federal holds patent rights to the automatic tape recording system designed for radio stations, newspaper offices, police stations and civil defense posts.

Electronics bibliography of 1956 research reports by Army, Navy & Air Force (PB 121779) is available for \$1.50 from Commerce Dept.'s Office of Technical Services, Washington. Some printed reports listed may be purchased from OTS, others from Library of Congress.

Radio signals lab, with Walter Serniuk as mgr., has been established by Sylvania in new Mountain View, Cal. systems labs, incorporating existing electronic defense & microwave physics labs. Combined facility is headed by Samuel A. Ferguson.

**Financial & Trade Notes:** CBS Inc. is off to flying start toward another record year, pres. Frank Stanton reporting to April 17 stockholders meeting that revenues for first quarter were 8% ahead of last year's quarter while profits after taxes ran about 32% ahead, per-share earnings climbing to 77¢. In same 1956 quarter, CBS's consolidated net revenues & sales totaled \$88,406,663 and net income was \$4,462,783 (60¢ on 7,485,837 A & B shares) as against 53¢ on 7,316,700 shares in first 3 months of 1955 after adjustment for 3-for-1 stock split (Vol. 12:19). Formal report on first quarter is due for release May 8.

Increased profits, said Stanton, were due in part to last year's liquidation of CBS-Columbia, ill-starred venture into TV set manufacturing. Even though CBS-Hytron is still in the red and probably won't show profit until 1958, he forecast better earnings for CBS Inc. for this year than record 1956 net profit of \$16,283,462 (\$2.17 per share) on revenues & sales of \$355,000,000 (Vol. 13:13).

Meeting was enlivened by all sorts of questions put to Chairman Paley and Pres. Stanton, ranging from an objection to rock 'n' roll music to attacks (by certain plaintiffs in still pending copyright suits against CBS) based on CBS's stockholdings in BMI, the music licensing pool set up to compete with ASCAP. One stockholder also wanted to know why CBS-TV pres. Merle Jones, Columbia Records pres. Goddard Lieberson and CBS-Hytron pres. Arthur Chapman, though directors, held no stock in their company, but a resolution to require this was voted down overwhelmingly despite their agreement to acquire some. Proxy statement shows Jones and Chapman have options on 7500 Class A shares at \$31 & \$30.50, respectively, while Lieberson has option on 7650 at \$22.55.

\* \* \* \*

Webeor Inc. reports peak 1956 sales of \$34,305,837 but net loss of \$994,753 after deduction of \$900,000 income tax carryback loss vs. \$31,984,539 and profit of \$589,574 in 1955. Maker of phonos, changers & recorders (formerly Webster-Chicago) did \$27,713,000 of its business in commercial and laminations divisions, which earned \$469,000 before taxes. Current assets at year's end were \$12,822,238, current liabilities \$6,402,450, long-term loans \$2,450,000, earned surplus \$2,207,192. Proxy statement for April 29 annual meeting discloses pres.-chairman Titus Haffa drew no salary in 1956; H. D. Von Jenef, ex-v.p. & gen. mgr. of govt. div., who resigned Dec. 18, drew \$41,083.

"Change in the recent trend of profits in relation to sales and some progress toward a more nearly adequate earnings level necessary for the company to meet the needs of an expanding economy" are seen by GE pres. Ralph Cordiner in announcing first quarter earnings up 16% to \$64,006,000 (73¢ per share) and sales up 11% to \$1,048,850,000. He said consumer goods, electronics products and defense orders shared increase with heavy electrical equipment, while components decreased "slightly."

Collins Radio filed registration with SEC April 17 (File 2-13258) for \$7,917,000 convertible subordinated debentures, due June 1, 1977, offered for subscription by Class A & B common stockholders at rate of \$100 for each 19 shares, proceeds to be used for working capital. Principal underwriters are Kidder, Peabody & Co. and White, Weld & Co.

Tung-Sol is subject of highly laudatory report in April 17 *Investors' Reader*, published by Merrill Lynch, Pierce, Fenner & Beane, 70 Pine St., N. Y.

Texas Instruments Inc. first quarter sales jumped to record high of \$15,252,000 from \$8,853,000 in 1956 quarter, profit to \$790,000 (25¢ per share) from \$540,000 (16¢).

Kay Lab (now Kin Tel) reports first quarter sales of \$1,080,000, profit of \$90,499 vs. \$420,080 & \$15,481 in same 1956 period.

Associated Artists Productions Inc. (AAP), which last year purchased Warner Bros. film library and Paramount's *Popeye* cartoon library for reported total of \$23,500,000, earned net profit of about \$1,000,000 in first quarter, equal to about \$2.50 per share, and v.p.-treas. Maxwell Goldhar states year's profits should run about \$4,000,000. Currently it has about \$24,000,000 in film rental contracts with TV stations. Firm is headed by Eliot Hyman and stock is traded on American Exchange. Original \$9,000,000 loan when it purchased Warner library is reported down to \$6,750,000; also outstanding is \$5,000,000 promissory note to Warner Bros. Stockholders approved 4-1 split this week.

Famous Players Canadian Corp., its pres. John J. Fitzgibbons stating full impact of TV has now been felt and theatre attendance now improving, reports 1956 net profit of \$2,738,455 vs. \$2,933,112 in 1955. Firm operates nearly 400 theatres, also holds 50% ownership in new CKMI-TV, Quebec City (Ch. 5) with its French counterpart in same city, CFCM-TV (Ch. 4), and 50% of CKCO-TV, Kitchener, Ont. (Ch. 13). Annual report indicated plans for further TV expansion, including Canadian rights to Paramount's Telemeter pay-TV system and Lawrence color tube.

Stanley Warner Corp. (S. H. Fabian, pres.), which founded WTRI, Albany (Ch. 35) with Col. Harry Wilder in 1954, now owns it 100%, reports profit of \$2,007,757 (93¢ per share) on total income of \$55,679,300 for 26 weeks ended Feb. 23 vs. \$1,629,088 (74¢) on \$47,380,400 in corresponding period year ago. Whether gains came from theatre chain, including Cinerama operations, and/or its wholly-owned International Latex Co. and other manufacturing operations, is not divulged.

American Broadcasting-Paramount Theatres reports estimated net operating profit of \$1,743,000 (40¢ a share) for first quarter 1957, compared with \$2,570,000 (60¢) in first quarter 1956. Pres. Leonard H. Goldenson said results reflected reduction in revenues from TV network sales made during spring-summer 1956 selling period for 1956-57 broadcast year, but reported "encouraging progress" for 1957-58 season.

Ampex Corp. is negotiating for one-third interest in Orradio Industries, Opelika, Ala. manufacturer of Irish brand recording tape, Ampex pres. George I. Long said this week. He added that Ampex sales for year ended April 30 will total \$17-\$18,000,000, vs. \$10,197,000 for preceding fiscal year and predicted \$30,000,000 in sales for next fiscal year.

WJR, The Goodwill Station Inc., one of few radio-only operators whose stock is publicly traded (Detroit Exchange) reflects upsurge in radio time billings with first-quarter report showing sales of \$947,080, up from \$860,822 in same 1956 period. Net income was \$150,613 (28¢ on 542,130 shares outstanding) vs. 1956 quarter's \$145,276 (28¢ on 516,533 shares).

Raytheon plans to occupy new 42,000-sq. ft. Santa Barbara, Cal. electronics lab in July. Construction will be started soon by Pacific Mutual Life Insurance Co., which will own and finance property, leasing it to Raytheon. It will house some 200 employees.

New advisory committee on semi-conductor devices in electronics div. of Commerce Dept.'s Business & Defense Services Administration will hold first meeting April 25 in Washington.

Skiatron reports 1956 profit of \$4301 vs. \$1459 in 1955. Gross income from govt. contracts & sub-contracts was \$431,578 compared with \$225,930 in 1955.

Dividends: Hazeltine, 35¢ payable June 14 to holders of record May 31; Clarostat, 5¢ April 30 to holders April 19; Technicolor, 12½¢ April 30 to holders April 16.

**C**LOSED-CIRCUIT TV still intrigues the educators, not only for schoolroom use but as an adult education medium. In latter category, a pilot project as significant in adult education field as Hagerstown experiment is in classroom field, was announced this weekend in N. Y.

Project will involve 608 low-income families living in public housing project in Manhattan's lower west side Chelsea district. Ford Foundation's Fund for Adult Education has made grant of \$200,000 to project, which is co-sponsored by Hudson Guild neighborhood house, N. Y. City Board of Education and Language Research Institute, non-profit foundation with headquarters at Harvard U. Project will employ 3 origination points with switching units, total of 11 cameras. GPL, from which equipment is being purchased, will contribute all engineering, and N. Y. Board of Education will pay for all schoolroom installations.

The 608 families reside at John Lovejoy Elliott Houses on W. 26th St., and will be able to receive closed-circuit programs through master antenna system. Programs will originate at Hudson Guild, Public School 33 & Lower West Side Health Center, and GPL projection unit will be installed in school's auditorium.

Programming will be divided into 2 major categories: Adult & family programming will include nutrition, health, discussion groups, citizenship, neighborhood events, etc. School programming, aimed at both children and adults, will include English classes for the predominantly Spanish-speaking families, Spanish, domestic science, instruction for home-confined children, "school-to-home communication," etc.

Announcement by sponsoring groups said project will "serve as an experimental studio for the development of educational TV and as a pilot program for special-audience TV systems appropriate to a small community or a chain of housing projects." Production staff will include director, asst. director, technician, bilingual secretary plus part-time consultants and evaluators, under Hudson Guild exec. director H. Daniel Carpenter.

Privately operated apartment house closed-circuit system linking 1672 apartments in 4 buildings on lower east side (Vol. 13:13) recently held inaugural program, soon plans regular entertainment-education programs for residents of buildings managed by East River Housing Corp.

One application for new TV station, 4 for translators, were filed with FCC this week, bringing total to 121 for stations (27 uhf) and 57 for translators. Station application was for Ch. 2, North Platte, Neb., by Goldenrod Tele-Radio Co., headed by Ray J. Williams, 60% owner of KFRC, Rocky Ford, Colo. Translator applications were for Globe-Miami, Ariz., for Ch. 77, 80 & 83, and Libby, Mont., for Ch. 72. [For details, see *TV Addenda 24-O* herewith.]

Free broadcast time for Canadian elections is being provided by CBC April 29-June 6 with time shared by 4 parties. Schedule calls for 6 hours on English & French TV networks, 12 hours on radio networks in each language, 3 hours on TV for local candidates. Also under consideration is half-hour round-robin June 7 for TV-radio windup of campaign.

Cuban TV wiggle ban hit mambo dancer Ana Gloria this week. Communications Minister Ramon Vasconcelos, who forbids "suggestive body movements" by TV performers (Vol. 13:8), ordered her off air for 5 days because she "wiggled immorally."

TV watches Bundestag in Bonn, where receivers in offices of pres. & administrative director of West German Parliament show them what goes on.

AT&T board may disapprove closed-circuiting of its annual stockholders meetings (Vol. 13:11) but not so American Machine & Foundry Co., whose April 17 annual meeting took place simultaneously in New York's Hotel Sheraton-Astor and Chicago's Blackstone—viewed on 15x20-ft. screens at both locations with direct questions popped at and answered by pres. Morehead Patterson in Chicago and vice chairman Gen. Bedell Smith in N. Y. Said pres. Irving Kahn of Teleprompter, whose group communications div. handled affair (costing about \$20,000): "This pioneering effort by AMF will establish a trend for other corporate stockholder meetings in the future [and] closed-circuit TV will connect a large number of cities for corporate communications with investors." Since Jan., Teleprompter has handled multi-city meetings for American Management Assn., BBDO, Tele-Sell, International Harvester, Western Union.

Exclusive TV contract between KOMO-TV, Seattle, and promoters of May 5 Apple Cup hydroplane race on Lake Chelan, Wash. is "unconstitutional & void" as violation of freedom of the press, Judge J. A. Adams ruled April 13 in Chelan County Superior Court. "Equal access" to event in public park had been demanded in court by KING-TV, Seattle (Vol. 13:9), whose v.p. & gen. mgr. Otto Brandt said ruling "has national significance" and is "great service both to news media and to the general public." W. W. Warren, gen. mgr. of KOMO-TV, denied that "equal access" was issue, arguing that contract covered only "use of some property to be used as a telecast site."

Freewheeling probe of FCC and other regulatory agencies was voted April 18 by 9-member watchdog unit of House Commerce Committee headed by Rep. Moulder (D-Mo.). Given \$250,000 for investigation (Vol. 13:15), subcommittee laid out agenda which takes in legislative standards, enforcement, rules & regulations, political independence of administrators, "identification of regulator with regulated." Chairman Moulder told us first among 17 agencies in line for study are FCC, ICC, SEC, CAA, Federal Power Commission—but no priority for probe had been determined pending selection of subcommittee staff following Easter recess.

USIA budget was cut 26% by House April 17, but VOA's \$4,000,000 plan for new radio facilities in Middle East (Vol. 13:3, 8) survived the \$37,900,000 slash to \$106,100,000 for fiscal 1958—cut of \$6,900,000 under current appropriation. VOA was given \$1,100,000 to start expanded radio program, House agreeing that VOA couldn't use more for purpose in fiscal period. Vote followed plea by President Eisenhower for full USIA budget. Senate will act on appropriation following Easter recess.

TASO propagation measurement program is beginning to pick up speed. Hitherto alone in the field with 2 vehicles on the road, AMST has been joined in Harrisburg, Pa. area by CBS crew using deluxe Chrysler station wagon. Others indicating willingness and ability to assist include Westinghouse Bestg. Co.; WFIL-TV, Philadelphia; KTTV, Los Angeles. TASO propagation panel currently is seeking to reach agreement on measurement standards & techniques.

American Jewish Committee cited CBS Inc. for "distinguished public service programming" in award presented this week to v.p. Richard S. Salant in connection with organization's 50th anniversary observance in Waldorf-Astoria, N. Y. Citation, first to be given by AJC to mass communications medium, said CBS programming exemplified "the pursuit of equality at home & abroad."

Conelrad equipment worth \$100,000 would be supplied to stations by State of Cal. under terms of bill being considered by legislature.

**THE AUTHORITATIVE**  
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ELECTRONICS ARTS AND INDUSTRIES

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APR 29 1957

# Television Digest

with **ELECTRONICS REPORTS**

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## SUMMARY-INDEX OF THE WEEK'S NEWS — April 27, 1957

**MODIFIED "CRAVEN PLAN"** proposed by FCC in 4-3 vote; would drop allocations table, but preserve educational reservations, protect uhfs (p. 1 & Special Report).

**SUBSCRIPTION-TV DELAY** probable as Reps. Harris & Celler demand FCC hold up consideration of tests until Congress takes look at the situation (p. 2).

**FCC NETWORK STUDY** group subpoenas 6 film distributors, one live program producer to hearings in New York May 1, charging they withheld information (p. 3).

**HERALD-TRAVELER** finally gets Boston's Ch. 5 in 4-2 vote, as FCC cites strong showing in local factors. Globe's efforts to reopen record turned down (p. 4).

**CHARLOTTE'S WSOC-TV** starts programming as KHVH-TV, Honolulu, begins tests pending court action on protest. KPTV, Portland, due off next week (p. 5).

**FABULOUS ELECTRONICS BUSINESS** thrust into public eye as 5th largest industry. Though TV is eclipsed by military-industrial, set makers see good year (p. 8).

**COMPLEX DuMONT DEALS** to add profitable WNEW to unprofitable TV operations, with Paramount also proposing to take stock for its KTLA, Los Angeles (p. 10).

**TASO APPOINTS CHAIRMEN** of operating committees, including top names in manufacturing & telecasting industries; panels schedule meetings next month (p. 6).

**NEW PICTURE TUBE SCREEN** using transparent phosphors developed by Navy, which claims daylight-bright pictures, "completely new approach" to color (p. 12).

**NETWORK TV GAINS** 8.4% over 1956 in first-quarter billings of \$126,440,618; CBS leads March increase with \$20,172,173, up 12.8% (p. 12).

**FCC AIMS TO DROP ALLOCATIONS PLAN:** A modification of the so-called "Craven Plan" for abandoning the TV allocations table was finally proposed by FCC this week, squeaking through with 4-3 vote. Mollifying potentially severest critics by leaving educational channels firmly fixed and by specifying that uhf stations be protected against establishment of more vhf stations in their service areas, Commission aims to build strong case for adoption of proposal. Because of plan's potential widespread impact, we're including full text as Special Report to all subscribers.

Proposal has been in works so long, after vigorous espousal by Comr. Craven, that it came as little surprise. Even if adopted this summer (comments are due June 3), plan can have no immediate drastic effect -- because of simple fact that most valuable vhf channels are already nailed down by stations and applications, hence subject to little shifting around. Big question, of course, is whether proposal is just a prelude to eventual mileage-power-height cuts and DAs permitting addition of vhf channels to major markets. No one knows -- but a lot of people insist that such cuts are inevitable, only a matter of time. In this week's proposal, Commission is quite emphatic in stating that no engineering changes are permitted.

To justify move, Commission states that current method of channel changing by rule-making is cumbersome, inflexible; that an applicant should be able to file for a new channel and a new station at same time, thus cutting out unnecessary procedural step, saving time & money.

Allocations table served useful purpose, Commission said, when there was a huge backlog of applications and relatively few operating stations to nail any sort of allocations plan in place. Now, it says, petitions to change channels are as numerous as applications, and they frequently take even more time to process.

Proposal aims to protect uhf stations by specifying that vhf applicants must pick transmitter sites at least 75 mi. from uhf stations -- unless the uhfs are already getting competition from 2 or more vhf stations.

Commission would also keep allocations table intact for assignments within 250 mi. of Canadian & Mexican borders.

Comrs. Hyde, Bartley & Lee dissented, but only Hyde told why. He simply disagreed that plan would produce flexibility, insisted things would get more com-

plicated instead and would "inevitably tend toward an allocation or distribution of facilities characterized by extremes of concentration and scarcities..." Comr. Mack, though concurring with issuance of proposal, seemed mighty cool about it, saying: "The fact that I might vote to allow the question to be posed does not in any way prejudice my position in the final action of the Commission."

Commission also finalized several of its vhf drop-in proposals this week: (1) Added Ch. 4 to Charleston, S.C. (2) Added Ch. 6 to Miami, Comrs. Hyde & Craven dissenting. (3) Shifted Ch. 10 to Duluth-Superior from Hibbing, Minn. & Hancock, Mich. (4) Shifted Ch. 13 to Norfolk, from New Bern, N.C., replacing it with Ch. 12. In addition, Commission invited comments on conflicting proposals to add Ch. 8 to either Moultrie or Waycross, Ga.

Turning to uhf translators, Commission started rule-making proceedings designed to make sure translators don't preclude start of regular TV stations in their service areas. Specifically, proposal would prevent establishment of a translator where a regular station is now operating and would require cessation of a translator whenever a regular station started in same locality.

**LAWMAKERS ZERO IN ON SUBSCRIPTION TV:** FCC's fee-TV timetable was disrupted this week -- at the very least -- when 2 influential Congressmen wrote Commission urging it to hold off any subscription-TV decision until Congress considers whole issue.

Letters were from Reps. Harris (D-Ark.) & Celler (D-N.Y.), chairmen of Commerce and Judiciary Committees. They were not unexpected (Vol. 13:16) in view of pro-&-con pressures which have been building up as FCC gets deeper into question.

Celler's letter pointed to his bill to ban pay telecasts (HR-586) and requested Commission to "withhold any tests until Congress has had opportunity to consider the proposed legislation," which has been referred to Harris' Committee but not scheduled for hearing. Harris' letter made it clear he thinks FCC doesn't have power to order tests, and it posed series of questions (some of them rhetorical) for FCC.

The Congressional communications spell delay. Those commissioners who are inclined to favor fee-TV tests say that action probably won't be held up more than a couple of weeks. Others say this could open way to full-fledged hearing on Celler bill or other fee-TV legislation and bottle up issue for indeterminate period.

Chairman McConnaughey plans to visit Harris -- and possibly Celler, too -- with any other commissioners who wish to accompany him, to talk over whole toll-TV situation. But some Congressional observers think this won't satisfy Harris, and point out that House Commerce Committee's transportation & communications subcommittee (also headed by Harris) has held no TV or radio hearings so far this session, and that fee TV might be good place to start, since it's relatively virginal territory.

Only other Congressional hearings on fee TV were held last session by Senate Commerce Committee -- culminating this year in "hands off the FCC" policy by Committee unable to agree on draft report urging tests (Vol.13:9). Congress was in Easter recess this week, and no toll-TV hearings are currently on agenda.

\* \* \* \*

Congress didn't intend Communications Act to cover pay-TV tests, Harris said in his long letter to FCC. He told Commission to give "ample and detailed evidence that it has the legal power to contain and control this experiment" -- or else "come to the Congress for the [powers] which the Commission must have in order to protect the public interest." Following is the gist of the questions Harris asked "to assist me and the Committee in our thinking on these problems:"

(1) How can fee-TV experiments which force free programming off air be reconciled with Communications Act provisions that FCC explore new systems which can be made available to "all the people of the U.S." or which will lead to "a larger and more effective use of radio in the public interest?"

(2) If Congress grants FCC's pending request for 5-year broadcast licenses, would subscription TV tests also run for 5 years?

(3) Won't it be "practically impossible" to make stations stop pay TV when tests are terminated, in view of investment involved? If courts rule that fee TV is

**Full Text of FCC's**

## **Proposal to Abandon Television Allocations Table**

**Seeking Deletion of Fixed Assignments for Commercial TV Stations Except Those Within 250 Miles of Borders, Educational Assignments Remaining Unchanged**

**Comr. Mack Issuing Concurring Statement; Hyde Dissenting and Issuing Statement; Bartley & Lee Dissenting**

Notice of Proposed Rule-Making Issued April 26, 1957 as FCC Public Notice 57-407, Mimeo 44039

Comments Due by June 3, 1957 (see *Television Digest*, Vol. 13:17)

In the Matter of  
Amendment of Part 3, subpart E,  
Television Broadcast Stations } Docket No. 12005

### **NOTICE OF PROPOSED RULE MAKING**

1. Notice is hereby given of proposed rule making in the above entitled matter.

2. Section 3.606, the television Table of Assignments, was adopted in its present form in the Sixth Report and Order on April 11, 1952. It was determined at that time that television broadcast channels could be more efficiently and equitably allocated on the basis of a fixed Table of Assignments than on the basis of individual applications. We then stated that our conclusion to adopt such an allocation plan was based on the following considerations:

(a) The Table would make for a more efficient use of the available channels.

(b) It would better protect the interests of the smaller communities and rural areas by preventing preemption of available channels by the larger cities.

(c) It would be an effective means of reserving channels for educational purposes.

(d) It would eliminate certain procedural disadvantages in connection with the processing of applications.

3. Five years have elapsed since the adoption of the Sixth Report and Order. The number of operating stations has increased from the 108 "pre-freeze" stations to approximately 500 stations. There are, in addition, about 165 authorized stations which have not yet been constructed. Thus, the Table has served well its purpose of avoiding procedural difficulties and helping to bring television service to almost the entire country at the earliest possible time. It now appears that we should re-examine, in the light of the current development of television service, the considerations leading to the adoption of a fixed Table of Assignments in order to determine whether the public interest might be better served by the initiation of a procedure for allocating television channels on the basis of individual applications.

4. Approximately 90% of the VHF commercial assignments listed in the Table of Assignments have either been authorized or have been applied for, and most of the balance are in sparsely settled areas, chiefly west of the Mississippi River. Because of the outstanding VHF authorizations, there are very few areas (and again most of these are west of the Mississippi) where additional VHF channels may be added in keeping with the station separation requirements of the Rules. Thus, it is apparent that, at least as far as the VHF channels are concerned, the allocation pattern has been so well established that

efficiency in allocation is no longer a compelling reason for a fixed Table of Assignments. And the pattern which has been developed will effectively reserve the great majority of the unclaimed VHF channels for the benefit of the small communities in sparsely settled areas. Moreover, even though UHF authorizations have not come up to expectations, it appears that the UHF allocation pattern has been quite firmly set by the grants that have been made, so that any greater efficiency resulting from use of a fixed table might now be outweighed by the greater flexibility of the application method. This is particularly true with respect to the assignment of low and high UHF channels in neighboring communities, since in many cases the community more interested in establishing local television service has been assigned the less desirable channels.

5. When the Table of Assignments was adopted, the Commission was faced with a huge backlog of television applications, with an unknown number of applicants ready to file their applications when the "freeze" was lifted. Only through a fixed table could the Commission have acted as expeditiously as it did in processing applications, with the result that television service was provided to almost all the nation's population in a relatively short time. Now the situation is different. The backlog of pending applications is no greater than the backlog of petitions for changes in the Table of Assignments, many of which request the drop-in of a VHF or low UHF channel. In several instances it has been noted that the rule making process has consumed more time than the processing of an application subsequently filed. Hence, it appears that the Commission's workload might be considerably lessened and the public interest might be better served and television service more expeditiously provided by eliminating the procedural step of rule making to make a channel available for use in any given community. In addition, if a prospective applicant is relieved of the expenditure of time and money in rule making proceedings and assured that any channel is available which meets technical requirements, he might be encouraged to seek out new or underserved television markets.

6. However, we do not feel that the time has yet come when the Table of Assignments should be completely abandoned. We believe that it is still necessary and appropriate in the public interest to preserve the educational reservations not yet claimed and to protect UHF areas from encroachment by new VHF stations. In our view, any change in the Rules as to availability of television channels must make allowance for such factors.

7. Hence, our proposal is not to delete the Table of Assignments in its entirety, but to maintain a Table containing all noncommercial educational assignments (which cannot be deleted without rule making) and, for the convenience of applicants, all assignments within 250 miles of the Canadian and Mexican borders which have been

accepted pursuant to international agreements. We would also amend Section 3.607 of the Rules to provide that, so long as minimum separation requirements with respect to existing authorizations and minimum field intensity requirements are met, applications might be filed for new or changed facilities on any channel in any community, with the exceptions that no application would be accepted if (1) it did not meet the minimum separation requirements with respect to noncommercial educational assignments listed in the Table of Assignments, or (2) it requests a VHF operation within 75 miles of the transmitter location of an authorized UHF station,<sup>1</sup> unless (a) the proposed transmitter site is beyond an existing VHF transmitter, or (b) the principal city served by the UHF station is receiving Grade A or better service from two or more existing VHF stations, or (c) the principal city to be served by the proposed VHF station is already receiving a city grade signal from two or more VHF stations. We believe that some such limitation on the further spread of VHF service into UHF areas is a necessary precaution in preserving the status quo at least until we have completed our inquiry into the feasibility of transferring all or a substantial part of television broadcasting to the UHF band.<sup>2</sup> At the same time, we do not anticipate that the limitation will seriously impede the development of a nationwide television service, since our study has not revealed many UHF areas where a new VHF channel, meeting all separation requirements, could be used.

8. The proposed changes in the Table of Assignments and Section 3.607 would require editorial changes in other sections of Part 3 of the Rules and the deletion of Section 1.378(d) of Part 1. There is attached as an Appendix the suggested rule changes necessary to effectuate these proposals. The Commission invites interested parties to submit comments and relevant data on the proposals contained herein. It is emphasized, however, that the Commission is not at this time soliciting, nor will it consider in this proceeding, any requests for the deletion or addition of specific noncommercial educational assignments or for any amendment with respect to station separations or any other technical limitation.

9. Authority for the adoption of the amendments proposed herein is contained in Sections 4(i), 301, 303(c), (d), (f) and (r) and 307(b) of the Communications Act of 1934, as amended.

10. Any interested party who is of the view that the proposed amendments should not be adopted, or should not be adopted in the form set forth herein, may file with the Commission on or before June 3, 1957, a written statement setting forth his comments. Comments supporting the proposed amendments may also be filed on or before the same date. Comments in reply to original comments may be filed within 15 days from the last date for filing said original comments. No additional comments may be filed unless specifically requested by the Commission or good cause for the filing of such additional comments is established.

11. In accordance with the provisions of Section 1.764 of the Commission's Rules and Regulations, an original and 14 copies of all statements, briefs or comments shall be furnished the Commission.

#### FEDERAL COMMUNICATIONS COMMISSION

MARY JANE MORRIS  
*Secretary*

### APPENDIX Channel Utilization

3.605 Carrier frequency offset. In order to obtain the most favorable possible desired to undesired signal ratio and the maximum service areas in any group of stations operating on the same channel, specified stations will be required to operate with their carrier frequencies offset

<sup>1</sup> The 75 miles separation is suggested as a reasonable distance which would generally prevent a Grade B signal from covering the city in which the UHF station is authorized.

<sup>2</sup> Any action on our part in terminating the inquiry will, of course, await the report of the industry-sponsored Television Allocations Study Organization (TASO) and the results of the industry's crash program of UHF research.

10 kc above or below the normal carrier frequencies. The channel assignments of such stations will be identified by a plus or minus mark.

#### 3.606 Table of assignments.

(a) *General.* The following table contains (1) the channel assignments reserved for use by noncommercial educational broadcast stations in the listed communities in the United States, its Territories, and possessions, and (2) assignments for communities within 250 miles of the Canadian and Mexican borders that have been accepted pursuant to international agreements. The noncommercial educational reservations are designated with an asterisk. A noncommercial educational assignment may be added to or deleted from the Table of Assignments only through rule making proceedings. Changes in the border assignments (other than educational reservations) will be made administratively as required by actions on individual applications.

(b) *Table of Assignments.* [The Table is not set forth herein, but will include the educational reservations and assignments within 250 miles of the Canadian and Mexican borders, as listed in the present Table of Assignments.]

#### 3.607 Availability of channels.

(a) Subject to the provisions of paragraphs (b), (c) and (d) of this section, applications may be filed to construct new television broadcast stations or to make changes in the facilities of existing stations (commercial or noncommercial educational) in any community on any channel listed in Sec. 3.603: *Provided, however,* That the proposed transmitter location meets the minimum separation requirements of Sec. 3.610 with respect to existing authorizations and the minimum field intensity requirements of Sec. 3.685. Applications which fail to comply with these requirements will not be accepted for filing.

(b) Assignments reserved for educational purposes are available only for use by noncommercial educational broadcast stations. No application for the construction of a new commercial television broadcast station or to change the transmitter site of an existing station, whether or not accompanied by a petition to amend the Table of Assignments [Sec. 3.606(b)], will be accepted for filing if the proposed transmitter location does not meet the minimum spacing requirements of Sec. 3.610 with respect to a noncommercial educational assignment listed in the Table of Assignments whether or not such noncommercial educational assignment is under authorization.

(c) No application for the construction of a new commercial television broadcast station to operate on Channels 2 to 13, inclusive, or no application for change in the transmitter location of an existing VHF station shall be accepted for filing if the proposed transmitter location is within 75 miles of the transmitter location of a station authorized for operation on a UHF frequency (Channels 14-83, inclusive) unless one or more of the following conditions exist:

1. The principal city served by the UHF station is already receiving Grade A or better service (Sec. 3.683) from two or more VHF stations.

2. The proposed transmitter location is at a greater distance from the UHF station than the transmitter of a VHF station located in the same general direction from the UHF station.

3. The principal city to be served by the proposed VHF station already receives a city grade signal from two or more VHF stations.

(d) Unless the assignment requested is listed in the Table of Assignments, an application to construct a station with a proposed transmitter location within 250 miles of either the Canadian or Mexican border shall be accepted for filing subject to the provisions of any agreements entered into by the United States with Canada and Mexico.

#### 3.610 Station Separations.

(a) Applications for new television broadcast stations or for changes in the transmitter sites of existing stations

will not be accepted for filing if they fail to comply with the requirements specified in paragraphs (b), (c) and (d) of this section as to the distance between the proposed transmitter site and the transmitter of an authorized station or the location of a noncommercial educational assignment listed in the Table of Assignments [Sec. 3.606(b)] but not currently authorized. Distances shall be computed in accordance with the provisions of Sec. 3.611.

Note: Licensees and permittees of television broadcast stations which were operating on April 14, 1952 pursuant to one or more separations below those set forth in Sec. 3.610 may continue to so operate, but in no event may they further reduce the separations below the minimum. As the existing separations of such stations are increased, the new separations will become the required minimum separations until separations are reached which comply with the requirements of Sec. 3.610. Thereafter, the provisions of said section shall be applicable.

(b) Minimum co-channel station separations:

Zone	Ch. 2-13	Ch. 14-83
	Miles	Miles
I	170	155
II	190	175
III	220	205

(2) The minimum co-channel mileage separation between a station in one zone and a station in another zone shall be that of the zone requiring the lower separation.

(c) Minimum station adjacent channel separations applicable to all zones:

(1)	Channels 2-13	Channels 14-83
	60 miles	55 miles

(2) Due to the frequency spacing which exists between Channels 4 and 5, between Channels 6 and 7, and between Channels 13 and 14, the minimum adjacent channel separations specified above shall not be applicable to these pairs of channels (see Sec. 3.603).

(d) In addition to the requirements of paragraphs (a), (b) and (c) of this section, the minimum station separations between stations on Channels 14-83, inclusive, as set forth in Table IV of Sec. 3.698 must be met in either rule-making proceedings looking towards the addition of a noncommercial educational assignment to the Table of Assignments [Sec. 3.606(b)] or in licensing proceedings. No channel listed in column (1) of Table IV of Sec. 3.698 will be assigned to any city, and no application for an authorization to operate on such a channel will be granted unless the mileage separations indicated at the top of columns (2)-(7), inclusive, are met with respect to each of the channels listed in those columns and parallel with the channel in column (1).

(e) The zone in which the transmitter of a television station is located or proposed to be located determines the applicable rules with respect to co-channel mileage separations where the transmitter is located in a different zone from that in which the channel to be employed is located.

#### 3.611 Reference points and distance computations.

(a) Station separations shall be determined by the distance between the coordinates of the proposed transmitter site and the coordinates of all authorized or proposed transmitter sites for the pertinent channels. Where a pertinent channel has an unused noncommercial educational assignment the station separation shall be determined by the coordinates of the pertinent community as set forth in the publication of the United States Depart-

ment of Commerce entitled "Air Line Distances Between Cities in the United States," or, if not contained therein, the coordinates of the main post office of such pertinent community. (The Department of Commerce publication may be purchased from the Government Printing Office, Washington, D. C.).

(b) In measuring station separations involving an unused noncommercial educational assignment for cities listed in the Table of Assignments in combination, separation measurements shall be made from the reference point which will result in the lowest separation.

(c) [same as present Sec. 3.611(d)]

#### DISSENTING STATEMENT OF COMMISSIONER ROSEL H. HYDE

I dissent to the action proposed to delete Sec. 3.606 (Table of Assignments) of the Commission's rules.

On the basis of experience the Commission has had in such matters, which I believe should be given at least some attention, approval of the proposed rule changes would certainly add substantially to the agency's administrative burden, creating backlogs and increased delays; impose added burdens and costs upon applicants and licensees alike; create confusion and uncertainty as to allocation policy; and inevitably tend toward an allocation or distribution of facilities characterized by extremes of concentration and scarcities rather than an equitable distribution as contemplated by the Communications Act. The overall effect of a change in allocation policy such as inherent in the proposed rule is at cross purposes with recent Commission actions intended to make constructive changes in the allocations structure, particularly with regard to making possible larger and more effective use of UHF channels.

In the absence of adequate allocation rules, the Commission actually will not gain flexibility in the allocation of station assignments as claimed by proponents of the rule change, but will lose much of the flexibility now available. The present allocation rules are not and could not legally be made fixed and unalterable; they are subject to change by orderly process though change has generally been resisted by those who would delete the rules themselves.

There is, in my opinion, an agency responsibility to establish uniform rules, easy of application. Such rules are necessary for efficient administration of the agency's work, and essential for the information and guidance of those who have business with the agency or an interest in its actions. The proposed new rules are complex, internally inconsistent, and certain to create difficulties inherent in a situation where all applications cannot be considered under the same procedures.

#### CONCURRING STATEMENT OF COMMISSIONER MACK

As a member of the Federal Communications Commission, I believe that if one or more Commissioners would like to pose a question to the public and the industry concerned, they are entitled to do so. The fact that I might vote to allow the question to be posed does not in any way prejudice my position in the final action of the Commission.

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"broadcasting" and that anyone who meets test requirements must be licensed for subscription service, "the demise of free TV as we know it today would be quickly accomplished and vested rights created before the Congress would be given an opportunity to remedy the situation."

(4) Does FCC feel it has sufficient power to control conditions of sale or lease of decoders and to assure public that tests are temporary?

(5) Does Commission have power to make sure that licensee maintains control over programs and can obtain programming from sources other than the distributor of the particular decoder he is using?

(6) Should rival fee-TV systems be allowed to "carve out" respective territories for exclusive use of their systems" or should FCC determine "which territory or area is to be the monopoly of a particular system?"

(7) Has FCC determined whether closed-circuit TV is better suited for testing fee TV? Harris suggests this "might provide an ideal testing-ground" in densely populated areas, without "blacking out" any free programming.

(8) Harris "presumes" Commission has thoroughly discussed all aspects of the problem, including program production & schedules, price, maintenance of equipment, etc., and asks how many "serious" comments were filed in FCC's toll-TV proceeding.

Celler's letter was brief -- expressing belief Congress ought to be heard and warning: "To undertake tests at this time when Congress may declare a policy in opposition to toll TV would make such tests wasteful in terms of money and manpower."

Note: AFL-CIO pres. George Meany this week wired FCC commissioners pointing out that the labor organization has passed resolution opposing subscription TV.

**FILM DISTRIBUTORS CALLED TO FCC HEARING:** FCC's network study group got tough this week and issued subpoenas calling 6 TV film producers & distributors and one independent live program producer to hearings starting May 1 in N.Y. Federal courthouse.

Officials of network study group wouldn't say what specific information they were after -- only that those individuals summoned had failed to give complete answers to program questionnaire sent to all producers & distributors. Chief examiner James D. Cunningham will preside over public hearings, expected to last 3 days.

Subpoenaed to attend hearing and "required" to produce evidence were: Harold L. Hackett, pres., Official Films; John L. Sinn, pres., Ziv TV; Michael M. Sillerman, exec. v.p., TPA; Ralph M. Cohn, v.p.-gen. mgr., Screen Gems (Columbia Pictures); an undisclosed official of MCA-TV; Charles Miller, secy., Revue Productions (MCA subsidiary); Harry Fleischman, pres., Entertainment Productions Inc. (live shows).

First 4 companies on list are those which formed Assn. of TV Film Distributors last May in what appeared to be battle with networks, and voluntarily submitted statement to network study committee blasting networks for alleged "pressure" tactics aimed at squeezing out independent producers (Vol. 12:22). Then, last September, the same group was called before Rep. Celler's subcommittee -- and exhibited a surprisingly conciliatory attitude toward networks in public hearing (Vol. 12:37).

FCC defended its position that networks are innocent of monopoly charges until proven guilty, in reply this week to questions posed by Sen. Hennings (D-Mo.) about grant of St. Louis Ch. 11 to CBS (Vol. 13:11). Commission said it was opposed to holding up grants of network applications to wait for outcome of the various network investigations. It added that it believes multiple ownership rules place a "sufficiently low maximum" on number of stations which may be owned. Anyway, it added, if networks are judged guilty of monopoly, court can divest them of stations.

Govt. proposed dissolution of International Boxing Club, convicted March 8 of conspiring to monopolize TV fights and title bouts (Vol. 13:10). Decree filed with N. Y. Federal Judge Sylvester J. Ryan this week by Govt. also asked that IBC officials James D. Norris & Arthur M. Wirtz sell all their capital stock in Madison Sq. Garden Corp. IBC filed proposed decree suggesting that it be ordered to give up exclusive contracts and limiting number of championship fights it may promote during a year.

TV is throttling minor league baseball by heavy major league game schedules (Vol. 13:12), Dan Parker complains in "Two Strikes on Baseball" series in *N. Y. Daily Mirror*. Columnist cites drops in attendance from 41,872,762 in 1949 to 17,031,069 in 1956, number of clubs from 59 to 28.

Song Ad Film-Radio Productions Inc. (Bob Sande, pres.), commercial producers, moves July 1 to KTLA studios, 5800 Sunset Blvd., Hollywood.

**B**OSTON'S hotly-contested Ch. 5, worth millions, went to WHDH-*Herald-Traveler* April 24 in final 4-2 FCC decision, Comrs. Hyde & Bartley dissenting, Comr. Craven abstaining. Losers were DuMont, Greater Boston TV Corp. (initially favored by chief FCC examiner James D. Cunningham), Mass. Bay Telecasters Inc.

Action by Commission, which had been foreshadowed (Vol. 13:13), brushed aside protests by non-applicant *Boston Globe* that *Herald-Traveler* threatened to use station to drive it out of business (Vol. 13:5).

FCC favored WHDH largely because of its "strong showing" in all "local factors," added to long broadcast experience & record in Boston area. DuMont was "weak" in local residence and ownership-management integration. Greater Boston and Mass. Bay had "modest" showing over WHDH in "civic participation" & diversification of business interests but lacked in broadcasting background.

Comr. Hyde in his dissent said he favored a "higher degree of diversification" than WHDH offered but indicated no choice. Comr. Bartley, who had favored Mass. Bay in earlier FCC voting in case, said record demonstrated WHDH is "adjunct" of *Herald-Traveler*, which used broadcasting facilities for competitive "leverage."

In dismissing *Globe's* petition to intervene, FCC said *Herald-Traveler's* rival had displayed "lack of diligence" in pressing its complaints while hearing record was open. Comr. Bartley concurred but dissented from Commission's

rejection of pleas by Greater Boston and Mass. Bay to reopen case to explore influence by *Herald-Traveler* in death of *Boston Post*.

\* \* \* \*

One court appeal was filed this week—as Broadcast House sought reversal of FCC decision giving St. Louis' Ch. 11 to CBS.

Demand for newly assigned channels in major markets is going to be mighty strong. This week, WJMR-TV, New Orleans (Ch. 20) filed for experimental grant to operate on new Ch. 12—stating it wants to compare vhf & uhf operations simultaneously.

WNOX's efforts to dislodge WBIR-TV, Knoxville (Ch. 10), which had defeated WNOX and Tennessee TV Inc. in comparative hearing, suffered setback this week when Commission turned down its petition for rehearing. WNOX had attacked on many fronts but FCC found all its arguments insubstantial.

One site move was authorized—WEAR-TV, Pensacola (Ch. 3) getting permission to shift from spot near city to point 25 mi. northwest, increase height to 1000 ft., power to 100 kw.

Radio WIP, Philadelphia, filed protest against authorization given to WPFH, Wilmington (Ch. 12) to move transmitter near Pitman, N. J., 26-mi. east of Wilmington, 7-mi. closer to Philadelphia. WIP asked for hearing, claiming it would suffer competitively.

Translators authorized: John Day, Ore., Ch. 72 & 77, to John Day Valley TV; Rock Springs, Wyo., Ch. 74, to Translator TV Bestg. Corp.

Radio station sales approved by FCC: KMOD, Modesto, Cal. by Radio Modesto Inc. (John E. Griffin, pres.) to Modesto Bestg. Co. (Ruth W. Finley, pres.) for \$161,500 (Vol. 13:10). KATZ, St. Louis, by Mrs. Cora Lee Garrett & Bernice Schwartz to Rollins Bestg. Inc., operator of WPTZ, Plattsburgh, N. Y. (Ch. 5) and 6 AMs, for \$110,000 (Vol. 13:13). WELL, Battle Creek, by *Battle Creek Enquirer & News* (Federated Publications Inc., R. B. Miller, pres.) to Frederick A. Knorr's Southern Michigan Bestg. Corp. for \$100,000 (Vol. 13:11). WAIT, Chicago, Oscar Miller family acquiring control from Adele & Louis E. Moulds and Grace V. & Wm. T. McNeill, paying \$98,000 for their holdings (Vol. 13:16). WTRL, Brandenton, Fla. by Howard A. Donchoe to Blue Skies Bestg. Corp., headed by Lockwood (Dick) Doty, ex-WHAM, Rochester, with 79% control held by Dr. James H. Lockhart Jr., Genesee, N. Y., for \$81,427 (Vol. 13:14). WJVB, Jacksonville Beach, Fla. by J. Lyle Williams Jr. & associates to Andrew B. Letson, owner of AMs in Ocala & Quincy, Fla., for \$60,000 (Vol. 13:13). WKPT, Kingsport, Tenn., pres. C. P. Edwards Jr. acquiring 59½% control by paying Howard Long \$54,000 for 22½% (Vol. 13:16).

Radio station sales reported this week: KHEP, Phoenix, by A. V. Bamford and Harvey R. Odom (also co-owners of CP for radio KMOP, Tucson) under 5-year lease for \$252,000 (with option to buy within 2 years for \$145,000) to Grand Canyon Bestrs. Inc. KEPO, El Paso, by Austin attorney John W. Stayton for \$150,000 to A. V. Bamford & Harvey R. Odom and E. O. Smith, Phoenix. KSTB, Breckenridge, Tex., by Coy Perry and C. M. Hatch (owners of KCLW, Hamilton, Tex.) for \$50,000 to Hugh M. McBeath, chief engineer of KXOL, Ft. Worth. KEPO broker was Hamilton, Stubblefield, Twining & Assoc.

Record sale for \$7,500,000 of radio WNEW, N. Y. to DuMont by Buckley-Wrathner-Loeb interests (Vol. 13:12) was approved this week by FCC. Price includes \$4,815,407 cash, remainder 281,889 shares of DuMont Bestg. stock fixed at 8¼.

FCC quietly laid to rest 2 long-pending proposals to require filing of information on patents owned by its licensees. First proposal, initiated in 1951 as aftermath of bitter color hearing in which Commission grilled RCA sharply about patent pool and licensing procedures (Vol. 7:48), would have required everyone with patent rights on communications equipment to disclose mass of information on such patents to Commission. Second proposal, initiated in 1954, would have required those participating in rule-making proceedings to show their patent interests in equipment involved (Vol. 10:50). In rejecting proposal, Commission majority this week said it already has power to require and obtain patent information on case-by-case basis "when situations arise." Comrs. Bartley & Lee dissented from this week's order.

Sale of KERO-TV, Bakersfield, Cal. to Wrathner-Alvarez was protested this week by Robert K. Strauss, 10% owner of WITI-TV, Milwaukee, who asked FCC for hearing—noting he has suit pending in Cal. court charging abrogation of his previous contract to buy KERO-TV. He also cited suit by Mrs. Maria Helen Alvarez against J. D. Wrathner & George E. Whitney, v.p.-gen. mgr. of KFMB-TV (Vol. 13:7) et al, seeking \$10,000,000 damages for alleged fraud.

The 30% of Guy Gannett Publishing Co., publisher of *Portland Press Herald* and other Maine newspapers, held by Public Welfare Foundation Inc., has been bought back by parent firm for sum understood to be \$1,260,000. Public Welfare was established by Charles E. Marsh, 48% owner of *Alexandria* (Va.) *Gazette*. Guy Gannett Bestg. Services, subsidiary of publishing firm, operates WGAN-TV, Portland (Ch. 13) & WGAN. Broker was Allen Kander & Co.

Sale of 25% of WDAK-TV, Columbus, Ga. (Ch. 28) by Radio Columbus to Martin Theatres of Ga. Inc. for \$25,000 is requested in application filed this week. Martin Theatres gains 100% control and Allen Woodall, present gen. mgr., receives \$20,000 over a 4-year period as consultant. Station seeks change of call letters to WTVM.

**New and Upcoming Stations:** WSOC-TV, Charlotte, N. C. (Ch. 9) begins April 28 with NBC-TV, also carrying some ABC-TV programs, after April 24 test pattern debut. It's second vhf in city where WBTV (Ch. 3) has been operating since 1949; uhf WQMC (Ch. 36) left air March 15, 1955 (Vol. 11:12). Other starter this week was Henry Kaiser's KHVH-TV, Honolulu (Ch. 12), city's fourth outlet, which began April 22 with test patterns, has May 5 programming target—subject to Court of Appeals action on protest filed by KULA-TV (Ch. 4).

Nation's first uhf station is due to go dark April 30, Storer Bestg. Co. asking FCC permission to throw switch on KPTV, Portland, Ore. (Ch. 27). Attorney-oilman George Haggarty is buying assets of station along with city's KLOR (Ch. 12), planning to keep KPTV's NBC-TV affiliation (Vol. 13:6). He'll also keep KPTV call letters. With 2 stations on and one off this week, on-air box score stands at 498 (91 uhf).

WSOC-TV has 50-kw transmitter and 1000-ft. Ideco tower with 12-section antenna near Newell, N. C., also site of temporary studio while permanent studios are being constructed at 1925 N. Tryon St. Owners: pres-gen. mgr. E. J. Gluck, 1%; Larry Walker, exec. v.p. (ex-gen. mgr. of WBTV), 5%; R. S. Morris, 21%; E. E. Jones, 46%; Hunter Marshall family, 27%. George Henderson, ex-Crosley stations' gen. sales mgr., is gen. sales & promotion mgr.; Robert Provence, ex-WLW, Dayton, program director; James W. Evans, ex-WXEX-TV, Richmond, promotion director; L. L. Caudle Jr., from WSOC, chief engineer. Base hour is \$900. Rep is H-R Television Inc.

KHVH-TV, on grounds of Henry Kaiser's Hawaiian Village Hotel, has 2-kw RCA transmitter, 165-ft. tower with 6-section antenna. Owners are industrialist Henry J. Kaiser, with 75%, and local time salesman & announcer

Hal Lewis, exec. v.p. with 25%. They're 50-50 partners in radio KHVH, ordered off air by FCC while protest was being considered; station will resume shortly, Commission having denied protest this week. KHVH-TV is managed by Lewis; James A. Washburn, ex-KONA-TV, TV exec. producer; Ernest Lindemann, ex-KONA-TV, chief engineer. Base hour is \$350. Rep is Roy V. Smith Assoc.

**Brownlee Power Plant Camp, Ore.** translators K72AC & K76AC began April 22, repeating KBOI-TV & KIDO-TV, Boise, Ida., owner Idaho Power Co. has informed FCC. Its K70AN & K74AE at Oxbow Power Plant Camp, Ore. are due to start shortly, also repeating the Boise stations, writes A. B. Day, communications engineer for Idaho Power. Construction and operation of translators are under direction of plant engineer Carl Lewis. K77AB, Alpine, Tex., operated by The Honor System TV Assn., began relaying KOSA-TV, Odessa, April 26.

**Equipment shipments reported this week by RCA:** 100-kw transmitter, second shipped by RCA, to upcoming WIIC, Pittsburgh (Ch. 11) April 25; used 10-kw transmitter April 22 to upcoming educational WMVS, Milwaukee (Ch. 10); 6-kw transmitter April 16 to WMAR-TV, Baltimore (Ch. 2); 12-section superturnstile antenna April 26 to WPFH, Wilmington-Philadelphia (Ch. 12).

**Power & height increases:** KFEQ-TV, St. Joseph, Mo. (Ch. 2) plans power increase from 50.1 to 100-kw end of May; WDSM-TV, Duluth-Superior, aims to have 804-ft. Ideco tower in use Aug. 1.

NBC's WRC-TV, Washington, lays cornerstone of new studios at 4001 Nebraska Ave. morning of May 2, FCC commissioners and other dignitaries attending.

KVSO-TV, Ardmore, Okla. (Ch. 12) resumed April 26, after being off air since April 2 when tower was destroyed by tornado.

**Network Accounts:** Warner-Lambert made biggest plunge into network sponsorship to date this week with \$10,000,000 buy of new western series *The Restless Gun*, starring John Payne, on NBC-TV, starting Sept. 23, Mon. 8-8:30 p.m., and alt. sponsorship of NBC-TV's *Tie Tac Dough*, starting Sept. 12, Thu. 7:30-8:00 p.m., both thru Sullivan, Stauffer, Colwell & Bayles. Big pharmaceutical & toiletries manufacturer last Feb. signed \$2,500,000 contract as first sponsor of NTA Film Network (Vol. 13:5) . . . Pillsbury signs for alt. sponsorship of *The Big Record*, replacing *Arthur Godfrey Show* on CBS-TV, starting in fall, Wed. 8-9 p.m. . . . Ford due to drop *Ford Theatre* on ABC-TV Wed. 9:30-10 p.m., at end of summer . . . Kaiser Aluminum, whose *Kaiser Aluminum Hour* leaves NBC-TV in June, may sponsor new filmed *The Mark of Zorro & The Californians* on ABC-TV in fall, former probably Thu. 8-8:30 p.m., latter probably Thu. 8:30-9 p.m. . . . Oldsmobile ready to sign for 9 shows separately starring Jerry Lewis & Dean Martin on NBC-TV in fall, probably in week end time period, thru D. P. Brother . . . Kimberly-Clark (Kleenex) signs alt. sponsorship of *Playhouse 90* on CBS-TV, starting in fall, Thu. 9:30-11 p.m., thru Foote, Cone & Belding . . . Toni and DeSoto renew Groucho Marx's *You Bet Your Life* on NBC-TV next season, Thu. 8-8:30 p.m., thru North Adv. . . . American Tobacco looking for co-sponsor for *Your Hit Parade* on NBC-TV next season, Sat. 10:30-11 p.m. . . . Hallmark and Union Carbide considering sponsorship of NBC-TV opera next season . . . Borden signs again for *The People's Choice* on NBC-TV Thu. 9-9:30 p.m. . . . R. J. Reynolds sponsors *The Bob Cummings Show* on NBC-TV, starting Sept. 24, Tue. 9:30-10 p.m., thru Wm. Esty . . . GE signs again for *Cheyenne* on ABC-TV Tue. 7:30-

8:00 p.m., thru Young & Rubicam . . . Chesebrough-Pond cancelling *Jim Bowie* on ABC-TV Fri. 8-8:30 p.m. . . . R. J. Reynolds may drop *Wire Service* on ABC-TV Mon. 7:30-8:30 p.m.; MGM's *Mystery Street* is possible replacement . . . American Chicle buys one-half sponsorship of *Sugarfoot* on ABC-TV Tue. 7:30-8:30 p.m., thru Ted Bates . . . General Mills cancels *Giant Step* on CBS-TV Wed. 7:30-8 p.m., time period being taken by *My Friend Flicka*.

**Jurisdictional dispute forced cancellation of telecast** by CBS's WCBS-TV of American Theatre Wing's Antoinette Perry Awards April 21 from New York's Waldorf-Astoria, and there was talk this week of at least 2 lawsuits as a result. Dispute was between IBEW & IATSE over handling of lighting for the show—hinging on question of whether telecast was a "special event" or a "production." At week's end, sponsor Pepsi-Cola was said to be considering suit against WCBS-TV to recover costs of promoting telecast and CBS was weighing several possible actions, including suit against IBEW local.

A 5-10% increase in advertising volume this year, over last year's \$10 billion, was predicted by AAAA pres. Frederick R. Gamble during annual meeting at Greenbrier, White Sulphur Springs, W. Va. Gamble continues as AAAA pres. Other officers elected: Melvin Brorby (Needham, Louis & Brorby), chairman; J. Davis Danforth (BBDO), vice chairman; Ross H. Ryder (Ryder & Ohleyer), secy.-treas.

**Rate increases:** WBBM-TV, Chicago, March 1 raised base hour from \$3900 to \$4100, with Class AA 20 sec. only rate remaining \$875. WDBO-TV, Orlando, Fla. April 1 raised hour from \$300 to \$450, min. \$65 to \$90. KWTX-TV, Waco, has raised hour from \$250 to \$300, min. \$50 to \$60.

**Telecasting Notes:** Best and most interesting news coverage of TV scene by general circulation magazines is still found in *Time*. The reason: The magazine generally eschews "fan" material and instead treats TV as genuine news source. Good examples are recent survey of "tyranny of ratings" and cover story on Charles Van Doren. In April 22 issue, *Time* took an oft-asked question—"Are the quiz shows rigged?"—and essayed an answer in 1½ pages of interesting (and controversial) copy. *Time's* answer, elaborated in text of story: "The producers of many shows control the outcome as closely as they dare—without collusion with contestants, yet far more effectively than most viewers suspect" . . . Next TV season "shapes up as an uninspired repeat of the soon-ending current lowercase semester," despairs TV editor George Rosen in April 24 *Variety*. "TV, any way you look at it," he continues, "is precisely in the same unimaginative rut it was 4 or 5 years ago when it took a Pat Weaver to inject a nick-of-time stimulant and generate a coast-to-coast enthusiasm of sorts for a bogged-down medium" . . . Current TV season has had biggest number of program casualties of any to date, sums up April 27 *Billboard*; of 32 new programs that went on air last fall, it finds only "8 positive survivors," with 18 definitely going off and half-dozen still on the fence . . . All-Negro variety series reportedly being discussed with potential sponsors by ABC-TV . . . Record \$2,000,000 in residual payments for TV film reruns will be paid to Screen Actors Guild members in fiscal year ending Oct. 31, predicts SAG exec. secy. John L. Dales . . . Kiddie film package series, under title of *Funarama*, being offered by NTA in 30 & 60-min. segments, consisting of cartoons and movie shorts, mostly in color . . . Universal Pictures hopes to have TV distribution deal signed for its 500 pre-1948 pictures within next 4 weeks . . . MGM formally signed lease deals

TASO panel & committee chairmen, and coming panel meetings, as announced this week by exec. director George R. Town: Panel 1, transmitting equipment, Wm. J. Morlock, GE (Ralph N. Harmon, Westinghouse Bestg. Co., vice chairman); meeting April 24. Committees—standard transmitters (medium & high power), John E. Young, RCA; repeater transmitters, Benjamin Adler, Adler Communications Labs; antennas, Andrew Alford; systems, Orrin W. Towner, WHAS-TV, Louisville. Panel 2, receiving equipment, Wm. O. Swinyard, Hazeltine Research (K. A. Chittick, RCA, vice chairman); meeting May 9. Committees—separate uhf & vhf receivers (vhf-only, uhf-only), Wilson P. Boothroyd, Philco; combination uhf-vhf receivers, John F. McAllister Jr., GE (pro tem); uhf converters, Seymour Napolin, Granco; antennas & transmission lines, George W. Fyler, Zenith; community antennas & distribution systems, Lester C. Smith, Spencer-Kennedy (pro tem). Panel 3, field tests, Knox McIlwain, Burroughs Research Center (Frank L. Marx, ABC, vice chairman); meeting April 29. Committees—bibliography & sources, Richard J. Farber, Hazeltine; questionnaire form, Raymond F. Guy, NBC; picture quality vs. field strength, James D. Parker, CBS-TV, Frank L. Marx, ABC, Raymond F. Guy, NBC, co-chairmen; assembly & correlation of data, Knox McIlwain. Panel 4, propagation data, Frank Kear, Kear & Kennedy (Stuart L. Bailey, Jansky & Bailey, vice chairman); meeting May 21. Committees—measurement of service field, Howard T. Head, A. D. Ring & Assoc.; measurement of interfering fields, George C. Davis; review of existing records of service fields, Wm. S. Duttera, NBC; new factors, Lucien E. Rawls, WSM-TV, Nashville. Panel 5, analysis & theory, Robert M. Bowie, Sylvania (Wm. B. Lodge, CBS, vice chairman); meeting May 22. Committees—psychological aspects of picture quality, Odhen L. Prestholdt, CBS-TV; systems concept, Donald W. Peterson, RCA Labs; TV coverage presentation, Howard T. Head.

for its 723-feature library with Crosley Broadcasting (at a reported \$4,000,000) and with RKO Teleradio's WNAC-TV, Boston (\$2,000,000) . . . Barry & Enright have sold their packaging operation—along with exclusive services of Jack Barry & Dan Enright—to NBC for \$2,200,000. Howard Selsher, producer of Barry-Enright *Tic Tac Dough*, leaves next week for England to set up British version for ITA. Title: *Naughts & Crosses* . . . Charles Van Doren's first assignment under his NBC contract will be 8 minutes of commentary in connection with unsponsored rerun of "Call to Freedom" in *Project 20* series May 5, 4-5:30 p.m. . . . ABC rebuilding Vine St. radio studios in Hollywood for audience participation TV originations . . . Mrs. America of 1956, Ramona Dietemeyer, has been named women's director of KOLN-TV, Lincoln, Neb.; she'll serve as hostess on daily women's show and represent station in community projects . . . "Mr. Television," Milton Berle, said this week he'll probably never return to TV. His filmed series, *Follow That Man*, hasn't attracted a sponsor for NBC-TV this fall.

ABC is transmitting test signals during programming, using 4 lines of vertical interval between pictures, engineering v.p. Frank Marx announced this week. FCC recently authorized various types of tests to determine what test information should be incorporated in vertical interval (Vol. 13:12,14-15). ABC-TV is transmitting amplitude reference signal for correct picture contrast, using new Telechrome vertical interval test signal keyer.

Ziv TV's international div. moved this week into new headquarters on Maxwell Ave., Cincinnati, from which it plans to operate through its own sales organization in every overseas country with TV except Scandinavian and Iron Curtain nations.

Nine-hop microwave to feed Denver TV station signals to community antenna system in Rapid City, S.D. and intervening points was granted this week to Blackhills Video Corp. in final decision terminating long fight with AT&T. Midwest Video Corp. plans to establish CATV system in Rapid City—and there are prospective systems for Alliance & Chadron, Neb. and Hot Springs, S.D. AT&T had argued that Blackhills and Midwest have interlocking ownership, but Commission ruled this no bar to grant.

Heavy schedule of network public service programs is now carried on Sundays by Boston educational WGBH-TV (Ch. 2) as result of grants from *Boston Globe* and *Record-American*. Under FCC rules which require deletion of commercials, station's Sunday schedule now includes these live network shows: *UN in Action*, *Camera 3*, *Let's Take a Trip*, *Face the Nation*, *World News Roundup & Odyssey* from CBS; *Zoo Parade & Meet the Press* from NBC.

Walter Winchell says he'll withdraw his \$7,000,000 breach-of-contract suit against ABC (Vol. 11:36,44), following the announcement that ABC-TV had purchased Desilu's 30-min. weekly film series, *The Walter Winchell File*, dramatizations based partly on stories covered in Winchell's column. Said Winchell: "I don't see how I can sue a network I'm going to work for."

Easing of China ban to permit entrance of "strictly limited number of correspondents" is contemplated by State Dept. Secy. Dulles told April 23 news conference he'll consider relaxation of much-protested travel restrictions (Vol. 13:12) if critics offer plan which wouldn't bring "general breakdown" of regulation.

"Martin Luther" movie, whose cancellation by *Chicago Tribune's* WGN-TV last Dec. 21 started bitter religious controversy (Vol. 13:11), finally got Chicago showing April 23 over ABC's WBKB. Sponsor was Community Builders Inc.

**Personal Notes:** Dean Shaffner, ABC Radio v.p. for research & sales development, resigns to join NBC-TV as director of network sales planning . . . E. Charles Straus, ex-Filmcraft Productions & Wm. Morris Agency, named to new CBS-TV post of Hollywood talent & casting director . . . Peter McDonald and Eugene Hallman promoted to new CBC English-language posts of director of TV network programming and director of radio network programming, respectively, both headquartering in Toronto . . . James M. Gaines, gen. mgr. of WOAI-TV & WOAI, San Antonio, succeeds late Hugh A. L. Half as pres. of Southland Industries Inc.; George C. Beaury is treas., Hugh Half Jr. chairman . . . Eric Jensen, gen. mgr. of WLWD, Dayton, named admin. asst. to John T. Murphy, Crosley Bestg. Corp. TV v.p., succeeded by George Gray, gen. sales mgr. of radio WLW, Cincinnati . . . James E. Allen promoted to sales mgr. of WBZ-TV, Boston, succeeding C. H. Masse, resigned . . . Yale Roe, ex-WBKB, Chicago, joins KGO-TV, San Francisco, as national spot sales mgr. . . J. I. (Jim) Meyerson resigns as gen. mgr. of WITI-TV, Whitefish Bay-Milwaukee . . . Van Beuren W. DeVries, program director of WGR-TV, Buffalo, promoted to station mgr. . . Judith Waller retires April 30 after 25 years as public affairs & education director of NBC's central div.; she broke into radio in 1922 as first mgr. of radio WMAQ, Chicago; author of textbook, *Radio, the Fifth Estate*, she'll be TV-radio consultant for Michigan State, Purdue & Northwestern . . . Arthur Perles advanced to promotion director of NBC subsidiary California National Productions . . . Chalmers Dale promoted to asst. mgr. of CBS-TV film services dept. . . Robert O. Paxson, local sales mgr. of KTVH, Wichita-Hutchinson, Kan., becomes sales mgr. of upcoming KETV, Omaha (Ch. 7) in mid-May . . . Judd Woods, ex-Bruce Brewer Adv., named

mgr. of radio WDAF, Kansas City, succeeding V. S. Batton, who retires after 34 years with *Kansas City Star* station . . . Douglas Whitney, ex-RKO Studios & CBS-TV, joins Screen Gems to negotiate & create TV packages . . . Arthur E. Pickens Jr. named programming v.p. of Walter Schwimmer Co.; Bernard Crost promoted to sales v.p. . . . John J. Casserly, ex-CBS TV-radio news staff, appointed Rome INS-INP bureau mgr. . . . Earle Welde promoted from gen. sales mgr. to asst. gen. mgr. of WNAO-TV, Raleigh; Joe F. McGinley promoted from regional to gen. sales mgr. . . . Wm. G. Moody, commercial production mgr. of KIMA-TV, Yakima, Wash., promoted to program director of satellite KEPR-TV, Pasco . . . Howard Henken, ex-Shamus Culhane Productions & Teleprompter, named sales mgr. of Academy Pictures . . . Cleo E. Long resigns as mgr. of KHAD-TV, Laredo, Tex. . . . Peter J. Smith, ex-NBC mgr. of tele-sales, named v.p. of Closedcircuit Telecasting System (Fanshawe Lindsley) . . . Stanley Dudelson transfers as mgr. from Screen Gems north central div., Detroit, to midwest div., Chicago, replacing Henry A. Gillespie, resigned.

### Obituary

Nils T. Granlund, 57, known as "N. T. G." for nearly 40 years in show business, died April 21 in Southern Nevada Memorial Hospital, Las Vegas, following taxi accident. He was early success in radio, starting in 1922 at Marcus Loew's WHN (now WMGM), N. Y., where he claimed he introduced Harry Richman, Eddie Cantor, Al Jolson as broadcasting performers. From radio he branched into night clubs in N. Y. & Los Angeles, becoming celebrated as girl show producer. He was m.c. on several early TV shows, ran local *Hollywood Road to Fame* TV program, won \$10,000 recently on NBC-TV's *Big Surprise*. Surviving is his widow.

**ADVERTISING AGENCIES:** Charles H. Brower, BBDO exec. v.p. since 1946, elected gen. mgr. & vice chairman of exec. committee . . . Paul R. Smith named pres. of Calkins & Holden, succeeding Harold L. McClinton, who resigned to form new Reach, McClinton & Co.; Merlin E. Carlock named vice chairman . . . Ransom P. Dunnell named a v.p. of Alley & Richards in charge of TV-radio, N. Y. . . . Philip L. Worcester, onetime program production mgr. of WNBK, Cleveland (now KYW-TV), named head of TV-radio-film dept. of Fuller & Smith & Ross, same city.

J. H. Whitney & Co. forms subsidiary Corinthian Bestg. Corp. to coordinate management of its TV & radio stations (KOTV, Tulsa; KGUL-TV, Galveston; WISH-TV & WISH, Indianapolis; WANE-TV & WANE, Ft. Wayne). Officers & directors, all Whitney partners: Walter N. Thayer, chairman; C. Wrede Petersmeyer, pres.; Robert F. Bryan, secy.-treas. Petersmeyer is chairman of Corinthian policy committee comprising station managers.

Presentation of FCC awards to employes for superior accomplishment, set for 10:30 a.m. April 30 in Post Office Auditorium, includes citation to John Fitzgerald, chief of Office of Opinions & Review, for "outstanding performance of duties which resulted in the highly successful record of the FCC in disposing of an unprecedented number of adjudicatory cases."

**Whistling broker:** In addition to being a professional station broker, Bill Stubblefield of Hamilton, Stubblefield, Twining & Assoc., is also a professional whistler—his new record, *Blue Indian Summer* and *With Mighty Hands*, just released by Imperial Records, Hollywood.

Joining Washington law firm of Welch, Mott & Morgan are John B. Letterman, who was with firm in 1951-52, and in private practice since, and Donald E. Bilger, ex-Asst. U. S. Attorney for District of Columbia.

"Mike Awards" to women by *McCall's*, presented April 27 at St. Louis convention of American Women in Radio & TV: Lee Phillip, WBBM-TV, Chicago, "outstanding woman" of 1956 for *Operation Inoculation* in polio epidemic; Ida A. McNeil, radio KGFX, Pierre, S. D., for community broadcasts, particularly to hospital patients; Marian O'Brien, KETC, St. Louis, for *Ladies First* creative writing workshop; Sophie Altman, WRC-TV, Washington, for *Teen Talk*; Elise Kemper, WMAR-TV, Baltimore, for *City Council Report*; DelVina Wheeldon, radio WCKY, Cincinnati, for series on jet flying; Helen Parkhurst, Westinghouse radio stations, for *Growing Pains*.

Certificate of Achievement was awarded NBC by American Public Relations Assn. April 26 at annual convention in Philadelphia for "highly professional public relations program" portraying "value of the network as a unifying force for news, culture, advertising & economics." APRA also cited NBC's educational TV plan (Vol. 13:12) as example of network's "community interest."

Alliance of TV Film Producers names John Zinn, ex-Chertok TV, first full-time exec. director. Other new officers: Maurice Morton, McCadden Productions, pres.; Archer Zamloch, Hal Roach Studios, treas. Maurice Unger, Ziv, continues as v.p., while John Findlater, Revue Productions, remains secy.

ASCAI' reelected all officers at board meeting April 25 in N. Y.: Paul Cunningham, pres.; Louis Bernstein & Otto A. Harbach, v.p.'s.; John Tasker Howard, secy.; Saul H. Bourne, treas.; George W. Meyer, asst. secy.; Frank H. Connor, asst. treas.

Frederick W. Clayton, civil engineer recently serving as member of Nevada Public Service Commission, has been appointed asst. chief of FCC Common Carrier Bureau, filling vacancy.

**FABULOUS ELECTRONICS INDUSTRY IN PUBLIC EYE:** Burgeoning and pervasive electronics industry, of which TV and military superweapons are the keystones, in last few weeks has become subject of renewed interest by press, financial houses and public. As fastest-growing major U.S. industry, it shows no signs of leveling off -- though rapidly multiplying commercial and military applications now have grabbed spotlight from the mature (and momentarily somewhat troubled) TV segment of industry.

Though electronics volume totaled \$11.6 billion last year (goods & services), according to RETMA -- doubling itself in 6 short years -- it should see another 5-10% increase in 1957, according to Sprague Electric chairman Robert C. Sprague. Judging from general economic indicators, the former RETMA pres. told us this week, "business generally should be good, with electronics doing a little better than the average."

An unpublished RCA research study reinforces the prevalent spirit of bullishness on electronics. It places 1956 industry revenues at \$10.9 billion, projects 1957 figure of \$11.9 billion, foresees \$22.4 billion by 1965.

Same spirit is reflected in recent "profiles" of the industry in Time, Fortune, Wall Street Journal. April 29 Time -- covering much the same ground as April Fortune story -- gives this portrait of electronics today: "From a gross of only \$2 billion in 1946, it has become the fifth biggest U.S. industry, with 4200 companies, a work force of 1,500,000 and sales of \$11.5 billion annually." Time makes forecast: "In the next decade the electronics industry will double again to at least \$22 billion and beyond that the horizons are limitless." However, it adds warning against overdependence on military: "The Pentagon is a notoriously fickle customer."

Fortune began 4-part series this month hailing arrival of electronics as a major industry -- "the first full-length portrait of electronics as a business." The future articles will deal with components, industrial electronics and industry's competitive forces. First story ranks electronics fifth among U.S. industries -- behind automotive, steel, aircraft, chemicals, in that order -- and predicts \$16 billion annual rate of sales & services by 1960, perhaps \$22 billion by 1965.

Phenomenon peculiar to electronics is treated in Wall Street Journal April 24 story -- "the growing number of high-caliber scientists who are forsaking their labs and classrooms to become business executives." Drawing mainly on booming west coast electronics center, article points up problems faced by bankers in dealing with scientists-turned-businessmen. On one hand, some scientists feel their training in objectivity helps solve business problems; on the other, bankers throw up their hands at scientists who buy expensive equipment without finding out if company has money to pay for it -- or those who dream of research schemes while they are in important conferences on financial matters.

\* \* \* \*

TV, former glamor-boy of electronics industry, seems to have reached a sales plateau -- somewhere around 7,000,000 sets annually -- while other segments, such as military and industrial, continue strong advance. Even radios & phonos -- with console models now revived under catchall title of hi-fi -- are now forging steadily ahead. But a study of statistics since Jan. 1 shows TV production down some 440,000 from similar period last year and some 800,000 under comparable 1955 term. Key to decrease is that production is finally gearing itself accurately to retail sales.

Feeling of optimism seems to pervade TV industry as it readies itself for new lines to be introduced this summer. One index of TV expectations this year can be gleaned from the RCA study mentioned above. It breaks down total industry analysis into segments, with this line-up for consumer products (TV-radios-phonos-records): 1956 retail, \$4.5 billion; 1957, \$4.85 billion; 1965, \$8.5 billion.

Trend to higher prices also seems pretty definite, reflecting use of 110-degree tube (Vol. 13:13). Sylvania is upping its 110-degree portables \$10 (see p. 9);

GE raised suggested lists of new portables at introduction (Vol. 13:14). One tube maker told us his prices are now at rock-bottom, and with production costs mounting there will have to be price boosts -- which eventually means increases all along the line. A component maker reflected same feeling, stating that TV industry now is "practically giving away the merchandise." Responsible pricing, he said, should aid the industry -- "I don't like being a philanthropist, but I have to be, temporarily."

There's a slowly growing feeling that color may be of some help to industry this year. Component-maker Sprague is one who subscribes to this view, telling us he thinks color is finally beginning to take hold and set sales are coming easier.

**Production:** TV output was 78,269 week ended April 19, the week before Easter, compared with 94,866 preceding week and 147,038 in corresponding week one year ago. It was year's 16th week and brought TV production for year to date to about 1,750,000, compared with 2,256,859 in same period of 1956. Radio production totaled 266,707 (94,406 auto) week ended April 19, compared with 287,682 (91,885) the preceding week and 249,487 (72,022) in corresponding week year ago. Radio output for 16 weeks totaled about 4,797,000 (1,925,500) vs. 4,276,981 (1,659,970) in same 1956 period.

**DISTRIBUTOR NOTES:** Emerson appoints Straus Sales Co., 621 N. First St., St. Louis (Milton J. Wise & Eugene J. Straus, partners) . . . Packard-Bell appoints Merwyn Johnson for Seattle area; he succeeds Don Redmond, retired . . . Olympic's N. J. factory branch moves to 10,000-sq.-ft. quarters at 361 Jelliff Ave., Newark, May 1 . . . Westinghouse appoints Westlake Electronic Supply, Seattle, for tubes . . . Sylvania appoints Radio TV Products Inc., 1141 Fell St., Redding, Cal. for tubes.

Sylvania raises price of 17-in. 110-degree portables \$10 to \$150, \$170 & \$180 effective May 13 to cover increased material costs and, says gen. sales mgr. Robert L. Shaw, "to give distributors and dealers better dollar margins." Increase matches GE's \$10 boost when it introduced 14-in. portable with suggested range of \$140-\$150, 17-in. \$170-\$180 (Vol. 13:14). Shaw said: "We feel that the pricing of TV sets has reached the bottom of its downward swing and that most major manufacturers have long recognized the need for a re-pricing more in keeping with the actual expenses of selling in today's competitive market."

Total of 22,824 TV-radio repair shops grossed \$307,922,000 in 1954, according to Census Bureau survey released this week. It lists yearly payroll of \$60,739,000 for 18,281 paid employees. In breakdown by receipts, there were 23 with business of \$500,000 or more; 32 from \$300,000 to \$499,000; 213 from \$100,000 to \$299,000; 638 from \$50,000 to \$99,000; 1144 from \$30,000 to \$49,000; 1474 from \$20,000 to \$29,000; 1423 from \$15,000 to \$19,000; 2528 from \$10,000 to \$14,000; 5468 from \$5000 to \$9000; 3690 from \$3000 to \$4000; 2693 at \$2000.

New product approach will be topic of RCA Victor group at May 6-18 marketing orientation seminar of American Management Assn. at Sheraton-Astor Hotel, N. Y. Group will describe process from idea to marketing finished product.

Business failures in March among TV-radio-appliance retailers totaled 43, representing liabilities of \$1,577,000, according to Dun & Bradstreet monthly report. In Feb. there were 41 failures with liabilities of \$1,273,000; in March 1956, 30 failures with \$1,102,000 liabilities.

Philco ships one model from 1958 line, 21-in. table model at \$180, which it says "is too hot to keep off the market." Balance of line will be shown at June 2-4 Philadelphia distributor convention.

Canadian TV production for Jan.-Feb. totaled 65,382, compared with 122,159 for the same 1956 period, reports RETMA of Canada; Feb. 1957 figure was 31,956 vs. 63,603 in Feb. 1956.

Color saturation is the key to Milwaukee's "Carnival of Color," RCA merchandising-v.p. Martin F. Bennett telling the Milwaukee adv. club that the area will have 210 hours of color TV programming in May. He said public interest in color is mounting--area dealers reporting "substantial rise in number of inquiries . . . and sales." He said time "is ripe for an all-out effort on behalf of color. All of the elements, in fact, are present for a bandwagon psychology that could send color TV sweeping across the country with the same sort of speed we had with black-&white."

Careful control of consumer credit by retailers was urged this week by Federal Reserve Board member A. L. Mills Jr. in talk at NRDGA conference in Cincinnati. He suggested new forms of credit be analyzed to determine whether they're reducing consumers' respect for obligations. He added that he'd seen no evidence of such development "but we must do everything possible to be sure that it will never happen."

Reasons for drop in Canadian TV set sales were listed by RETMA of Canada gen. mgr. F. W. Radcliffe as: (1) Fewer new stations. (2) New markets have smaller sales potential. (3) Fast rate of set purchases has already produced high saturation. He told Canadian Assn. of Radio, TV & Appliance Dealers this week "there is nothing wrong with TV sales in Canada that intelligent analysis and well-planned selling and promotion will not cure."

Westinghouse's Columbus appliance plant (4000 employees) goes back to 5-day week next week after cutback to 4-day week beginning of April. Company had said curtailed work week would continue as long as general market conditions warranted.

NARDA exec. committee chairman Harry B. Price Jr., pres. of Price's Inc., Norfolk, and Louis Bree Smith Sr., consultant, Thorofare Markets Inc., Pittsburgh, were elected directors of Brand Names Foundation, Inc.; they represent Retail Advisory Council.

Crescent Industries has notified Ill. Secy. of State it intends to dissolve and a company spokesman said that, effective immediately, operations and assets will be transferred to parent Warwick Mfg. Corp. "to achieve a more efficient way of doing business."

Heath Co., Daystrom kit-making subsidiary, starts construction of 142,000-sq. ft. plant in St. Joseph, Mich. to replace its 6 present plants in area.

Emerson advertising account for all products, resigned by Grey Adv., goes to Martin L. Smith & Co.

Muntz enters hi-fi with \$140 unit, starts shipments about May 1.

**Financial & Trade Notes:** DuMont Broadcasting Co., spun off from Allen B. DuMont Laboratories Inc. at end of 1955 (Vol. 11:42) and operating stations WABD, New York (Ch. 5) and WTTG, Washington (Ch. 5), had gross income of \$5,355,149 and loss of \$899,593 in 1956. Its total assets as of Jan. 26, 1957 were \$5,834,368, current assets being \$3,568,168, current liabilities \$2,157,895, cumulative deficit from operations \$1,652,451. Radio WNEW, which it is acquiring (see p. 4) grossed \$4,116,836 and earned \$709,167 in year ended Oct. 31, 1956, and in 3 months thereafter grossed \$1,405,124 and showed net operating profit of \$104,920; its total assets on Jan. 31, 1957 were \$3,704,972, total liabilities \$3,277,791, surplus from operations \$277,181. Its no par common stock outstanding is on the books at \$150,000.

Figures are disclosed in 32-page notice of stockholders meeting May 13 to consider DuMont's purchase of WNEW for \$2,932,087 cash plus 270,147 shares of DuMont capital stock, cash to be raised by entitling DuMont stockholders to purchase 314,812 shares of its stock, at \$8.25 per share, at rate of one for each 3 held. Paramount Pictures Corp. (already owner of 251,400 or 26.6% of the 944,436 DuMont shares now outstanding) has agreed to exercise its rights to purchase 83,800 shares.

Sellers of WNEW are Jack Wrather Jr., 37½%; John L. Loeb & associates in firm of Carl M. Loeb, Rhoades & Co., 37½%; Richard D. Buckley, WNEW mgr., onetime pres. of John Blair & Co., 25%—latter securing 5-year contract to continue managing for 2½% of gross sales (but not in excess of \$120,000) per annum.

Complex financial deal also proposes that DuMont stockholders authorize acquisition of Paramount-owned KTLA, Los Angeles (Ch. 5) for not less than 700,000 nor more than 800,000 shares of DuMont stock, subject to FCC approval, along with 100% of Famous Music Corp. and 50% each of Paramount-Roy Rogers Music Co. and Gomalco Music Corp. KTLA is revealed as having grossed \$3,231,677 in 1954, \$4,070,247 in 1955, \$3,945,401 in 1956 and \$276,694 in 4 weeks ended Jan. 26, 1957. Operating at a loss each year except 1955 (when profit was \$167,499), its deficit at the end of each period was \$680,035, \$512,536, \$485,770 & \$525,348, respectively. Current assets as of Jan. 26 were \$915,744, current liabilities \$1,000,637.

Neither the late John Balaban, who died April 4, nor ex-pres. Robert E. Kintner, now an NBC v.p., will be replaced on American Broadcasting-Paramount Theatres board of directors at annual stockholders meeting May 21, according to April 18 proxy statement which also discloses that Kintner's 1956 remuneration was \$125,000; that an additional \$230,000 is payable to him between 1957 & 1960 pursuant to his Jan. 1, 1951 employment agreement as amended in connection with his resignation last Oct. 12; that pres.-chairman Leonard Goldenson's 1956 remuneration was \$181,000, v.p. Edward L. Hyman's \$54,400, Robert H. O'Brien's \$54,000, v.p. Sidney M. Markley's \$49,200, Robert E. Wilby (Wilby-Kinsey Service Corp.), \$33,381. Others among the 15 directors standing for reelection: Earl E. Anderson, v.p., Beech-Nut Life Savers Inc.; A. H. Blank, pres., Tri-States Theatre Corp.; John A. Coleman, partner, Adler Coleman & Co., brokers; Charles T. Fisher Jr., pres., National Bank of Detroit; E. Chester Gersten, vice chairman, Bankers Trust Co., N. Y.; Robert H. Hinckley, v.p., AB-PT; Robert L. Huffines Jr., chairman, southern div., Frank G. Binswanger Inc.; Wm. T. Kilborn, pres., Flannery Mfg. Co. & Ft. Pitt Mfg. Co.; Walter P. Marshall, pres., Western Union; E. Hugh McConnell, 2nd v.p., Metropolitan Life Insurance Co.; Edward J. Noble, chairman, Beech-Nut Life Savers Inc. Report shows 4,145,652 shares of common stock outstanding, Goldenson and wife

Famous Music Corp.'s current assets as of Jan. 31, 1957 were \$542,535, current liabilities \$361,031, retained earnings \$137,942; its sheet music sales, royalties, etc. in 1956 totaled \$836,449 on which profit was \$97,336, and its retained earnings as of Jan. 31, 1957 were \$137,942. No data is given on Paramount-Roy Rogers and Gomalco Music because "combined income and net assets thereof are not regarded as material."

Also to be voted on is Buckley as a new DuMont director, and disclosed is ownership of 20,000 shares of DuMont stock by Robert C. Jones, senior partner, Jones, Kreeger & Hewitt, which also beneficially owns 25,000 shares. Col. Jones was appointed a director last Feb. 27 to succeed Adm. Stanley F. Patten, resigned; he's now largest officer-director stockholder, chairman DuMont's holdings being 15,040 shares excluding 3200 held in irrevocable trust for his son.

Guild Films Inc., reporting on fiscal year ended Nov. 30, 1956, discloses gross rental income of \$4,565,910 and net income of \$8187 vs. \$6,279,123 & \$22,445 in preceding fiscal year. However, current assets rose to \$7,590,402 vs. current liabilities of \$3,387,598, so that working capital was \$4,202,804 as against \$2,162,849 year earlier, and pres. Reuben R. Kaufman, reporting 23 program series now on hand (8 produced by company itself), foresees "unprecedented record volume of domestic sales in 1957" as well as "vast potential" for foreign sales as more TV stations open up. Annual stockholders meeting May 18 is being asked to elect as new directors John J. Cole, sales v.p.; Harry McDonald, ex-RFC, now Washington investment counselor; Sydney S. Murley, chairman, Robin International Inc., industrial importers-exporters. Amendment to articles of incorporation will also be voted on to permit firm to operate broadcasting facilities, including pay TV, designed immediately to permit it to complete FCC-stymied purchase (for \$287,000 plus assumption of some \$350,000 obligations) of WMBV-TV, Marinette, Wis. (Ch. 11) with radio WMAM (Vol. 12:23, 29, 36, 38). Proxy statement, revealing Kaufman controlling 69,106 out of 1,535,116 outstanding shares, shows his 1956 fiscal year remuneration as \$40,769, Cole's \$39,403; it also shows Matty Fox (C&C TV) controlling 251,714 shares (16.4%), and director Nicolas Reisini 177,700 shares (about 12%).

owning 52,700, O'Brien 5600, no other director as much as 5000—with exception of the 8949 owned by Noble personally and 337,304 by Edward John Noble Foundation, charitable trust. In addition, Messrs. Goldenson, Hinckley & Markley hold options respectively on 25,000, 1500 & 7100 shares of common, and an option on 9500 shares held by Kintner was unexercised and terminated.

Westinghouse, fighting back from crippling effects of last year's strike, reports record-breaking sales of \$475,686,000, earnings of \$14,198,000 (82¢ a share) for first quarter, compared with \$225,366,000 sales and loss of \$18,575,000 in similar period last year. Previous first quarter peak was \$406,537,000 in 1954. Chairman-pres. Gwilym A. Price stated: "Although sales billed for the last two quarters have averaged nearly a half-billion dollars, negotiations for new business continue very active and our backlog of orders for apparatus, industrial and atomic products is now at a record level. Defense business continues to be substantial, while in consumer products, Westinghouse, in common with other manufacturers, is experiencing difficult market conditions."

DuMont Labs had \$353,000 loss in year's first quarter on sales of \$10,059,000 compared with net loss of \$79,000 after income tax carryback of \$149,000 on sales of \$11,645,000 for similar period of 1956.

**ELECTRONICS PERSONALS:** Dr. Arnold O. Beckman, pres. of Beckman Instruments Inc. & Helipot Corp., elected to board of Stanford Research Institute . . . Vernon I. Weihe, ex-Air Transport Assn. & Melpar Inc., joins General Precision Lab's Avionic div. as director of planning activities, headquartering in Washington . . . Samuel M. Kinney Jr. elected Daystrom secy., Roy Sandquist treas., succeeding secy.-treas. George S. Tiernan . . . Gerald R. Sauer named RCA project engineer for Air Defense Command's SAGE operations at Topsham, Me.

Hoffman solar div. has been established by Hoffman Electronics Corp. as part of semiconductor div., Evanston, Ill. It will be headed by Hoffman midwest v.p. M. E. Paradise, with Jerome Kalman as chief engineer. Newly established semiconductor equipment design section in Los Angeles will be headed by N. J. Regnier. In establishing the new branches, pres. H. Leslie Hoffman said "the impact of solar energy upon the electronics field may well be as great in the next 5 years as the impact of transistors has been in the past 5." Currently the only commercial manufacturer of silicon solar cells, Hoffman has contracts for solar power source for U. S. Forestry Service Automatic radio repeater station and experimental solar-powered flashlights for Army Signal Corps.

James D. McLean, who resigned recently as Philco v.p. to become pres. of Hoffman Laboratories Inc., has been nominated to be one of 9 directors of parent Hoffman Electronics Corp., to be elected at annual shareholders meeting May 6. Proxy statement discloses 730,295 shares of common stock outstanding, with pres. H. Leslie Hoffman and family owning 156,005 (21.3%). Mr. Hoffman's 1956 salary was \$30,000, but under deferred compensation agreement commencing Jan. 1, 1960 he will be entitled to \$30,000 annual benefits upon retirement; v.p. M. E. Paradise's 1956 salary was \$58,500, v.p.-treas. C. E. Underwood's \$58,000.

Topp Industries Inc., Beverly Hills, Cal., filed registration with SEC April 19 (File 2-13266) for \$2,750,000 of 6% convertible subordinated debentures due May 1, 1977. Developer & manufacturer of electronics systems for aircraft & missiles industries plans to reduce borrowings and to purchase test & lab equipment for subsidiary Haller, Raymond & Brown Inc. Underwriters are headed by Dempsey-Tegeler & Co.

Webcor reports record first quarter income of \$354,914 (54¢ a share) on sales of \$9,300,364 compared with \$65,596 (10¢) profits on sales of \$7,455,838 for 1956 first quarter. Chairman Titus Haffa attributed improved position to "realistic pricing policies . . . and the results of the reorganization of certain of our departments" as well as increased interest in hi-fi & tape recorders.

Erie Resistor stockholders approved 2-for-1 split (Vol. 13:8) at meeting April 23 in Erie, Pa., authorizing increase in authorized common shares from 500,000 to 1,500,000, creation of 200,000 shares of \$12.50 par preferred, cancellation of 62,475 shares of \$20 par preferred outstanding.

McIntosh Laboratory reports net income of \$46,606 on sales of \$1,065,309 in 1956 compared with \$51,207 on sales of \$779,593 in previous year. Earned surplus was \$98,513 at end of 1956 vs. \$52,252 at end of 1955.

Storer Bestg. Co. earned \$1,286,445 (51.9¢ per share on 973,610 common & 1,501,140 Class B shares outstanding) in first quarter ended March 31, compared with \$1,450,242 (58.6¢) in same 1956 quarter.

Muter Co. earned \$25,585 on first quarter sales of \$2,999,707 compared with \$346 net on \$2,801,968 sales in 1956 first quarter.

Unitronics reports net earnings 76% higher on 40% greater sales for Jan.-Feb., compared with same period in 1956. Pres. Brantz Mayor told L. I. City stockholder meeting this week that 2-month report of \$146,000 (29¢ per share) profit on \$5,451,000 sales indicates "1957 will be a record one for Unitronics—both in sales and earnings." Meeting voted to double the 1,000,000 authorized common shares. For 1956, Unitronics reported net profit of \$588,941 (\$1.25 per share) on \$28,054,836 income (Vol. 13:15). Further diversifying, Unitronics plans merger with Community Antenna Co., Reno, Nev.—cable system serving 2300 subscribers. Mayor, also reporting interest in toll TV, said company has several similar moves in the works. Unitronics divisions are Olympic TV-radio, David Bogen (hi-fi), Presto Recording.

Zenith earned \$1,650,590 (\$3.35 a share) in first quarter 1957 on sales of \$36,658,510 compared with \$1,831,165 (\$3.72) on sales of \$37,915,318 in similar period of 1956. Pres. E. F. McDonald Jr. said TV unit sales held about equal to last year's first quarter record and "contrasted sharply with an industry reduction of 16%." TV deliveries by Zenith distributors to dealers, he said, "were the highest for any first quarter in the company's history . . ." Of FCC consideration of subscription TV, he hopes "this could lead to a favorable decision in the near future, authorizing this new supplemental service" which can provide features "too expensive for advertising sponsorship to support." At the moment, Congressional queries have delayed FCC deliberations on subject (see p. 2).

General Precision Equipment Corp. may approach \$200,000,000 sales this year compared with \$153,261,864 in 1956 (Vol. 13:9), pres. Hermann G. Place told stockholders April 23 in N. Y., estimating first-quarter earnings at 80-90¢ per share vs. 20¢ in same period year earlier. Place acknowledged that company faces problems such as "unhealthy state" of movie business, but said he sees "some signs of improvement" for motion pictures in toll-TV prospects. Holders of \$4.75 cumulative preferred stock authorized directors to issue up to \$20,000,000 of long-term debt financing before Dec. 31, 1959.

Dividends: Electronics Investment Corp., San Diego (Vol. 13:9) reports it will pay quarterly dividend of approximately 3¢ per share from net investment income May 30 to shareholders of record May 1, also on same date will distribute approximately 8¢ per share from net capital gains; Zenith, 75¢ June 28 to holders June 7; Stanley Warner, 25¢ May 24 to holders May 3; Consolidated Electrodynamics, 10¢ June 14 to holders May 29; Sperry Rand, 20¢ June 27 to holders May 24; Westinghouse, 50¢ June 1 to holders May 6; Oak Mfg., 35¢ June 14 to holders May 31; Storer Bestg., 45¢ June 14 to holders June 1; Storer "B," 6¢ June 14 to holders June 1.

American Television Inc. & American Television Mfg. Corp., in Chapter XI proceedings in Chicago federal court, were ruled bankrupt this week by Referee Lawrence J. Miller.

Clevite Corp. reports record sales & profit of \$20,234,000 & \$1,656,000 (88¢ a share) for first quarter 1957, compared with \$18,592,000 & \$738,000 (37¢) in first quarter 1956.

Packard-Bell earned \$403,981 (59¢ per share) in 6 months ended March 31 compared with \$421,274 (61¢) in same period year earlier.

Growth of Philips of Holland (Vol. 12:22) is recounted in May *Reader's Digest* condensation from *The Financial Times*.

Aerovox earnings rose to \$201,000 (23¢ per share) on sales of \$5,629,000 in quarter ended March 31 compared with \$3600 on \$6,584,000 in first 1956 quarter (Vol. 13:6).

## Network Television Billings

March 1957 and January-March 1957

(For February report see *Television Digest*, Vol. 13:14)

**S**TEADY RISE in network TV billings, compared with last year, is reflected in Publishers Information Bureau figures. March statistics, released April 25, show billings hit \$43,533,415—up 7.3% from \$40,588,592 in March 1956. Cumulative first-quarter total increased 8.4% to \$126,440,618 vs. \$116,677,780 in 3-month period year earlier. CBS paced March gains with 12.8% increase to \$20,172,173 from \$17,884,976 in same 1956 month. NBC was up 3.6% to \$16,532,394; ABC, 1.5% to \$6,848,848. The complete PIB report for March:

### NETWORK TELEVISION

	March 1957	March 1956	% Change	Jan.-March 1957	Jan.-March 1956	% Change
CBS	\$20,172,173	\$17,884,976	+12.8	\$58,712,735	\$52,633,792	+11.5
NBC	16,532,394	15,955,688	+3.6	47,987,966	44,495,804	+7.8
ABC	6,848,848	6,747,928	+1.5	19,739,917	19,548,184	+1.0
<b>Total</b>	<b>\$43,553,415</b>	<b>\$40,588,592</b>	<b>+7.3</b>	<b>\$126,440,618</b>	<b>\$116,677,780</b>	<b>+8.4</b>

### 1957 NETWORK TELEVISION BY MONTHS

	ABC	CBS	NBC	Total
Jan.	\$ 6,715,581	\$20,231,474	\$16,554,941	\$ 43,501,996
Feb.	6,175,488	18,309,088*	14,900,631	39,385,207*
March	6,848,848	20,172,173	16,532,394	43,553,415
<b>Total</b>	<b>\$19,739,917</b>	<b>\$58,712,735</b>	<b>\$47,987,966</b>	<b>\$126,440,618</b>

\* Revised as of April 25, 1957.

Note: These figures do not represent actual revenues to the networks, which do not divulge their actual net dollar incomes. They're compiled by Publishers Information Bureau on basis of one-time network rates, or before frequency or cash discounts, so in terms of dollars actually paid may be inflated by as much as 25%. However, they're generally accepted in the trade as an index.

Three applications for new TV stations, 4 for translators, were filed with FCC this week, bringing total to 120 for stations (28 uhf) and 58 for translators. Applications were for Columbus, O., Ch. 40, by Malco Theatres, ex-owners of WEHT (Ch. 50), Henderson, Ky.-Evansville, Ind.; for St. Cloud, Minn., Ch. 7, by Marvin Kratter, who is also applicant for Ch. 11, Fargo, N. D. and Ch. 38, San Francisco; for Terre Haute, Ind., Ch. 2 by Cy Blumenthal, operator of AMs in Arlington & Norfolk, Va. & Kansas City, Kan. Translator applications were for Alturas, Cal. for Ch. 74 by Henderson Chevrolet Inc., and Farmington, N. M., for Ch. 71, 75 & 81 by San Juan Non-Profit T.V. Assn. [For details, see *TV Addenda 24-P* herewith.]

Sunspots sometimes improve radio communications, RCA reported on basis of 10-year study by RCA Communications propagation analyst John H. Nelson. There are "bad sunspots" and "good sunspots," Nelson has found—the latter being those rich in ultra-violet light which has a strengthening effect on ionosphere. His studies showed that transmitting conditions on overseas radio circuits actually get better as number of sunspots increases. By studying relative position of planets, he has been able to predict radio-weather with better than 90% accuracy, according to RCA.

TV still taboo: WNBC, Hartford, Conn., was rebuffed in attempt at live coverage this week of murder trial of 2 men accused of killing 6 in 3-month holdup spree. "Coverage of courtroom proceedings by TV is an extension of the right to open trial—nothing more," v.p. & gen. mgr. Peter B. Kennedy argued in plea to Supreme Court Chief Justice Ernest A. Inglis. But judge said TV camera in full view of witnesses would "interfere with the serious search for truth."

Catholic Education Assn., holding annual meeting in Milwaukee this week, adopted resolution asking members to "maintain an alert interest in experiments to test TV's effectiveness for classroom instruction."

**T**RANSSPARENT picture tube phosphor making possible sharper pictures bright enough to view in sunlight—and providing basis for "completely new approach" to color set design—was announced at week's end by Naval Research Laboratory in Washington.

Since announcement came at press time, it was impossible to get an evaluation of the development from tube and set manufacturers this week. Navy said "several TV companies have indicated that development in their laboratories will start immediately."

New picture tube screen, which NRL termed "revolutionary," was developed by Lab's Dr. Charles Feldman under same Office of Naval Research aircraft instrument program which spawned the Willys "flat tube" (Vol. 11:3, 30). According to NRL description, development is based on new process for depositing phosphors on face of tube in form of thin transparent films in place of opaque white powders now used. "The films are much more rugged than the powdered screens," says NRL, "can be made brighter because they do not burn out as easily, and present a much sharper image."

Among other advantages claimed: Because phosphors are transparent, there is very little reflection and contrast is maintained even in bright sunlight. Lack of grainy texture permits "image as sharp as the electron beam in the tube."

While a version of the tube could be used with present color receiver design, NRL also described this "new approach" to color: "Films that create different colors can be deposited one atop another and lighted separately or mixed by controlling the speed or the direction of the electrons in the tube. By using one film of each of the 3 primary colors the complete color spectrum can be obtained by proper mixing. Tubes with several combinations of 2 primary colors and blends of these 2 colors are in successful operation and tubes with all colors are in the experimental stage."

Without further explanation, NRL also says the new screen "is expected to lead to the development of 3-dimensional viewing."

TV-equipped railroad train—with its own origination studios—is now in regular use by British Railways (Scottish Region) for special excursions. Studio coach originates programs for closed-circuit system, contains dressing rooms, monitor, announcer's booth, etc. Each of 9 passenger coaches has two 17-in. receivers—one at each end—plus loudspeaker system. Programs consist of "light entertainment and interviews, with occasional views of interesting features of the passing scenery." Film equipment will probably be added later. Equipment was supplied by Pye Ltd.

Completely new line of industrial TV equipment will soon be released by DuMont, engineered and marketed on basis of findings of 2-year nationwide survey of existing ITV installations, industrial TV dept. mgr. Kenneth F. Petersen announced this week. DuMont ITV systems will be sold nationally by independent local distributors holding complete and exclusive sales, installation & service franchises in their own areas.

Closed-circuit home-school TV experiment in New York's Chelsea district (Vol. 13:16) is slated to get underway next fall. It is financed by \$200,000 grant from Ford Foundation affiliate Fund for the Advancement of Education—not Fund for Adult Education as reported last week.

Vice President Nixon appears on NBC-TV's live network service to educational stations May 2, 6:30-7 p.m., in discussion of the Vice Presidency.