

THE AUTHORITATIVE
NEWS SERVICE FOR MANAGEMENT
OF THE VISUAL BROADCASTING AND
ELECTRONICS ARTS AND INDUSTRIES

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with **ELECTRONICS REPORTS**

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SUMMARY-INDEX OF THE WEEK'S NEWS — July 7, 1956

FINANCIAL DATA on 86 firms engaged in TV-radio and/or electronics, whose stock is publicly marketed, set forth in handy 1950-56 tables (p. 1 & Supplement).

\$3,250,000 PAID by NBC, Gillette annually for TV-radio rights to World Series and All-Star games for 5 years — more than price of Athletics' franchise (p. 1).

ALLOCATIONS PROPOSAL expected to be endorsed in Senate Committee report. Congress to ask FCC if it means business. More deintermixture sought (p. 2).

NEWS SCOOP VIA TV arouses newspaper resentment, but some newsmen defend Attorney General Brownell's right to choose time and media for release (pp. 3 & 4).

FCC's ANTENNA FARM PROPOSAL lambasted by broadcasters as surrender to aviation interests, too vague, unduly restrictive to stations (p. 4).

DECISION-MAKING process continues, FCC instructing staff to draft decisions favoring Florida-Georgia TV in Jacksonville, WWL in New Orleans (p. 5).

SMALLER SET MAKERS dispute Galvin on chances for survival, and tell how they are doing it. CBS-Columbia readying to quit TV-radio manufacture (pp. 9-10).

BATTERY-OPERATED PORTABLE TV, with FM radio, now on sale in Britain for use with 12-volt auto or boat battery or AC house current (p. 11).

AFFILIATES' COLOR STATUS, as reported by NBC & CBS, shows broad color coverage; 30 can originate local live color, 69 film-&-slide (p. 12).

NEW STACKED CERAMIC TUBES, tiny and long-lived, announced by Eimac as it enters receiving tube field; first developed for Air Force (p. 13).

COMMENTS ON "SCATTER" allocations filed by 5 companies, though deadline is extended. Attitudes range from caution to all-out enthusiasm (p. 14).

POLITICAL TIME LAWS due to remain unchanged for another election campaign, despite batch of bills and strong drive to amend equal time section (p. 7).

FINANCIAL DATA ON TV-ELECTRONICS FIRMS: There was so much demand for extra copies of the tabulation of "Financial Data on Major TV-Electronics Companies," published as a Special Report just 6 months ago and then in our last TV Factbook, that we've decided to print the updated version and supply it herewith to our subscribers once again in advance of publication in the next Factbook. Chicago financial consultant Edgar N. Greenebaum Jr., who compiled the tabulation, has added 15 companies to the list, making total of 86, and has set them out in new and handier format which makes it possible to pencil in latest quarterly figures as reported.

Capitalization, sales, pre-tax earnings, net profit, dividends, total assets and price ranges are given for each year since 1950, from which we date the commercial upsurge of electronics -- notably TV, its keystone. Such part of 1956 as has been reported up to July 1 is shown; later figures can be written in.

Note the heterogeneous array of companies, many of them not generally identified in the public mind with TV-radio-electronics or with TV-radio broadcasting. Mr. Greenebaum selected the leading ones whose stock is owned by the public and traded on the exchanges. No effort was made to include the aircraft companies, even though some are more heavily in electronics than in aircraft.

It's our intention to update this list at least as regularly as our Factbooks and to add more companies as warranted. The additions since our Special Report of Jan. 14: American Electronics Inc., American Machine & Foundry Co., Belock Instrument Co., Craig Systems Inc., Eitel-McCullough Inc., General Telephone Co., G.M. Giannini & Co., Litton Industries Inc., Machlett Laboratories, Norden-Ketay Corp., N.V. Philips Gloeilampenfabrieken, Pyramid Electric Co., Siegler Corp., Telecomputing Corp. and Varian Associates.

Extra copies of this Special Report are available at \$1 each.

TV-RADIO RIGHTS SELL AS HIGH AS BALL TEAMS: Extraordinary \$3,250,000 per year being paid by NBC and Gillette for TV-radio rights to World Series and All-Star baseball game for 5 years starting in 1957 is even more extraordinary when measured against

(1) the \$1,150,000 a year that was paid by NBC-TV, Mutual and Gillette under 6-year contract starting in 1951, and (2) fact that Philadelphia Athletics fetched only \$3,000,000 when sold 2 years ago and that the Detroit Tigers franchise is currently up for sale in neighborhood of \$4,000,000.

Importance of TV to future of baseball itself is further emphasized by new contract, for about 60% of TV-radio revenue is earmarked for players' pension fund. J. Norman Lewis, counsel for major league players, estimates that added take means pensions will be doubled and could mean as much as \$400 per month to each player for life, after reaching retirement-eligibility age of 50.

"The new contract is of tremendous importance to the major leagues because it makes a baseball career one of top security for retirement years," he said. "Where else could a youngster find the protection of a pension of something like \$300 per month at so early an age as 50?"

To club owners, new contract means continuance of high profits derived from TV rights in last few years. It's well-known that TV revenues have propped up some major league franchises beset by falling attendance. To illustrate, the price that Chesterfields pays for sponsoring N.Y. Giants games reportedly exceeds annual payroll of team. Same situation exists in Washington, where National Bohemian Beer's outlay for TV-radio rights exceeds Senators' payroll. It's estimated that the World Series-All Star rights would have commanded even higher price, incidentally, if beer and tobacco sponsors had been permitted to bid.

The high price fetched by new contract reflects, of course, the vast growth of TV audience since first contract was negotiated in 1951. At that time, there were about 10,000,000 TV sets-in-use; by time of 1957 series, sets-in-use should total at least 42,000,000. First contract, incidentally, cost then Baseball Commissioner A.B. (Happy) Chandler his \$50,000-a-year job following protests by players that rights were sold too cheaply in view of impending increases in TV sets-in-use.

Note: Though 5-year price of rights is \$16,250,000, NBC spokesman estimates Gillette actually would pay out minimum of \$21,000,000, including time & production costs, which vary from year to year depending on station lineup, location of games, number of games in series, etc. It's expected series will again be carried in color.

AFTERMATH OF TV ALLOCATIONS ACTION: FCC's issuance of allocations rule-making proposal last week (Vol. 12:26) brought in its wake industry jockeying which will continue from now on. Next important development will be the appearance of Commission before 2 Congressional committees for explanation of what its proposal means.

It's pretty clear that Senate Commerce Committee is going to ask Commission to say it really means what it has said -- that it truly intends to deintermix certain markets and promote move of all or most stations to uhf -- when FCC members appear before it July 17-18 at windup of Committee's TV investigation.

It's significant that the Committee's ranking minority member Sen. Bricker (R-Ohio), before FCC acted, had circulated report recommending that Commission move almost precisely as it did. Even more significant is fact his report had approval of majority of Committee -- 8 out of 15. Commission's action made his report moot, in effect, and on July 6 majority & minority staff members drafted a report that is expected to get unanimous approval of Committee when it meets July 11. Essence of report is expected to be a pat on back for Commission, with "keep up the good work" motif. Report may not be issued until week of July 16.

Parallel between Bricker's report and what FCC finally proposed is striking. He said Committee should urge FCC to: (1) Provide for "orderly transfer" of all or most TV to uhf -- "but only after formally finding that uhf technology is mature." (2) Sponsor uhf "crash program of research & development." (3) Increase uhf power ceiling to 5000 kw. (4) "Grant temporary, stop-gap deintermixture." (5) Continue to grant uhf and vhf licenses "consistent with any deintermixture plan adopted." Report also notes great demand for vhf space from industrial users, and concludes: "The undersigned have been advised that the vhf frequencies freed by a mass shift to uhf operation would satisfy needs of such [industrial users] for years to come."

House anti-trust & monopoly subcommittee, headed by Rep. Celler (D-N.Y.), gets into allocations act when Commission comes before it again July 11-13, with at least one day due to be devoted to allocations. Committee got started on subject last week, and one piece of FCC testimony is particularly worth noting -- Chairman McConnaughey's remarks about getting manufacturers to make all-channel sets:

"I believe, Mr. Chairman, and speaking personally, that very likely, come January, we are going to have to come to you gentlemen in the Congress for some assistance in helping implement this problem of transference from the V to the U... As to what type of legislation can be passed, one thing that has gone through my mind has been that the Congress pass legislation that receivers cannot be shipped in interstate commerce unless they are all-channel receivers..." Celler then asked:

"That would be pretty drastic, would it not?" McConnaughey: "That would be pretty drastic." Celler: "I do not know. Perhaps I used the wrong word. I withdraw that." McConnaughey: "It may take pretty definite action. That is all I am pointing out." Thereafter, colloquy revolved around proper use of word "drastic."

Such legislation was first proposed to Congress by ex-Comr. Frieda Hennock in 1954 (Vol. 10:26), but was generally considered impractical or unconstitutional.

* * * *

FCC finalized several long-pending allocations proposals, meanwhile, making no mention of last week's deintermixture action, apparently finding no interrelation among them. Several other rule-making proposals were denied, and rule-making was begun on still others. (For details, see p. 5.)

Two uhf stations, meanwhile, asked the Commission to give them deintermixture relief similar to the kind proposed for several areas last week. WKOW-TV, Madison (Ch. 27) asked that the just-started WISC-TV (Ch. 3) be suspended or shifted to uhf pending completion of rule-making. KVDO-TV, Corpus Christi (Ch. 22) requested the removal of Ch. 6 or Ch. 10 -- or that one of them be reserved for educators.

MAKING NEWS ON TV--THE BROWNELL STORY: Martha Rountree's new "Press Conference" (on NBC-TV, Wed. 8-8:30 p.m., sponsored by Corn Products Refining Co., thru C. L. Miller agency, N.Y.) got off to a tumultuous start this week -- Attorney General Brownell's announcement of Dept. of Justice plan to file anti-trust suit against General Motors cracking front pages of newspapers.

Fact that a cabinet officer chose the TV vehicle to break such top-hole news -- a story with implicit political overtones, considering that the election campaign is really already under way and the Democrats are accusing Republicans of favoritism toward big business -- released such a flood of editorial indignation as to make the many mentions of Miss Rountree's show look like a press agent's dream.

Main point of editorial offense seems to be that "Press Conference" was used, and may be used again, for the release of exclusive stories "saved up" for it by key govt. officials -- and on a sponsored program, no less. Ironically, the show's main props, as on "Meet the Press," which Miss Rountree sold several years ago, are Washington newspaper correspondents. She invites 16 to participate each week, selected on basis of their specialties, paying each a fee of \$125.

Only the Washington Post, very indignant, has indicated thus far that it may bar its reporters from further participation. Associated Press and New York Times have policy of not permitting their newsmen to take part during a campaign period in broadcasts that "might help make political news." UP imposes no such interdiction.

It remains to be seen whether the newspaper fraternity, with so many of its people identified not only with ownerships of TV-radio stations but with round table and panel shows, will really seek to make this a cause celebre -- and, if they do, what they can do about it. Miss Rountree's next interviewee, as yet unannounced, though she's known to be seeking Gen. Nathan Twining for the first public report on his aero inspection trip to Russia, may be the tipoff as to whether she can continue to break top news and exclusive news with any degree of consistency.

For further details of this story, see p. 4.

Personal Notes: Ross H. Snyder, sales mgr. for theatre stereophonic & custom audio products, adds duties of sales mgr. of Ampex Corp.'s new video equipment sales dept., handling videotape recorder; Walter Goldsmith named mgr. of video customer relations, Charles P. Ginzberg chief video engineer, Charles E. Anderson senior video product engineer . . . Jack Poppele, deputy director of USIA in charge of Voice of America, whose resignation becomes effective July 15, will be honored by colleagues at cocktail party July 12 in Hotel Willard, Washington . . . David S. Stevens becomes partner in Washington law firm of McKenna & Wilkinson . . . Robert Schlinkert, commercial mgr., acting as station mgr. of WKRC-TV, Cincinnati, during hospitalization of exec. v.p. David G. Taft . . . J. R. Malloy named supervisor of TV sales, CBC commercial div., Toronto, replacing W. H. Clark, resigned; T. B. J. Atkins and J. R. Kennedy appointed senior TV sales reps; G. Regendanz appointed sales rep in charge of TV sales & service; R. S. Joynt named senior sales rep for radio . . . Jack S. Petrik, ex-WJMR-TV, New Orleans, appointed chief engineer of upcoming KETV, Omaha . . . Vincent Melzac elected v.p. of TPA, continuing as head of international div. . . . John Kelly, ex-mgr., KRBC-TV, Abilene & KTXL-TV, San Angelo, appointed head of Official Films' Dallas office . . . Joe Wohlander named v.p. of Rogers & Cowan, public relations firm handling TV, movie & industrial accounts . . . E. E. (Jim) Eshleman Jr. promoted by Petry to eastern radio sales mgr. . . . Mrs. Helen Murray Hall, mgr. of adv. & promotion, NBC western div., elected pres. of Los Angeles Advertising Women . . . G. B. Gordon, asst. program director of WICS, Springfield, Ill., and v.p. of National Assn. of Christian Broadcasters, appointed production adviser to Christian Telefilm Productions on upcoming TV film series . . . Arnold Alpert returns to *Sponsor Magazine* as adv. director . . . Bill Stinson, news director of WFAA-TV, Dallas, elected first state pres. of newly formed UP Broadcasters Assn. of Texas . . . Carl Zimmerman promoted to asst. mgr. of WISN, Milwaukee, Don O'Connor succeeding him as news director of WISN-TV . . . Charles J. Curran appointed Canadian rep of BBC, succeeding Gordon Winter, returning to London.

ANTENNA FARM proposal was thoroughly lambasted by broadcasters representing about 150 TV, AM & FM stations in score of comments filed by week's end on FCC's proposed rule-making to help solve broadcasting-aviation airspace problems. The antenna farm rule was one of recommendations made by Joint Industry-Govt. Tall Structures Committee (JIGSTC), composed of representatives of TV & aviation industries and govt. agencies concerned with tower problem (Vol. 11.41; 12:13).

Commission proposed that all new antennas higher than 500 ft.—erected by new grantees or by existing stations changing antenna sites—should use common structure or antenna farm area approved by Airspace Panel unless they can satisfy FCC that compliance is impossible. While many of the comments generally approved antenna farm concept, just about everybody found something wrong with FCC's proposal. Among principal objections:

(1) It would place aviation interests above broadcasting, permit aeronautic-dominated Airspace Panel to usurp FCC's power to approve antenna sites and heights. (2) It would put burden of proof on the applicant to show that his proposed tower isn't air hazard, reversing traditional procedure. (3) Proposal is premature—JIGTSC hasn't yet worked out criteria to determine what is an air hazard. (3) Proposal is too vague, doesn't define size, location, etc. of antenna farms. (4) Grouping of towers would diminish service—location requirements being different for AM, vhf & uhf. (5) Interaction and interference between antennas on same farm might be intolerable in many cases. (6) All TV-radio communication with citizens of a particular area could be wiped out by one hurricane or enemy bomb.

Among those commenting, and objecting to part or all of current proposal: NARTB, Storer, CBS, NBC, A. Earl Cullum Jr., numerous individual stations. More comments are due, deadline having been extended to Sept. 3.

Ted Estabrook, TV-radio director of Product Services Inc., N. Y. agency handling Longines, among other accounts, is disclosed as purchaser, for undisclosed sum, of WERI, Westerly, R. I. (250-w, 1230 kc) from Wm. Malo.

SOME EDITORIAL COMMENT on Attorney General Brownell's release of news of the General Motors anti-trust suit on Martha Rountree's first NBC-TV *Press Conference* July 4, was quite bitter—and stress was laid on fact that the show is commercially sponsored, albeit the advertising copy is institutional rather than hard-sell. July 6 editorial in *Washington Post* bore caption "Sponsored News Leaks" and referred sarcastically to news furnished through the "enterprising magnanimity" of sponsor Corn Products Refining Co.

Some newsmen, especially those covering the Dept. of Justice beat, are especially miffed because the Attorney General has not held a full-dress press conference in Washington since last Oct. The *Washington Post* asserted: "When the Attorney General delays announcement of an anti-trust action to present it under select conditions on a sponsored program, he is manipulating public property to serve a private interest."

The *New York Times'* Arthur Krock called Brownell's telecast an "unabashed and open use of his official position to save an item of vital news, to which all the people were simultaneously entitled, to aid one company to sell its products and to favor a friend." Editorial in the *Times* called it "obviously saved-up news" and posed these questions:

"Is it proper for an official to withhold, until it can benefit and extend the future audience of a sponsored program, a news announcement of such impact as to make Page 1? Will this example of reserving and nurturing a startling news-break for an advertiser's program be contagious? Will it prompt other officials of Cabinet or lesser rank to be sure they are ready with something good for the advertiser's program, so they guarantee a welcome or a return invitation to the program?"

"These are questions that would not apply to a non-sponsored press conference to which all media were invited. . . ."

* * * *

Washington correspondents seemed less disturbed than their editorialists—some perhaps recalling the ill-starred efforts of their bosses to keep straight news off the upstart radio in the '20s & '30s, only to capitulate when UP began selling its wire service to stations to beat the competition of a then up-&-coming radio news wire.

One correspondent observed to us that it's common practice for govt. officials to release their news to media and at times that seem most advantageous—citing as examples the news breaks consistently coming out of *Meet the Press* and *Face the Nation*, Franklin D. Roosevelt's use of radio for "fireside chats" that were highly newsworthy, President Eisenhower's choice of a filmed press conference to announce his intention to run again—to say nothing of newspaper scoops such as the Yalta Papers released to the *New York Times* and the Truman-

MacArthur Wake Island exclusive in the same newspaper. Currently, there's also a lot of to-do about release of White House documents to *New York Herald Tribune's* Robert Donovan for a newspaper series and the best selling book "Eisenhower: The Inside Story."

"There is nothing in the Constitution that assures newspapers any God-given right to be first with the story," said a top Washington correspondent who is often seen on TV and who works for publishers deeply involved in TV—Richard Wilson, of the Cowles newspapers. "It has been standard practice to save up stories for Monday morning release or for the best timing and placing possible. The timed announcement is a familiar govt. practice. If it weren't Brownell, there wouldn't be all the fuss and bother."

It was *New York Times'* chief correspondent James (Scotty) Reston's conviction that sponsors themselves and the networks won't go for deliberate antagonizing of newspapermen, especially those covering regular beats. He saw danger in any one media being "used" by govt. people for deliberately planting scoops on a regular basis and he was doubtful that the present Administration, enjoying such an overwhelmingly friendly press, will go out of its way to make that press hostile.

* * * *

Fact is that Brownell himself decided on the release, telling Miss Rountree about it shortly before the show. Sensing its importance, according to Miss Rountree, she passed around the Brownell statement a half hour before he went on the air, so that the press wires could release it upon delivery. She said she had invited the entire Washington press corps, including rival network newsmen, to be present and made working facilities available to them at the Sheraton-Carlton Hotel. The pre-interview device used by Brownell, she said, was his own—and isn't necessarily standard procedure for future shows.

"What's all the shouting about anyway?" she retorted by telegram to the trade journal *Editor & Publisher*. In planning *Press Conference*, she stated "we have gone to limits which no other press interview on either radio or TV has gone to cooperate with all media. . . ."

"We obtained an understanding in advance with our guest to be interviewed on the show that he remain after the show goes off the air for a continuing press conference to be conducted without cameras. Any correspondent coming to cover the show is free to interview our guest after the show on any points not covered during the show or amplifying subjects discussed. In effect, we are thereby creating a second news-making press conference for the convenience of the press generally. Attorney General Brownell held such an off-air press conference following the first telecast.

"There is no insistence on the part of the producers that the guest interviewed on *Press Conference* open the show by announcing a news story not previously revealed. We invite our guest to take advantage of our vast network coverage and the press on hand at the show and to make such an announcement only if he chooses. The decision is entirely up to him. We are confident *Press Conference* will be interesting and make news whether or not such an announcement is made at the opening of our show, because of the outstanding reportorial astuteness of our press corps. Incidentally, the news correspondents are after news, not necks, and our program is aimed at public service in building a dynamic democracy through an informed America."

* * * *

Note: As for the program itself, the critics were quick to point out, as *New York Times'* Jack Gould put it, "that no potentially important subject was pursued in sufficient detail to give the viewer a comprehensive idea of the sig-

ONLY ONE CP emerged from FCC this week—grant of Ch. 58 in Greenfield, Mass. to WWLP, Springfield (Ch. 22)—while decision-making process continues on hard-fought vhf cases. For example, Commission this week instructed staff to prepare decision favoring Florida-Georgia TV Co. for Jacksonville's Ch. 12; examiner had chosen WPDQ. Another recent vote was to draft decision giving New Orleans' Ch. 4 to WWL, reversing examiner who had picked WTPS.

There's many a slip, of course, between these instructions and publicly announced final decisions—for Commission frequently changes its mind.

Fight over Pittsburgh's Ch. 11 progressed another notch this week when examiner Hugh B. Hutchison recommended that Commission reaffirm grant to WWSW Inc. He had conducted hearing on protest of WENS (Ch. 16) which alleged that grantee violated rules on transfer of control, premature construction, change of studio location, etc.

Temporary use of Oklahoma City's educational Ch. 11 was again denied off-air KTVQ (Ch. 25). Channel has been granted to Okla. Educational TV Authority.

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Cleaning up backlog of allocations rule-making and pending petitions, FCC took following actions: (1) Assigned Ch. 6 to Nashaquitsa, Mass. (Martha's Vineyard). (2) Shifted Ch. 3 from Pueblo to Alamosa, Colo. (3) Shifted Ch. 6 from Clarkdale to Greenwood, Miss. (4) Shifted Ch. 13 from Calumet to Marquette, Mich., replacing it with Ch. 5. (5) Added Ch. 34 & 40 to Clarkston, Wash.

It denied petitions to shift Ch. 10 from Roswell to Artesia, N. M., noting that application for it has been filed in Roswell. It also turned down request to add Ch. 11 to Houma, La., stating that petitioners may participate in rule-making which contemplates moving New Orleans' Ch. 4 to Mobile.

Rule-making was begun on these proposals: (1) Add Ch. 33 and/or Ch. 45 to Youngstown or to Youngstown-New Castle. (2) Shift Ch. 8 from Woodward to Elk City, Okla., replacing it with Ch. 35. (3) Substitute Ch. 26 for Ch. 61 in Anderson, Ind., replacing Ch. 26 in Indianapolis with Ch. 77.

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First applications for translator stations were filed this week with FCC by James R. Oliver, owner of radio KBIS, for Bishop, Cal. He is seeking Ch. 70 & 72, to be built at total cost of \$10,100 with Adler equipment, operated at yearly cost of \$11,550, relaying programs of KNXT & KRCA, Los Angeles. Total applications now on file with FCC: 128 for stations (including 24 uhf), 2 for uhf translators. [For details see *Addenda 22-Z* herewith.]

nificance of the issue." He said the show had spontaneity and informality, but was rather awkwardly handled in that cameras weren't always on the right spot at the proper time. Brownell's own lack of composure—his shaky hands, toying continually with some object—was quite manifest, but that would seem to add to the personality factor so far as the viewer is concerned.

Lawrence Laurent, *Washington Post*, called show "large and unwieldy" and "a nightmare of technical problems"—pointing out that the guest decides which newsman he'll choose, that audience rarely got name of reporter, that Miss Rountree (appearing only to introduce the guest and the commercials and to close with a headline-type summary) possesses "probably the worst speaking voice in the history of network TV." Laurent's main gripe was that she fails to fulfill the proper function of a moderator, who he thinks should represent viewer—breaking in to see that answers aren't avoided. Brownell was singularly adept on that score.

Network Accounts: Industrial giants are moving steadily into network "prestige programs" under influences of intensive personalized selling by networks, reports July 7 *Billboard*, citing as examples Union Carbide & Carbon's purchase of 20 min. on *Omnibus* (ABC-TV), Minneapolis-Honeywell's co-sponsorship of eastern football schedule (NBC-TV). Even more significant, it notes, is fact that such companies as General Dynamics, American Machine & Foundry, Anaconda Copper, Phelps-Dodge, Kennecott and leading airplane manufacturers have asked NBC-TV for pilot prints and details of upcoming *Telescope* film documentary on current events, proposed for this fall, alt. Sun. 4-5:30 p.m. . . Prudential buys *Air Power* documentary on CBS-TV starting Nov. 11, Sun. 6:30-7 p.m., thru Calkins & Holden, N. Y. . . Jello to sponsor *Screen Gems' Tales of the 77th Bengal Lancers* on NBC-TV starting in fall, Sun. 7-7:30 p.m., thru Young & Rubicam . . . Pharma-Craft (cosmetics) to sponsor *Beat the Clock* on CBS-TV starting Sept. 22, when it shifts to Sat. 7-7:30 p.m., thru J. Walter Thompson . . . Toni to be alt. sponsor (with Simoniz) of *Big Story* on NBC-TV starting July 13, Fri. 9-9:30 p.m., thru North Adv., Chicago . . . Tums buys Tue. 7:30-7:45 p.m. period on NBC-TV next fall for undetermined musical show, thru Dancer-Fitzgerald-Sample, N. Y. . . Luden's Cough Drops buys one-fourth of *Captain Kangaroo* on CBS-TV starting July 14, Sat. 9:30-10.30 a.m., thru J. M. Mathes Inc., N. Y. . . Alberto Culver of Hollywood (VO-5 hair dressing) buys alt. Tue. for 13 weeks of *It Could Happen to You* and *Modern Romances* on NBC-TV starting Oct. 9, Mon.-thru-Fri. 4:45-5 p.m., thru Geoffrey Wade Adv., Chicago . . . Peter Pan Foundations to sponsor one-shot *Paris Fashion Preview*, films of Paris fashion openings, on ABC-TV Aug. 29, Wed. 3:30-4 p.m., thru Ben Sackheim Inc., N. Y.

TV's effectiveness in selling autos is pointed up anew in NBC survey of auto dealers and customers in 10 major east & midwest cities, released this week. It reveals that 59% of dealers interviewed said TV was most effective medium for getting people to visit showrooms, 43% preferred newspapers; 59% also said TV does best job of pre-selling prospect, 36% newspapers; 51% indicated TV advertising should be increased, 42% believed it should be kept at present levels; 71% of customers recalled seeing ad for one of top 3 auto brands on TV, 42% of customers recalled seeing ad in magazines; 61% of customers replied that TV ads stood out "most strongly." Advertest Research conducted field research for NBC. Note: Trendex survey of auto dealers in 16 major cities, conducted for ABC-TV and released last week, also reflected TV's strong impact in auto field (Vol. 12:26).

Highest Canadian TV rates now are the \$1000 Class A hour (6-11 p.m. Mon.-Sat. & 5-11 p.m. Sun) of CBC's CBLT, Toronto, Ont. and French-language CBFT, Montreal, Que.—CBLT increasing from \$950 July 1, CBFT from \$900. Other July 1 increases: CBMT, Montreal (English language) base hour from \$680 to \$750; CFCM-TV, Quebec City, Que., from \$400 to \$460; CFPL-TV, London, Ont., \$370 to \$450; CKCO-TV, Kitchener, Ont., \$350 to \$400; CBOT, Ottawa, \$320 to \$400; CFRN-TV, Edmonton, Alta., \$260 to \$325; CBOFT, Ottawa, \$230 to \$300; CBHT, Halifax, N. S., \$200 to \$300; CHSJ-TV, Saint John, N. B., \$250 to \$300; CHCH-TV, Calgary, Alta., \$250 to \$280; KKCW-TV, Moncton, N. B., \$200 to \$250; CJBR-TV, Rimouski, Que., \$200 to \$240; CKSO-TV, Sudbury, Ont., \$200 to \$220.

Rate changes: WGBS-TV, Miami, July 30 cuts base hour from \$500 to \$350, min. from \$100 to \$70, when it loses NBC affiliation to upcoming WCKT (Ch. 7); KOSA-TV, Odessa, Tex. Aug. 1 raises base hour from \$225 to \$250.

ADVERTISING AGENCIES: Wm. Wilgus, from TV-radio dept., appointed v.p., J. Walter Thompson Co., Los Angeles . . . W. H. Clerk, ex-CBC, succeeds Wm. D. Byles as TV-radio supervisor, Young & Rubicam Ltd., Toronto, Byles becoming exec. v.p. of Stovin rep firm, Toronto . . . Joel Weisman, ex-WABD, N. Y., named TV-radio producer, Norman, Craig & Kummel; James M. Shivas, ex-Carter Products, joins account group in charge of newly acquired Warner-Lambert Pharmaceutical account . . . Robert Lehman, ex-KNXT, Los Angeles, in charge of *Horace Heidt Show*, joins TV-radio dept., Guild, Bascom & Bonfigli, Hollywood.

Advertising Age survey of advertising conditions in 29 countries, basis of special international advertising section, shows ad expenditures on upswing everywhere, agency structure in many countries undergoing radical changes, TV-radio introduced as new media, admen in short supply nearly everywhere. "Rich market overseas" is theme of information-packed edition. Reflecting growth of field is increase in membership of Export Advertising Assn. to 725 members; its pres. is George E. Kendall, adv. mgr. of International GE, with James L. Gilbert as exec. v.p. with headquarters in New York's Roosevelt Hotel.

Advertising Assn. of the West elects these officers: pres., Earl J. Glade, Salt Lake City consultant, succeeding John Kemp, John Kemp Co., Hollywood; senior v.p., John Hoefer, of Hoefer, Dieterich & Brown, San Francisco; v.p.-at-large, Mrs. Ella Breazeal, Valley National Bank, Tucson; secy., Eugene N. McKim, Western Farm Life, Denver; treas., Burt Oliver, of Foote, Cone & Belding.

Assn. of National Advertisers has published *Newspaper Circulation and Rate Trends*, which it describes as most comprehensive report ever made on subject, designed to determine extent expenditures in the medium go for increased costs and/or increased coverage. It's available to non-members at \$10 from ANA, 155 W. 44th St., N. Y.

Brand Names Foundation Inc., 437 Fifth Ave., N. Y. has released 2 new TV spots, 1-min. & 20-sec., prepared by Dancer-Fitzgerald-Sample Inc. and keyed to Foundation's 1957 theme: "You're Satisfied Most With a Brand That's Made a Name for Itself."

Television Age estimates national spot revenues from TV time sales will aggregate \$317,000,000 this year, which would compare with probable gross network time sales of more than \$500,000,000 (net of about \$375,000,000) indicated by latest PIB figures (Vol. 12:26).

Too small for daily newspapers, 625 U. S. towns have radio stations, according to Radio Advertising Bureau. Concentration is highest in South: 56 in Texas, 44 in North Carolina, 40 in Alabama, 38 in Georgia, 32 in Tennessee, 29 in Florida, 25 each in South Carolina and Virginia.

American Assn. of Advertising Agencies upcoming annual meetings: central region, Blackstone Hotel, Chicago, Oct. 4-5; western, Hotel Del Coronado, Coronado, Cal., Oct. 7-10; eastern, Hotel Roosevelt, N. Y., Nov. 27-28.

ABC-TV Affiliates Assn. board of governors (Frederick C. Houwink, WMAL-TV, Washington, chairman) schedules first meeting at Pocono Manor, Pa., July 16-18, to be joined by ABC executives final day.

June edition of *TV Film Program Directory*, 398 pp. listing of "free" TV film by titles and sources, has just been released by Judy Dupuy's Broadcast Information Bureau, 535 Fifth Ave., N. Y.

Educational TV & Radio Center, Ann Arbor, has released brochure on survey of programs offered by 19 educational TV stations, titled *Educational TV Programming*.

New reps: WNCT, Greenville, N. C. to Hollingbery (from Pearson); WPTZ, Plattsburgh, N. Y. to Hoag-Blair (from McGillvra).

Telecasting Notes: Viewing public is offered 4169 feature films a week on TV, and some 73,000,000 home-hours are spent weekly in watching them. These figures were projected by Columbia Pictures' Screen Gems from study of 190 TV markets. In terms of hours, some 5212 are devoted weekly to features, with average TV home offered 20 hours a week of theatrical pictures. Of 4169 total, 782 features were westerns. New York & Los Angeles alone accounted for 270 features a week, including 59 westerns, but not including repeat showings, which weren't considered in the survey. New York's total was 142 (63 westerns), Los Angeles 128 (26 westerns). According to the study, made in April, feature films account for 13% of total U. S. TV programming . . . Clark Gable speaks out on feature releases to TV: "I know the release of some of the pictures I made at Metro years ago will hurt my box-office; I think the industry made and is making a great mistake in selling and leasing its pictures to TV" . . . MGM studio production chief Dore Schary speaks out on movies & TV: "Both movies and TV went in the wrong direction by carelessness in terms of cost and an inclination to go to bigness for bigness' sake. We're always inclined to forget TV has its problems, too. They also face a competitive market for time, also from the movies and other forms of leisure. They can't go on spending all kinds of money for spectaculars forever. They face exactly the same problems we do. And the top creators in TV still prefer to work in the movies" . . . Squabbling honeymooners: TV and the movies insist on "exposing" one another, the result generally being good entertainment. NBC-TV's *Goodyear Playhouse* July 1 presented "The Film Maker," fictionalized treatment of movie industry's TV problems, complete with eastern banker-stockholder who wants to sell all of the studio's pre-1948 features to TV for \$30,000,000. And moviemaker Elia Kazan plans to make film version of Budd Schulberg's "A Face in the

Crowd," starring Andy Griffith (who got his big-time start on TV). Plot concerns "hillbilly singer who soars to TV fame on his wholesome appeal until he gets the big head" . . . United Artists reportedly offering 150 features, mostly post-1948, for TV distribution, with bidding by NTA, Lou Chesler's Ridgeway Corp., et al. . . . Universal Pictures has ruled out outright sale to TV for its remaining backlog, plans to distribute them itself a la MGM & Columbia—"when the time is right"—though it may sell its shorts . . . Allied Artists, parent of TV film distributor Interstate TV, returns to active TV film production with several pilots in works, including comedy western starring Eddie Bracken . . . Screen Gems has earmarked \$1,000,000 for development of 20 new programs for 1957-58 season; company will have 9 of its shows on networks next season, record for an independent film distributor . . . Trend among syndicators is direct sale to sponsors, if Ziv's sales pattern is any indication. Company reports its sales to sponsors are up more than 20% over last year—52% of its total sales being to advertisers, 48% to stations . . . Truth-in-advertising dept.: Frigicar Corp., makers of auto air conditioners and sponsor of news show on Dallas' WFAA-TV, arranged to hook announcer George Milner to lie detector when he delivers July 7 commercial . . . Steve Allen did it—thanks to guest singer (?) Elvis Presley: July 1 Trendex 8-9 p.m.: *Steve Allen Show* (NBC-TV) 20.2, *Ed Sullivan Show* (CBS-TV) 14.8. Only other NBC stars to break Sullivan's 8-9 p.m. ratings stranglehold were Martin & Lewis.

Westinghouse stations, along with CBS-TV's *See It Now* presentation of "Ballots at Bear Creek," received 1956 School Bell Awards of 7 national groups representing parents, teachers & school boards at National Education Assn. convention this week. Westinghouse was cited for its coverage of White House Conference on Education.

POLITICAL BROADCASTING LAW won't be changed before election time—despite flood of bills, most of them aimed at relieving broadcasters of obligation to offer equal time to all sorts of minority and splinter candidates if they give or sell time to major office-seekers. That much is clear as 84th Congress wanes.

The Johnson-Knowland election-law revision bill (S-3308), though sponsored by sizeable majority of 84 Senators, is no longer given much chance of passage. Its provisions include equal-time waiver under certain circumstances. On House side, where hearings have been held on large number of political broadcasting bills, it's doubtful whether any will even see action by Interstate Commerce Committee, much less the full House.

The real drive to amend equal time law in this session of Congress started at May, 1955 NARTB convention in Washington, when CBS pres. Frank Stanton urged changes to present "electronic Lincoln-Douglas debates" between major party presidential candidates (Vol. 11:22). The persistent Stanton was heard from again this week on political broadcasting legislation. In response to recent request by Chairman Magnuson (D-Wash.), he forwarded to Senate Commerce Committee his analysis of all pending Senate political broadcasting legislation. Stanton concluded that he still favors S-2306, introduced in June, 1955 at his request to exempt stations from equal-time provisions when political candidates are presented on news, panel discussion or debate programs.

Facing the reality that equal time law is still unchanged, meanwhile, stations are formulating political time policies for coming election campaign. WTOP-TV, Washington & WMBR-TV, Jacksonville, both owned by *Washington Post*, announced these rules:

No time will be sold to candidates for state & local

offices after primary election. Time will be made available free to such candidates as public service, the amount to be determined by "the degree and extent of local interest and the necessity of providing equal time facilities." Paid political time will be made available for campaigns of presidential candidates, on both announcement and program basis. "The sale of such announcements will be restricted in number to insure equal treatment of qualified candidates. The commercial rate to be charged for such announcements shall be the most favored weekly rates consistent with the maximum purchase a candidate is permitted to make even though the actual purchase is less than the maximum permitted."

Unusual political broadcasting question answered by FCC: If station offers 2 candidates free time and one declines, can it give other one free time without violating equal-time provisions of law? Question was posed for unnamed client by law firm of Cohn & Marks, and Commission responded: "The refusal of one candidate to accept an offer of sustaining time should not foreclose an opposing candidate to whom equal time has been offered from expressing his views. However, whether the candidate who has refused to accept the time offered him would later be entitled to equal time under Sec. 315 in the event he demands it is a matter which would have to be determined in the light of all the facts and circumstances then obtaining."

Canada's 1956-57 federal budget estimates include \$12,000,000 deficit grant for Canadian Broadcasting Corp., which boosts its revenues to \$35,000,000. Deficit grant is for TV only, its operations cost going up to \$40,000,000 from \$30,000,000 last year. Expected yield of \$17,000,000 from 15% excise on TV-radio sets looks doubtful now. CBC-radio gets statutory grant of \$6,250,000.

WACH-TV, NEWPORT NEWS, VA. (Ch. 33) will return to air shortly after FCC approves transfer to United Broadcasting Co., headed by Richard Eaton, the operator of AMs WOOK, Washington; WSID, Baltimore; WANT, Richmond; WARK, Hagerstown, Md.; WINX, Rockville, Md.; WJMO, Cleveland; also holder of uhf CPs for Washington & Baltimore. United recently purchased assets of the twice shut-down Norfolk area station, one of first uhfs on air after freeze, at bankruptcy sale for \$54,000. Included was radio WACH (1-kw D, 1270 kc), also shut down. According to United exec. v.p. Arthur Snowberger, TV outlet will resume with live shows as well as films. It has 1-kw Federal transmitter with Workshop antenna, may later be boosted to 400-kw with GE transmitter on hand in Washington. Rates and management have not yet been announced.

WAIQ, Andalusia, Ala. (Ch. 2, educational) has postponed test patterns to Aug. 1, reports gen. mgr. Raymond D. Hurlbert, for Alabama Educational Television Commission. It has 35-kw GE transmitter on hand, and 4-bay antenna has been installed on 500-ft. tower from Tower Structures Inc. Aug. 15 it's due to join Commission's WTIQ, Munford (Ch. 7) and WBIQ, Birmingham (Ch. 10), operating as part of state educational network.

Sarkes Tarzian's growing broadcast equipment div. reports following equipment sales: vidicon film chain—KAVE-TV, Carlsbad, N. M.; vidicon film chain & dual slide projector—U of Iowa, Iowa City; complete studio package—KFJM, Grand Forks & KDIX-TV, Dickinson, N. D.; 100-slide automatic slide projector—KVIP, Redding, Cal.; KEYT, Santa Barbara, Cal.; KCKT-TV, Great Bend, Kan.; WBAL-TV, Baltimore; KSWM-TV, Joplin, Mo.; KLRJ-TV, Las Vegas, Nev.; WDAY-TV, Fargo, N. D.; WKBN-TV, Youngstown; WLAC-TV, Nashville; KSL-TV, Salt Lake City; WTAR-TV, Norfolk; KBET-TV, Sacramento; KZTV, Reno.

Equipment shipments and orders reported this week: By Standard Electronics—order for 5-kw air-cooled transmitter from upcoming KILT, El Paso (Ch. 13), due on air this summer; also for 25-kw transmitter for KSWs-TV, Roswell, N. M. (Ch. 8), and 25-kw amplifier for WWTV, Cadillac, Mich. (Ch. 13), planning boosts to 316-kw. By DuMont—5-kw transmitter & studio equipment to be shipped July 11 to upcoming KAVE-TV, Carlsbad, N. M. (Ch. 6), planning start this summer. By RCA—25-kw transmitter July 3 to WBUF-TV, Buffalo (Ch. 17).

Five new Electronicam units have been delivered to DuMont Electronicam Production Services at Adelphi Theatre studio in New York, doubling DuMont's film recording capacity. Mgr. John Auld announced these Electronicam users: Agencies—McCann-Erickson, Campbell-Ewald, Kenyon & Eckhardt, C. L. Miller, Lambert & Feasley. Sponsors—Westinghouse, Chevrolet, CIT, Beech-Nut, Schick, Ronson, Revlon, Charles Antell, Karo, Mazola. Shows—Guy Lombardo, Les Paul, George Jessel.

Keen competitors WFAA-TV (*Dallas News*) and KRLD-TV (*Dallas Times-Herald*) joined forces at Dallas Salesmanship Club luncheon last week to tell story of their joint Hill Tower Corp. enterprise—operating from same tower with candelabra design that enables their antennas to have equal height of 1521-ft. above ground. They call it the "second tallest man-made structure in the world," tallest being 1572-ft. tower of KWTW, Oklahoma City.

Closed-circuit TV system was bought by BBDO as "a logical part of the agency's TV equipment." The GPL equipment will be used for preliminary checks on art work, photographs & package designs to see how they register on black-&-white TV, and for auditioning models and actors to test their "TV looks."

Billboard's annual TV program & talent awards: best network program, *Phil Silvers Show* (CBS-TV); actor, Phil Silvers; actress, Loretta Young, *Loretta Young Show* (NBC-TV); public service & cultural, *Omnibus* (CBS-TV); best network adventure program & performer, *Dragnet* and Jack Webb (NBC-TV); children's, *Disneyland* (ABC-TV) and Bob Keeshan, *Captain Kangaroo* (CBS-TV); quiz or audience participation, *\$64,000 Question* (CBS-TV) and Groucho Marx, *You Bet Your Life* (NBC-TV); comedy-variety, *Ed Sullivan Show* (CBS-TV) and Sid Caesar, *Caesar's Hour* (NBC-TV); best 90-min. show, *Wide Wide World* and Dave Garroway (NBC-TV); musical, *Your Hit Parade* (NBC-TV) and Dinah Shore, *Dinah Shore Show* (NBC-TV); drama, *Climax* (CBS-TV) and Loretta Young, *Loretta Young Show* (NBC-TV); situation comedy, *Phil Silvers Show* and Phil Silvers (CBS-TV); daytime, *Matinee Theatre* (NBC-TV); best syndicated film series, *Highway Patrol* (Ziv); actor, Broderick Crawford, *Highway Patrol*; actress, Ann Sothern, *Susie* (TPA); public service & cultural, *Confidential File* (Guild); best 30-min. syndicated adventure series & performer, *Highway Patrol* (Ziv) and Richard Carlson, *I Led Three Lives* (Ziv); comedy, *Life of Riley* and Wm. Bendix (NBC Film); western, *Wild Bill Hickok* (Flamingo) and Gail Davis, *Annie Oakley* (CBS Film); mystery, *Badge 714* and Jack Webb (NBC Film); drama, *Star Performance* and Dick Powell (Official Films); musical, *Rosemary Clooney Show* (MCA-TV) and Patti Page, *Patti Page Show* (Screen Gems); sports, *Championship Bowling* (Schwimmer); documentary, commentary or instructional, *Victory at Sea* (NBC Film); news, CBS Newsfilm.

Radio sales approved this week by FCC: (1) WGTH, Hartford, Conn., for \$240,000 (Vol. 12:13) by RKO Tele-radio Pictures Inc. to Tele-Broadcasters Inc., headed by H. Scott Killgore, which also operates WKXL, Concord, N. H.; WARE, Ware, Mass.; WKXV, Knoxville, Tenn.; KUDL, Kansas City. RKO Teleradio's sale of WGTH-TV to CBS (Vol. 12:8, 18) still awaits decision on protest hearings. (2) WATW, Ashland, Wis., for \$55,000 (Vol. 12:24) by owners of WJMS, headed by gen. mgr. Wm. L. Johnson, who also plan to dispose of their 55% of WIBK, Iron River, Mich., before proceeding with construction of WJMS-TV (Ch. 12). Buying WATW are Eugene A. Halker & Gordon F. Schluter, 33.3% each; Norman C. Hoeffler, 20%; Terry E. Trott, 13.4%. They also own WFPF, Park Falls, Wis.

Correction: In story on projected \$3,500,000 sale of WTVT, Tampa (Ch. 13) to *Daily Oklahoman* interests (Vol. 12:26), there was incorrect statement as to the WTVT deficit. According to management, sentence should have read: "Station's deficit was \$54,021; for the 8 months to May 31, 1956 the net profit before taxes was \$162,583." We regret the error.

Educational WQED, Pittsburgh (Ch. 13), which supports itself by funds solicited from public, has set goal of \$200,000 for campaign it will launch Sept. 4 with Edward J. Magee, management consultant, heading council including some of city's most prominent citizens.

GE's WRGB & WGY, Schenectady, should be in new home on Balltown Rd. by mid-1957; ground-breaking ceremonies for big \$2,000,000 TV broadcasting center with 54,000-sq. ft. building and 9000 ft. of studio area were held recently.

Request to start pay-TV on grantee WCAN-TV, Milwaukee (Ch. 25), filed by Lou Poller, was opposed this week by NARTB which told FCC that approval would constitute prejudgment of pending subscription-TV case.

Another radio station enters community antenna business, pres. G. Don Thompson of KAMO, Rogers, Ark., reporting he plans to begin in Aug.

IS THERE A PLACE FOR SMALL TV MAKER? Paul V. Galvin's recent prediction that mere 6 or 8 top manufacturers will survive when TV industry is finally "shaken down" has stirred up lively comment from all levels of the trade. Whether or not you agree with the veteran founder-president of Motorola, generally ranked as 4th largest TV manufacturer and very important also in auto radio, communications equipment and electronics production, there's no getting around the fact that the number of TV manufacturers has been reduced in last 6 years from 100 to about 50. Quite a few went out of TV business last year and during first half of 1956, and it would seem that prospects for many smaller manufacturers are anything but encouraging.

Is TV therefore following pattern of auto industry, dominated by handful of industrial giants? And if so, what impact will it have on distributors and dealers? Finally, is there a pattern of survival at hand for the marginal TV producer?

We checked several set makers, large and small, for reaction to the Galvin thesis -- and found general agreement that the industry is certainly due for further attrition. Beyond that generalization, opinions varied. A few of the "very big" were inclined to agree with Galvin, but most said they thought his figures far too low, others felt them reasonable. Few wanted to be quoted on so touchy a subject.

Many little-publicized set makers -- depending largely on private-label trade -- admitted that their future in TV is far less encouraging than, say, 3 years ago, but were optimistic about their chances of sticking it out, provided they can contain their TV production in a narrow range and not try to slug it out with majors.

Most preferred not to be quoted, though their answers followed same general pattern. Trav-Ler Radio pres. Joe Friedman, typifying reaction of many, said the independent producer can stay in business and make a profit by keeping production costs low, making prices competitive and working more closely with key dealers on special market requirements. He stressed necessity of concentrating on efficient operations, reducing number of sets in line if necessary to cut down inventories.

Several others added other angles. Said one: "The key to our survival lies in specialized selling. We are not in any sense competitors with big, full-line manufacturers." Said another: "We must produce something that need not meet a specific price range. Ours is a custom business designed to meet specific needs and we must keep it that way if we are to last in TV."

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Some of industry conditions unfavorable to smaller TV makers are self-evident. Trend to full-line production by big manufacturers, and the fierce competition which has resulted, has siphoned off best distributors in many markets, leaving very slim pickings for smaller manufacturers. There's increasing importance of brand names, as evidenced by fact that top 10 manufacturers account for estimated 80-85% of all sets produced. There's the high cost of a hard-hitting advertising program designed to keep brand names constantly before trade and public. And there's also the cost of keeping abreast of latest engineering developments.

Note: Fall-winter edition of our TV Factbook, due about Aug. 1, includes Directory of U.S. and Canadian TV manufacturers and assemblers, listing addresses, phone numbers, brands, executive personnel. We list 54 TV manufacturers in U.S., 20 in Canada. Among significant absentees from our last Factbook 6 months ago are Sentinel and Sparton, both bought by Magnavox; Raytheon TV-radio div., purchased by Admiral; Stromberg-Carlson, which quit TV production. Only addition is Hotpoint. For first time, too, we list all foreign manufacturers and assemblers of TV receiving equipment -- 248 in 13 countries.

CBS-Columbia Status: There seems to be little doubt, though formal statement hasn't yet been issued, that CBS-Columbia is quitting TV-radio production -- for all distributor franchises were cancelled this week, effective Aug. 2, all tools & dies

and some components have been sold to Trav-Ler, and there have been more reductions in personnel and inventories. Many production employes got notices of indefinite leaves of absence instead of customary 2 weeks when Long Island City plant shut down for "vacation" July 1. Pres. H.C. Bonfig said military backlog is being worked off. Rumors of mergers continue, none verifiable -- and inquiries about them elicited the information only that CBS-Columbia has not figured in proposals involving Philips, Hoffman and the Paramount holdings in DuMont. It develops that Borge Hanson-Moller, of Los Angeles investment house of Wm. R. Staats, first tried to promote a Chromatic Labs-DuMont-Hoffman merger, which got nowhere, though Hoffman has long wanted eastern manufacturing facilities and had talked with Paramount about acquiring interest in DuMont (but only for its TV stations, says Hoffman). Philips does not enter into picture in any way, so far as we can learn. And DuMont pres. David T. Schultz says: "DuMont is not involved in any discussion or negotiation with respect to a merger."

Production: TV output totaled 98,597 week ended June 29, bringing unofficial production for first 6 months to about 3,400,000, compared to 3,828,793 in first 6 months of 1955. Radio production totaled 199,017 (58,491 auto) week ended June 29, bringing 6-month output to about 6,900,000, as against 7,058,889 in first half year ago. RETMA this week placed official 5-month TV production at 2,862,177, radio output at 5,585,390 (2,017,395 auto), as against 3,238,820 TVs & 5,853,954 radios in first 5 months of 1955. Of the 467,913 TV sets produced in May alone, 58,116 were equipped for uhf at factory -- in addition to unspecified number in field.

Retail Sales: Though RETMA reported a 13% decline in retail sales of TV sets in first 5 months from corresponding period of year ago, it's encouraging to note that sales in May exceeded May 1955 -- first month this year that 1955 level has been exceeded. Sales in first 5 months totaled 2,428,888, compared to 2,772,648 in first 5 months year ago. May sales were 392,080, as against 347,630 in May 1955. Radio sales in first 5 months of 1956, excluding auto sets, totaled 2,551,272, compared to 2,007,631 in same period year ago.

Trade Personals: Martin S. Bennett, director of RCA regional operations since Oct. 1954, elected to new post of corporate merchandising v.p., in charge of distribution and of regional offices, adv. & sales promotion, and economic planning . . . Herman F. Lehman named gen. mgr. of Frigidaire div., serving also as v.p. of parent General Motors, succeeding Mason M. Roberts, retired; C. H. Menge resigns as exec. v.p. of Eljer Co., Pittsburgh (kitchen cabinets) to become Frigidaire gen. sales mgr. . . . C. F. Worthington appointed sales mgr. of Whirlpool-Seeger's upcoming refrigerator line . . . Jack Haizen, ex-pres. of Olympic Appliances Inc., N. Y., appointed exec. v.p.-gen. mgr. of Masters Inc., N. Y., reputedly nation's largest TV-radio-appliance discount chain . . . J. Albert Stobbe, N. Y. consulting engineer, attorney & radio amateur, elected to board of Staver Co., Bayshore, L. I., maker of tube shields, etc., succeeding the late Marshall R. Germond . . . Dr. W. R. G. Baker, newly elected RETMA pres. who retires from GE next year at mandatory age of 65, subject of highly laudatory article in business section of Sun. July 1 *New York Times* . . . Henry Schmalz, mgr. of color development, Thomas Electronics, promoted to chief engineer . . . Robert S. Windt resigns as CBS-Columbia public relations director to join Bernard Relin Assoc., N. Y. public relations firm . . . Robert R. Payne, ex-Sylvania, promoted to adv. mgr. of Bell Aircraft . . . Gregory W. Elcock named Motorola regional mgr., Pittsburgh . . . Willis Wardlow, ex-Capitol Records, named branch operations mgr., Columbia Records . . . Wm. F. Sharkey promoted to adv. mgr., I.D.E.A.

Joseph R. Pernice, chief of electronics section of NATO production & logistics div., appointed managing director of Collins Radio Co. of England Ltd., organized in London last year as subsidiary of big Cedar Rapids firm.

Harold W. Schaefer, engineering v.p. of Philco appliance div., promoted to v.p. in charge of all operating depts. of appliance div., reporting to v.p.-gen. mgr. Raymond A. Rich. Other Philco executive changes announced this week: Albert J. Rosebraugh, appliance div. sales v.p., named mgr. of refrigerator & freezer dept.; Jack Cherry, mgr. of air conditioning & electric range dept.; W. L. Schubert, mgr. of home laundry dept.; Owen Klepper, merchandising mgr., appliance div.; H. W. Schulze, mgr. of engineering services; Robert Houtz, mgr. of builder & kitchen sales; E. G. Lipski, mgr. of laundry equipment engineering; J. Earl Harris, mgr. of electric range engineering.

Raytheon is reimbursing employes of one-year or more standing for tuition, fees, books, etc. if they attend evening college classes for scientific training. Program to encourage professional advancement is under guidance of Dr. I. A. Getting, v.p. for engineering research. Currently, about 200 employes with engineering classifications are enrolled, in addition to which about 30 professional employes are taking courses in their own fields and several are studying for masters degrees at Harvard & MIT.

Memorial to Nikola Tesla, in form of copper-plated death mask mounted on a marble pedestal, was unveiled June 25 in N. Y. offices of *Radio-Electronics*, whose publisher Hugo Gernsback was an intimate friend; centennial of the inventor's birth will be celebrated July 9.

M. Barry Carlton, 36, gen. mgr. of Magnavox govt. products div., was among 128 killed in mid-air collision of 2 airliners over Grand Canyon June 30. He was en route from west coast to Chicago. Carlton joined Magnavox in 1954 after serving as exec. director & coordinator of reliability in office of Secy. of Defense. Survivors are his wife, daughter, mother, 2 brothers.

Topics & Trends of TV Trade: The British have gone us one better in TV portability—E. K. Cole Ltd. (Ekco) having put its long-heralded AC-battery TV-radio on the market at price slightly under \$200. New Ekco set, with 9-in. aluminized round picture tube, is designed for plug-in operation on British 220-volt line current or to any 12-volt battery source; latter gives about 12 hours of picture before necessity of recharging.

Battery is not contained in set, which is designed for indoor-outdoor use wherever 220 or 12-volt source is available. Ekco recommends it for trailers, boats, picnics—plugged into auto's electrical system—as well as for the week end cottage, etc., and claims picture is bright enough for outdoor viewing. Set has carrying handle, pull-out antenna, FM radio, 7x4-in. elliptical speaker, battery consumption of 7 amps at 12 volts. Dimensions are 13½-in. high, 10½-in. wide, 15½-in. deep. Weight is about 35 lb. It's finished in grey & green leatherette.

Connecting TVs to 6 or 12-volt battery source is idea explored by several manufacturers here. American TV & Radio Co., St. Paul, is marketing series of inverters to permit portable TV sets to be plugged into auto cigarette lighter outlets. In recent publicity stunt, Emerson demonstrated how well its new portable works in auto—but no set especially designed for battery operation has yet been introduced here.

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Olympic Radio, which has asked stockholders to vote Aug. 1 on change of name to Unitronics Corp. to reflect broader electronics base, this week purchased Presto Recording Corp., Paramus, N. J., maker of recording & playback equipment, for undisclosed cash price. It will be operated as subsidiary, with George J. Saliba remaining as v.p.-gen. mgr. Earlier this year, Olympic purchased David Bogen Co., maker of hi-fi equipment (Vol. 12:4), part of whose manufacturing will be transferred to 80,000-sq. ft. plant adjoining Presto factory. Also to be announced shortly is acquisition of a west coast electronics firm.

How Crescent Industries Inc., which sales mgr. James F. White asserts is well on the way toward rebuilding as one of the nation's leading manufacturers of recording equipment, was rescued from near bankruptcy after Warwick Mfg. Co. took over last year, is recounted in interview with White in May 20 *Sales Management*—reprints of which are being distributed by Crescent's agency, Gourfain-Cobb Assoc., Chicago. Besides Warwick and Pacific Mercury, prime suppliers of Sears Roebuck, customers for Crescent automatic record changers now include Columbia Records, Motorola, DuMont.

Magnavox's plans for Sentinel TV-radio-phono brand, which it purchased in Feb. (Vol. 12:8), will be revealed at meeting of Sentinel distributors at Chicago's Edgewater Beach Hotel, Aug. 1-2. New Sentinel line will be shown, along with details of merchandising program and "a newly developed distributor's franchise . . . which will guarantee the distributors a clean-cut operating formula and insure satisfactory profits." Note: Magnavox also scheduled meeting of Spartan div. merchandisers at Edgewater Beach, July 6-11, to discuss fall programming.

Govt. "freeze" on steel uses during current strike does not apply to "cover" sheet steel used in production of TV sets, air conditioners and other appliances, according to Wm. C. Trupner, director of Commerce Dept. industrial mobilization. Only steel in finished or semi-finished form is affected, he said.

Trav-Ler Radio's new line of 7 basic TV models, introduced this week, starts with 17-in. portable at \$100, goes up to 21-in. 3-way combination at \$350. Other models are 21-in. tables, \$150, \$160, \$170; 21-in. console, \$170; 21-in. combination, \$280.

Hotpoint's new "Hi-Vi" TV line will be promoted in newspapers, radios & magazines starting in Sept., thru Needham, Louis & Brorby, Chicago.

Sylvania's Fullerton, Cal. picture tube plant has been doubled in size to 101,000 sq. ft. with completion of 50,000 sq. ft. addition this week.

DISTRIBUTOR NOTES: Motorola appoints newly formed Joe L. Pleasants Inc., Charlotte, succeeding McClain & Pleasants Inc.; Lehigh Valley Distributors Inc., Hazleton, Pa. (Oscar Mannon, pres.), replacing Big Boy Auto Parts Co.; City Electric Co., Syracuse (Jack Isaacs, pres.), replacing B. H. Spinney Co. . . . Sylvania establishes factory branch in Boston (Harley T. Litteral, gen. mgr.) . . . Whirlpool-Seeger appoints RCA Victor Distributing Corp., Los Angeles (H. C. Chapman, v.p. in charge); Jerry Achtenhagen & Sons Inc., San Diego (O. F. Achtenhagen, pres.); Ohio Appliances Inc., Cincinnati (R. C. Euchenhofer, pres.) . . . Hoffman Electronics appoints Western Supply Co., Salt Lake City (G. Lamont Richards, pres.) and Midland Distributing Co., Milwaukee (A. E. Bramucci, pres.) . . . Motorola-Chicago appoints Jerome A. McCann, ex-Zenith Radio, as sales mgr. . . . Buhl Sons Co., Detroit (Philco) appoints R. B. Lambert gen. sales mgr., Larry London electronics sales mgr. . . . Peirce-Phelps, Philadelphia (Admiral) promotes Everett L. Peirce to major appliances sales mgr. . . . Bimel Co., Cincinnati (Admiral) names Robert Helmick, ex-Griffith Distributing Co., as sales mgr., replacing Charles Heitz, resigned . . . GE Appliance Co., Pittsburgh, promotes Robert F. Patterson to TV sales mgr., succeeding Howard Doolittle, now merchandise mgr. of Hotpoint appliances; Paul Burgis transferred to GE Supply Co., Philadelphia, as merchandising mgr. of appliances . . . GE Appliance Co., Bridgeport, named Ralph B. Knapp mgr. of TV dept. . . . Allied Appliance Distributors, Baltimore (Emerson) promotes Wally McGregor to sales mgr. . . . Washington Wholesalers, Washington (Sylvania) appoints Henry Berwanger, ex-Raytheon district mgr., as administrative director in charge of operations.

Thorium explosions at Sylvania Bayside, N. Y. plant July 2 created temporary scare, sending some 300 employes, firemen and policemen for blood tests for fear of radioactive contamination—but Sylvania and govt. officials were quick to point out that the radiation wasn't dangerous. Nine employes were injured by the 2 explosions, 4 critically. Windows of second-floor laboratory were blown out and 10x20-ft. hole blasted in floor.

Popular song written by an electronic brain will be premiered July 15 on *Adventure Tomorrow* over KABC-TV, Los Angeles. ElectroData div. of Burroughs Corp. claims its songwriting Datatron computer can turn out more than 1000 melodies an hour based upon a mathematical expression of melody-writing laws that date to Bach and Mozart. Tin Pan Alley note: Experiment is deemed of mathematical importance only.

First police microwave TV operation (Vol. 12:5, 7) received green light this week from FCC with authorization for State of Ohio Dept. of Highway Safety to install station in Bureau of Automobile Licensing & Records Bldg., Columbus. Circuit will be used to transmit auto registration data to State Highway Patrol headquarters in that city. CP was granted subject to filing of equipment data.

Indiana Steel Products Co., prime supplier of permanent magnets for TV-communications equipment, has purchased Stearns Magnetic Inc., Milwaukee; earlier this year, it bought out Hayward Tyler Foundries Ltd., Canadian maker of stainless steel castings.

Nippon TV Network celebrates its 3rd anniversary week of Aug. 27, which will be occasion for salute by Voice of America.

Color Trends & Briefs: Analysis of color status of CBS-TV & NBC-TV affiliates, as reported to us by the networks, shows why virtually everyone who can receive TV is also in range of color signals. With more than 90% of population in range of TV, it's good guess that 85% or more could also get color—despite fact ABC-TV doesn't yet offer color and hasn't set definite target date for start.

Tabulation of color capabilities of CBS & NBC affiliates, to be included in our forthcoming Fall-Winter TV Factbook, discloses: (1) All basic affiliates of both can re-broadcast network color. (2) Of each network's inter-connected non-basics, 58 are also equipped to take network color. (3) Local live originations can be produced by 18 NBC-TV affiliates, 12 CBS-TV. (4) Local film-&-slide colorcasts can be offered by 38 NBC-TV affiliates, 31 CBS-TV.

Stations' plans for acquiring local color equipment remain quite fluid, a study of past target dates shows. However, reports from networks currently show 12 NBC and 4 CBS affiliates indicating intentions of acquiring live color cameras this year, 10 NBC and 7 CBS planning to install film-&-slide gear.

* * * *

To ease color set purchases, 10%-down-&-36-months-to-pay financing has been established by First Pennsylvania Banking & Trust Co., Philadelphia. In Feb. (Vol. 12:6), bank had relaxed financing to 10%-&-24 months from black-&-white's 15%-&-24 months. Other banks with 10%-&-36 months arrangements: First National City Bank of N. Y.; Equitable Trust Co. of Wilmington; First Camden National Bank, Camden, N. J. In announcing new terms, Philadelphia bank wrote dealers: "There is ample evidence to support the contention in some quarters that color TV will soon attain the prominence originally predicted for it . . . It now remains for us to provide financing on terms which your customer will find most attractive, acting both as a sales stimulant and a good profit factor."

Orders for 880 color sets have been placed with Raymond Rosen & Co., Philadelphia RCA distributor, by 220 dealers signing new franchise agreements. Franchise terms require dealers to stock 3-4 color sets, 2 portable black-&-white sets, 11 others. The 220 dealers constitute about 2/3 of Rosen's dealers. Reporting the color orders, v.p.-sales mgr. Jack Rosen added: "Color TV is big business with us and we expect to do more on color this fall than a lot of our competitors will do with black-&-white."

Avco consolidated net income for first half of fiscal year to May 31 fell to \$28,716 after income tax credit of \$347,000, so that loss from operations was \$318,284 compared to net profit of \$447,983 after tax deduction of \$106,000 in same 1955 period—this despite fact sales went up to \$167,884,606 in first half vs. \$136,708,269 in same 1955 period. Chairman-pres. Victor Emanuel said competitive conditions in TV-appliance field and increased costs were chiefly responsible for adverse profit picture and indicated third quarter outlook isn't much better.

Consolidated TV & Radio Broadcasters Inc. (Bitner group), being sold to Crowell-Collier as soon as stock transfers are arranged (Vol. 12:21), in first half of 1956 fiscal year ended May 31, earned net profit of \$517,659 (85¢ per share on 607,200 shares outstanding), on revenues of \$4,304,541. This compares with \$490,149 (81¢) on sales of \$3,531,375 in the same 1955 period. Profit before taxes was \$1,094,490 vs. \$1,032,436 in 1955 period.

Very bullish reports on Sylvania were issued by Walston & Co., 120 Broadway, N.Y. June 22 and again in market letter of June 28.

Network Color Schedules

(July 9-22, 1956)

July 9—NBC: *Matinee Theatre*, 3-4 p.m.

July 10—NBC: *Matinee Theatre*, 3-4 p.m. (standby basis due to All-Star baseball game).

July 11—NBC: *Matinee Theatre*, 3-4 p.m.; *Kraft Television Theatre*, 9-10 p.m.

July 12—NBC: *Matinee Theatre*, 3-4 p.m.; *Lux Video Theatre*, 10-11 p.m.

July 13—NBC: *Matinee Theatre*, 3-4 p.m.

July 14—CBS: *Gene Autry Show*, 7-7:30 p.m.

July 15—NBC: *Zoo Parade*, 5-5:30 p.m.; *The Sunday Spectacular*, "The Bachelor," 7:30-9 p.m.

July 16—NBC: *Matinee Theatre*, 3-4 p.m.

July 17—NBC: *Matinee Theatre*, 3-4 p.m.

July 18—NBC: *Matinee Theatre*, 3-4 p.m.; *Jaye P. Morgan Show*, 7:30-7:45 p.m.; *Kraft Television Theatre*, 9-10 p.m.

July 19—NBC: *Matinee Theatre*, 3-4 p.m.; *Lux Video Theatre*, 10-11 p.m.

July 20—NBC: *Matinee Theatre*, 3-4 p.m.

July 21—CBS: *Gene Autry Show*, 7-7:30 p.m. NBC: *Julius La Rosa Show*, 8-9 p.m.

July 22—NBC: *Zoo Parade*, 5-5:30 p.m.; *Aleoa Hour*, 9-10 p.m.

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Color time sales reported by NBC's all-color WNBQ, Chicago, daily 30-min. afternoon film series, for 8 weeks beginning July 9, to Kingston Distributors-Rodney Inc., thru Ray Freedman & Assoc.; Sun. 30-min. afternoon feature film program, for 52 weeks beginning July 1, to Community Surplus Stores, thru Olian & Bronner Inc.; 5-min. Wed. night *Dorsey Connors* program, for 9 weeks beginning Aug. 1, to Slenderella International, through Management Assoc. of Conn.

Exhibit showing how color TV works has been set up by NBC outside Studio 8H viewing room. Produced by Bertell Inc., it comprises 9 illustrations showing how color image flows from studio to receiver.

"Bicolorimeter" is device developed by KVOO-TV, Tulsa, for transmission of black-&-white slides in color. It produces any of the 3 basic primary colors with its complementary color.

Color lab for N. W. Ayer & Son will be provided by SRT Television Studios under contract announced this week. SRT will test color-TV material and train personnel for Ayer.

RCA shipped three 3-V color film cameras to CBS, Los Angeles, and one live studio color camera to KOMO-TV, Seattle.

A 400-sq. ft. "color TV theatre" for display of RCA sets will be opened in about 3 weeks by Gimbel's, N. Y.

Dixie electronics boom: Southern Assn. for Science & Industry reports some 200 electronics plants have been built in the South in recent years. Employment in Dixie electronics and related industries is now close to 100,000. GE with 20 scattered plants and Western Electric with 5 in N. C. are among biggest. Fla., Tex., N. C., Ky. & Md. are reported to be fastest growing southern states in electronics. Movement is in line with govt. shift of military aviation facilities southward.

Second-half 1956 outlook for electronics is "very favorable," Commerce Secy. Weeks predicted this week in his midyear business survey. His forecasts: Factory output to hit \$6.8 billion for full year, 8% above 1955. "The TV receiver market is highly competitive, but factory sales for 1956 are expected to pass the \$1 billion mark. Portable TV receivers are in demand and color TV sales are going up."

Prospectus covering proposed sale of 210,000 shares of newly formed open end investment fund, Nucleonics, Chemistry & Electronics Shares Inc. (Vol. 12:23), was issued last week by Lee Higginson Corp. Price to public would be \$10 per share of \$1 par stock, of which 5,000,000 shares are authorized.

Financial Data on Major TV-Electronics Companies

Statistical Summaries of Reports of Leading Publicly-Owned Companies

Including Major Component Parts Makers and Broadcasters

Compiled for the *Television Digest Factbook to July 1, 1956* by

EDGAR N. GREENEBAUM JR., Financial Consultant in Electronics,
135 So. LaSalle St., Chicago, Ill., Financial 6-2137

NYSE—New York Stock Exchange ASE—American Stock Exchange Midwest—Midwest Stock Exchange

ADMIRAL CORP. (NYSE)

Capitalization
Debt: \$15,000,000
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	\$9.73	\$1.00	\$ 67,960,665	39 1/4 - 17 1/4
1951.....	185,925,058	18,725,621	9,586,833	4.97	.88	68,756,734	29 3/8 - 20 1/4
1952.....	190,724,326	18,942,133	8,711,133	4.43	.83	87,530,549	32 3/4 - 24 3/4
1953.....	250,931,605	21,340,565	8,213,165	3.48	1.00+20% stk.	107,642,418	32 3/4 - 18 5/8
1954.....	219,565,089	15,581,974	6,547,974	2.78	1.00	109,126,766	29 1/8 - 18 1/4
1955.....	202,361,797	5,896,866	2,426,866	1.03	1.00	104,823,433	30 1/4 - 20 1/4
1956 (1st qu.).....	48,663,959	2,655,990	1,310,336	.55	.50	22 1/8 - 17 1/2

AEROVOX CORP. (Unlisted)

Capitalization
Debt: \$4,091,590
Common: \$1 par, 870,851 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$23,751,172	\$3,428,572	\$1,749,418	\$2.51	\$.30	\$11,682,140	12 1/4 - 4 1/8
1951.....	22,574,370	1,610,182	779,353	1.11	.60	12,640,361	10 1/2 - 6 1/2
1952.....	22,460,917	1,987,215	940,440	1.35	.60	12,633,317	10 5/8 - 6 1/2
1953.....	27,064,814	2,185,824	1,074,582	1.54	.60	14,314,803	12 3/4 - 9
1954.....	28,016,539	1,520,120	860,828	1.04	.45	15,266,982	12 - 8 7/8
1955.....	25,480,214	994,003	480,956	.55	5% stk.	15,896,999	13 7/8 - 8
1956.....	none	8 3/4 - 6

AIRCRAFT RADIO CORP. (Unlisted)

Capitalization
Common: \$1 par, 291,646 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$3,360,292	\$ 596,214	\$296,414	\$1.06	\$.60	\$2,852,417	6 3/4 - 5
1951.....	7,444,324	1,731,828	348,856	1.25	.70	6,364,882	9 - 6 1/8
1952.....	8,995,835	1,464,897	389,897	1.39	.75	6,094,349	8 3/4 - 7 3/4
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 - 7 1/4
1955.....	7,479,731	888,994	434,994	1.49	.90	6,176,995	21 - 12 1/2
1956.....40	19 - 14 1/4

AMERICAN BOSCH ARMA CORP. (NYSE)

Capitalization
Debentures: \$2,014,000, 3 3/4s, due Nov. 1964
Preferred: 5% cumulative serial preferred Series A & B, \$100 par, 21,200 shares.
Common: \$2 par, 1,740,037 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 1/4
1951.....	75,898,047	7,894,820	2,607,820	1.91	1.20+20% stk.	45,580,299	17 1/2 - 12 3/4
1952.....	90,539,243	846,048 (d)	509,708 (d)	.54 (d)	.90+2% stk.	48,983,258	15 3/8 - 10 5/8
1953.....	79,367,771	3,648,439	1,678,439	1.02	none	43,783,734	12 3/4 - 6 1/4
1954.....	74,416,211	4,938,370	2,570,370	1.58	4% stk.	39,951,806	15 1/4 - 9
1955.....	73,805,025	6,533,568	3,383,568	1.86	1.00+2% stk.	44,290,499	22 1/4 - 14 1/4
1956 (1st qu.).....	25,170,749	1,734,790	1,039,860	.58	.50	22 3/8 - 16 1/2

AMERICAN BROADCASTING-PARAMOUNT THEATRES, INC. (NYSE)

Year ending Jan. 1
Capitalization
Debt: \$38,722,944
Preferred: 5% cumulative preferred, \$20 par, 372,851 shares
Common: \$1 par, 4,140,750 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 1/4 - 7 7/8
1951*.....	58,983,129	741,943	368,943	.22	none	31,025,927	14 1/8 - 10 1/8
1952.....	167,136,730	10,783,273	6,961,113	1.34	\$1.25	141,124,092	21 1/4 - 11 1/2
1953.....	172,018,661	8,793,363	4,376,626	2.14	1.00	137,754,108	15 7/8 - 12 5/8
1954.....	188,693,663	8,641,511	4,721,787	1.11	1.00	138,376,649	25 1/4 - 14 1/2
1955.....	194,153,757	16,011,623	8,218,017	1.91	1.20	138,593,905	33 1/2 - 22 1/8
1956 (1st qu.).....	N. A.	5,475,000	2,570,000	.60	.50	32 1/2 - 24 5/8

Merger of ABC and United Paramount Theatres, Inc. effective Feb. 1953. * 1950 and 1951 figures for ABC only. N.A. not available.

AMERICAN ELECTRONICS, INC. (ASE)

Capitalization
Debentures: \$1,170,000 convertible 5s, 1967
Common: \$1 par, 517,860 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	\$0.12	none
1953.....	3,900,300	452,489	180,879	.36	none
1954.....	6,109,380	583,957	297,783	.59	\$0.22 1/2	\$3,204,561	15 1/4 - 4
1955.....	5,935,104	519,013	265,013	.51	.50	4,110,513	17 - 10 1/2
1956 (1st qu.).....	1,705,723	164,016	82,216	.16	.25	13 3/4 - 11

Financial Data

AMERICAN MACHINE & FOUNDRY CO. (NYSE)

Capitalization

Debentures and Notes payable: \$38,413,750

Preferred: 3.90% cumulative, \$100 par, 70,000 shares

5% cumulative, \$100 par, 18,956 shares

Common: \$7 par, 2,723,398 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	\$0.80	\$ 30,470,533	17 ¹ / ₄ - 12 ³ / ₄
1951.....	54,203,434	5,989,962	3,352,962	2.31	.80+2 ¹ / ₂ % stk.	53,855,489	20 ³ / ₈ - 14 ¹ / ₈
1952.....	105,821,447	8,647,077	4,167,077	2.05	.80+5% stk.	78,872,791	24 ³ / ₈ - 16 ³ / ₄
1953.....	139,200,765	9,790,611	5,275,611	2.44	1.00+5% stk.	89,541,324	24 ⁷ / ₈ - 19 ¹ / ₈
1954.....	126,507,387	7,868,022	4,023,022	1.64	1.00+2 ¹ / ₂ % stk.	105,826,171	28 ³ / ₈ - 21 ³ / ₈
1955.....	145,000,977	9,789,016	4,774,016	1.66	1.00+2% stk.	132,788,863	35 ⁷ / ₈ - 23 ¹ / ₄
1956 (1st qu.).....	43,488,721	5,238,650	2,427,650	.86	.50	144,094,592	32 ¹ / ₈ - 24 ¹ / ₈

AMERICAN TELEPHONE AND TELEGRAPH CO. (NYSE)

Capitalization

Debt: \$4,030,000,000

Subsidiary preferred: \$17,904,300

Common: \$100 par, 54,971,976 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 ³ / ₄ - 146 ¹ / ₄
1951.....	3,639,462,365	704,221,388	364,874,176	11.00	9.00	12,774,216,000	161 ¹ / ₈ - 150
1952.....	4,039,644,218	798,087,900	406,661,306	10.43	9.00	13,997,345,000	161 ³ / ₈ - 150 ⁷ / ₈
1953.....	4,416,729,614	937,599,573	478,512,265	11.32	9.00	15,434,549,000	161 ¹ / ₄ - 152 ¹ / ₈
1954.....	4,784,500,427	1,058,836,919	549,931,223	11.42	9.00	16,515,526,000	178 ¹ / ₄ - 156
1955.....	5,297,043,174	1,291,831,107	664,243,416	12.27	9.00	14,479,641,983	187 ³ / ₈ - 172 ³ / ₄
1956(a).....	181,842,998	3.28	4.50	187 ¹ / ₈ - 178 ³ / ₈

(a) Quarter ended Feb. 29.

AMPHENOL ELECTRONICS CORP. (Unlisted)

Capitalization

Debt: \$1,550,000

Common: \$1 par, 400,560 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	\$0.70	\$ 7,757,607	10 ³ / ₈ - 6 ¹ / ₈
1951.....	25,495,624	3,441,866	941,868	2.35	.80	14,621,200	12 ¹ / ₄ - 9
1952.....	36,406,697	5,687,347	1,279,290	3.19	.90	16,065,195	17 ³ / ₈ - 10 ³ / ₄
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	15 ¹ / ₈ - 9
1955.....	23,263,702	1,669,687	952,687	2.38	.57 ¹ / ₂	13,540,996	19 - 12 ³ / ₈
1956 (1st qu.).....	5,957,968	513,985	262,985	.66	.45	13,687,890	18 ³ / ₄ - 15 ¹ / ₄

ARVIN INDUSTRIES INC. (NYSE)

Capitalization

Debt: \$2,000,000

Common: \$2.50 par, 890,625 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	30 ³ / ₄ - 18 ¹ / ₈
1951.....	63,997,212	7,482,755	2,691,063	3.02	2.00	26,578,148	28 ³ / ₈ - 22 ³ / ₄
1952.....	64,289,781	5,310,512	2,209,733	2.48	2.00	27,364,995	32 ³ / ₄ - 25 ¹ / ₈
1953.....	73,395,197	5,311,720	2,255,001	2.53	2.00	27,135,716	32 ³ / ₄ - 25 ¹ / ₂
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	32,003,832	34 - 24
1956 (1st qu.).....	15,337,721	1,408,262	677,698	.76	1.00	31 ³ / ₈ - 26 ⁷ / ₈

AVCO MANUFACTURING CORP. (CROSLEY) (NYSE)

Year ending Nov. 30

Capitalization

Debt: \$28,543,500

Preferred: No par cumulative conv. 132,934 shares.

Common: \$3 par, 9,065,754 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$256,966,971	\$28,735,633	\$12,635,633	\$1.47	\$0.50	\$222,980,159	9 ¹ / ₈ - 5 ³ / ₄
1951.....	286,598,113	22,089,214	10,089,214	1.10	.60	186,877,718	8 ⁵ / ₈ - 6 ⁷ / ₈
1952.....	326,585,641	21,578,927	11,028,927	1.20	.60	167,434,839	8 ¹ / ₄ - 6 ⁷ / ₈
1953.....	414,783,527	5,868,598	3,368,598	.34	.30	143,787,065	8 ³ / ₄ - 4 ¹ / ₂
1954.....	375,405,820	7,509,436	3,639,436	.37	.10	200,878,864	7 - 4 ⁵ / ₈
1955.....	299,332,434	2,168,311	758,311	.05	.20	198,417,760	8 ¹ / ₄ - 5 ¹ / ₂
1956 (2 qu.).....	167,844,606	28,716	none	7 ⁵ / ₈ - 5 ³ / ₈

BECKMAN INSTRUMENTS, INC. (NYSE)

Year ending June 30

Capitalization

Debt: 4¹/₂% note: \$2,500,000

4% note: \$900,000

Common: \$1 par; 1,249,735 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	17 ³ / ₄ - 10 ¹ / ₂
1953.....	16,447,382	1,991,089	756,089	.70	none	10,247,769	17 - 11 ⁵ / ₈
1954.....	18,652,870	2,320,280	920,280	.85	none	12,726,495	27 ¹ / ₂ - 13 ³ / ₄
1955.....	21,330,598	2,539,050	1,322,050	1.06	none	16,930,012	29 ³ / ₈ - 19 ³ / ₈
1956 (3 qu.).....	20,361,622	2,262,888	1,144,888	.92	3% stk.	31 ¹ / ₂ - 25 ¹ / ₈

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

BELOCK INSTRUMENT CORP. (ASE)

Year ending Oct. 31

Capitalization

Debt: \$1,125,000

Preferred: 6% cumulative, \$100 par, 1,870 shares

Common: \$0.50 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)	\$0.27(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	27 ⁷ / ₈ - 11 ¹ / ₈
1956 (2 qu.).....	6,780,657	532,262	258,112	.33	3% stk.	19 ³ / ₈ - 14 ³ / ₈

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

BENDIX AVIATION CORP. (NYSE)

Year ending Sept. 30

Capitalization

Common: \$5 par, 4,808,507 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	\$2.37 ¹ / ₂	\$143,366,391	26 ³ / ₄ - 17 ¹ / ₄
1951.....	340,540,415	32,037,957	11,818,601	2.79	1.50	209,534,918	30 - 23 ¹ / ₄
1952.....	508,701,892	50,660,972	15,295,159	3.61	1.50	259,320,862	32 - 22 ⁵ / ₈
1953.....	638,244,637	61,758,844	17,352,710	4.10	1.50	328,746,687	34 ¹ / ₈ - 25
1954.....	607,711,607	61,796,575	25,537,771	5.62	2.00	285,430,724	52 ³ / ₄ - 30
1955.....	567,294,823	58,717,287	25,888,599	5.66	2.40+5% stk.	278,064,860	59 ¹ / ₂ - 45
1956 (2 qu.).....	288,182,912	20,400,761	10,291,395	2.14	1.20+5% stk.	300,847,379	63 - 48 ¹ / ₂

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 1/8 - 2 1/4
1951.....	5,914,310	968,763	316,265	.76	.30	2,336,293	6 5/8 - 4 1/8
1952.....	5,584,513	506,115	235,282	.56	.30	2,468,194	6 1/4 - 4 1/2
1953.....	7,255,606	625,345	247,556	.59	.10	2,452,220	7 - 4 3/8
1954.....	5,682,093	107,823	57,920	.14	.25	2,309,990	7 1/2 - 5 3/8
1955.....	6,415,740	338,315	164,235	.39	none	2,680,205	8 - 4 1/8
1956.....10	5 - 4

COLLINS RADIO CO. (Unlisted)

Year ending July 31.

Capitalization

Preferred: 4% Convertible preferred, \$50 par, 122,500 shares

Common: \$1 par, Class A, 735,555 shares

Common: \$1 par, Class B, 768,705 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	37 1/8 - 1
1951.....	19,330,319	1,098,186	737,683	.48	none	19,125,921	4 3/8 - 3
1952.....	64,130,371	5,834,073	1,685,651	1.04	.17+25% stk.	31,116,050	6 3/4 - 3 7/8
1953.....	80,028,767	6,686,078	1,953,613	1.20	.17+10% stk.	34,398,396	7 5/8 - 5 1/4
1954.....	90,300,464	7,385,729	3,390,306	1.77	.17+15% stk.	42,794,136	23 - 6 3/8
1955.....	108,164,689	7,194,942	3,474,942	2.32	.35	47,558,771	28 1/2 - 17 3/4
1956 (2 qu.).....	67,103,794	4,579,271	2,197,271	1.38	none	59,077,620	30 1/2 - 23 1/4

COLUMBIA BROADCASTING SYSTEM, INC. (NYSE)
Capitalization

Debt: \$54,208,215

Class A: \$2.50 par, 4,117,464 shares

Class B: \$2.50 par, 3,368,373 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 3/8 - 8 3/8
1951.....	192,384,608	13,618,942	6,360,097	.91	.53	101,481,809	11 3/4 - 5 5/8
1952.....	251,594,490	15,938,724	6,445,506	.92	.53	111,720,900	13 3/8 - 11
1953.....	313,908,771	22,687,288	8,894,642	1.27	.62	136,040,997	16 7/8 - 12 3/4
1954.....	373,380,139	23,214,645	11,414,645	1.59	.63	169,298,915	29 1/2 - 13 7/8
1955.....	316,572,766	29,897,427	13,397,427	1.83	.77+2% stk.	180,089,502	32 - 22 1/2
1956 (1st qu.).....	88,406,663	9,822,783	4,462,783	.60	.40	28 3/8 - 23

CONSOLIDATED ELECTRODYNAMICS CORP. (ASE)

(Formerly Consolidated Engineering Corp.)

Capitalization

Debt: \$4,029,973

Common: \$0.50 par, 943,559 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	\$0.30+15% stk.	13 1/4 - 9 1/8
1951.....	5,614,550	1,062,591	437,591	.67	.40	\$ 5,081,798	14 5/8 - 13 1/8
1952.....	8,000,841	1,028,512	501,512	.56	.40	12,201,268	17 1/2 - 10 3/4
1953.....	14,074,064	919,906	510,406	.57	.40	11,796,346	15 1/4 - 10 5/8
1954.....	15,644,520	1,633,363	842,863	.94	.40	13,096,930	31 1/2 - 13 1/2
1955.....	17,124,429	1,489,912	803,696	.85	.40	15,885,633	31 1/4 - 20
1956.....20	27 7/8 - 21

CONSOLIDATED ELECTRONICS INDUSTRIES CORP. (NYSE)

Year ending September 30

Capitalization

Debt: \$650,000

Common: \$1 par, 691,500 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 1/2 - 8 3/4
1951*.....	12,432,733	\$ 517,208	222,208	.78	.90	\$ 4,460,578	11 1/2 - 7 7/8
1952*.....	7,203,564	299,035 (d)	299,035 (d)	1.06 (d)	.15	3,373,604	10 1/2 - 6 1/8
1953*.....	7,581,023	486,953 (d)	486,953 (d)	1.74 (d)	none	3,380,371	9 7/8 - 4 5/8
1954.....	6,824,076	202,190 (d)	202,190 (d)	.72 (d)	none	2,913,557	26 7/8 - 5
1955.....	11,018,537	1,755,488	861,989	1.30	none	10,074,593	44 1/8 - 23 7/8
1956 (2 qu.).....	13,722,497	2,446,441	1,174,441	1.70	none	13,108,620	36 1/2 - 27 1/2

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

CONSOLIDATED TELEVISION & RADIO BROADCASTERS, INC. [Bitner] (Unlisted)

Year ending November 30

Capitalization

Debt: \$3,151,474

Preferred: 5% Cumulative; \$100 par, 5,060 shares

Common: 5 cents par, 182,550 shares

Class B Common: 5 cents par, 424,650 shares

Note: Transfer to Crowell-Collier Publishing Co. pends FCC approval.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$1,924,880	\$ 305,845	\$.46	none	(b)
1951.....	3,189,405	444,735	.69	none	(b)
1952.....	5,118,261	622,453	.93	none	(b)
1953.....	6,480,208	\$1,718,921	824,254	1.32	none	\$6,514,703	(b)
1954.....	6,677,195	2,626,125	1,253,661	2.02	none	6,869,505	20 1/4 - 12 5/8
1955.....	7,299,973	1,674,197	701,940	1.11	\$1.02	9,912,916	28 1/4 - 15
1956 (1st qu.).....	2,154,941	580,577	281,482	.45	.84	19 1/2 - 14 5/8

(b) Privately owned.

CORNELL-DUBILIER ELECTRIC CORP. (NYSE)

Year ending September 30

Capitalization

Debentures: \$3,650,000, 3 7/8s 1972

Cumulative Pfd: \$5.25 (no par) 11,119 shares

Common: \$1.00 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 1/4 - 8 3/4
1951.....	33,082,683	4,986,023	1,649,163	3.06	.83	17,514,482	16 7/8 - 10 7/8
1952.....	35,496,041	5,078,616	1,539,831	2.86	1.04	21,581,027	18 3/4 - 15 1/2
1953.....	43,630,816	5,578,491	1,666,696	3.12	1.35+10% stk.	23,049,255	26 5/8 - 18 1/4
1954.....	37,149,778	3,799,640	1,729,640	3.25	1.90	21,456,679	36 - 21 1/2
1955.....	34,955,172	3,909,002	1,809,002	3.41	2.10	21,769,804	37 3/8 - 29
1956 (2 qu.).....	17,480,107	529,849	.98	.80	40 1/8 - 27 1/4

Financial Data

CRAIG SYSTEMS, INC. (Unlisted) Year ending November 30

Capitalization
Debt: \$43,000
Common: \$1, par, 730,000 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range (c)
1950(a)	\$ 802,207	\$ 91,835	\$ 56,573	\$0.11	none
1951(a)	1,952,471	187,197	69,559	.14	none
1952(a)	4,192,332	386,402	111,616	.22	none
1953(a)	4,591,654	354,323	104,989	.21	none
1954(a)	4,887,828	512,081	209,435	.42	none
1955(b)	11,506,053	1,431,113	696,913	.95	none	\$5,835,985
1956	\$0.20	9 - 7

(a) Year ending July 31 (Craig Machine Co. only). (b) Pro-Forma. (c) Privately owned until Feb. 7, 1956.

DAYSTROM, INC. (NYSE) Year ending March 31.

Capitalization
Debt: \$2,940,000, 3½% installment note, due 1959
Common: \$10 par, 886,687 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$32,763,201	\$1,829,136	\$1,174,136	\$1.88	\$1.25	\$21,800,160	16½- 10¾
1951	42,397,508	5,432,331	2,436,331	3.90	1.50	25,487,642	20¼- 15
1952	38,592,157	1,779,854	770,854	2.03	1.00	38,198,973	16¾- 13½
1953	46,155,154	2,946,154	1,405,300	2.25	1.00	45,821,250	16½- 11½
1954	62,472,896	3,106,924	1,458,924	2.33	1.00	44,156,237	23¼- 11½
1955(a)	73,816,645	3,581,216	1,716,216	2.61	1.35	32,120,760	32½- 23
1956	63,192,498	3,544,181	1,784,181	2.01	.60	40,244,242	27½- 22

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

DuMONT BROADCASTING CORP. (Unlisted)

Capitalization
Common: \$1 par, 944,422 shares. (Stock issued to holders of DuMont Laboratories' common stock on basis of one share for each 2½ held.)

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950
1951
1952	\$2,830,742	\$834,525(d)	\$834,525(d)	\$0.88(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
1955(a)	2,697,185	222,359(d)	222,359(d)	.24(d)	none	\$2,732,416	7¾- 5¾
1956	none	7¾- 6½

(a) 27 weeks to July 17. (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: \$1,011,269
Preferred: 5% cumulative convertible; \$20 par, 122,016 shares
Common: \$1 par, 2,361,092 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	N.A.	N.A.	\$1.00	27 - 13½
1951	N.A.	N.A.25	19 - 14¼
1952	\$73,997,620	\$3,732,428	\$.72	.25	19¾- 15
1953	72,305,000	3,177,795	\$1,544,000	.62	none	17¾- 8½
1954	11,457,950	1,739,102	870,273	.35	none	\$63,251,041	16½- 9½
1955	57,826,809	3,674,397(d)	3,674,397(d)	1.56(d)	none	45,103,385	17½- 9½*
1956 (1st qu.)	11,645,000	228,000(d)	79,000(d)	.09(d)	none	10 - 6

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

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$14,780,757	\$1,287,895	\$1,287,895	\$.51	none	\$13,721,583	7½- 17½
1951	20,876,762	1,938,851	1,938,851	.77	none	19,549,402	5¾- 3¾
1952	35,660,419	4,005,285	2,559,285	1.02	none	24,983,569	6 - 4¼
1953	40,719,686	4,402,468	1,402,468	.54	\$.20+5% stk.	27,089,811	5¾- 3
1954	36,440,014	3,289,575	1,451,575	.55	.40	28,457,912	8¾- 4
1955(a)	41,894,958	4,038,398	2,012,071	.61	.40	29,714,532	9¾- 6½
1956 (2 qu.)	22,036,032	947,771	.28	.20	8¾- 6¾

(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, 748,546 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$7,944,472	\$2,408,717	\$1,170,925	\$1.55	none
1951	7,099,430	748,021	378,680	.50	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	\$0.18	5,562,560
1955	8,950,179	1,351,810	645,844	.86	none	6,553,905
1956 (1st qu.)	3,500,000	400,000	.53	.25	21½- 15½

ELECTRONICS CORPORATION OF AMERICA (ASE)

Capitalization
Debt: \$2,950,000, 5% 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	\$0.05	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	none	24¼- 13¾

(b) Privately owned.

EMERSON RADIO & PHONOGRAPH CORP. (NYSE)

Year ending October 31
 Capitalization
 Debt: \$7,500,000
 Common: \$5 par, 1,935,717 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$74,183,297	\$11,969,778	\$6,514,716	\$3.70	\$1.10	\$27,320,398	18 ³ / ₈ - 7 ³ / ₈
1951.....	55,797,963	6,875,877	3,592,397	1.86	1.00	36,527,980	16 ¹ / ₈ - 12 ³ / ₄
1952.....	57,664,201	4,651,625	2,262,556	1.17	.70	26,148,595	15 ³ / ₄ - 11 ¹ / ₂
1953.....	75,926,546	6,499,485	2,988,432	1.54	.50	38,344,638	14 - 10
1954.....	80,559,994	3,449,209	1,884,976	.97	.60	40,971,196	15 ¹ / ₈ - 9 ¹ / ₂
1955.....	87,383,028	4,770,140	2,468,063	1.28	.60	43,559,520	16 ³ / ₈ - 11 ³ / ₄
1956 (2 qu.).....	766,671	317,666	.16	.30	13 ¹ / ₄ - 8 ³ / ₈

ERIE RESISTOR CORP. (Unlisted)

Capitalization
 Debt: \$1,023,500, 4¹/₂% notes, due 1969
 Preferred: \$1.20 convertible \$20 par, 62,475 shares
 Common: \$5 par, 277,249 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	\$2.98	(b)	\$5,303,827	(b)
1951.....	9,317,724	660,989	363,292	1.31	\$0.625	4,989,653	12 ³ / ₄ - 11
1952.....	10,750,936	845,476	450,333	1.62	.80	5,356,564	14 - 10 ³ / ₄
1953.....	12,845,735	1,160,239	595,511	2.02	.80	6,531,130	15 ¹ / ₂ - 13 ¹ / ₂
1954.....	14,866,836	700,418	317,767	.88	.80	9,951,069	17 - 13
1955.....	22,358,644	1,771,490	959,433	3.19	.40	11,609,028	17 ³ / ₄ - 10 ¹ / ₂
1956.....40	22 ¹ / ₄ - 17

(b) Privately owned.

FEDERAL MANUFACTURING & ENGINEERING CORP. (Unlisted)

Year ending May 31
 Capitalization
 Common: \$1 par, 234,000 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$ 897,647	\$142,018(d)	\$142,018(d)	\$0.68(d)	none	\$ 735,453	1 ¹ / ₂ - 3 ⁴ / ₈
1951.....	1,148,617	140,234(d)	140,234(d)	.60(d)	none	1,775,887	3 - 1 ⁵ / ₈
1952.....	3,890,409	281,266	212,696	.91	none	2,902,092	3 - 2
1953.....	10,246,366	561,265	176,783	.76	\$0.05	1,719,229	3 ¹ / ₄ - 2 ¹ / ₄
1954.....	7,268,968	188,210	83,968	.36	.10	1,705,576	3 ¹ / ₂ - 1 ¹ / ₂
1955.....	4,308,032	224,754(d)	111,666(d)	.48(d)	none	1,247,679	2 - 1 ³ / ₈
1956.....	none	2 ³ / ₈ - 1 ¹ / ₄

(d) Deficit.

GABRIEL CO. (NYSE)

Capitalization
 Debt: \$658,777, 4¹/₄% 5-year notes, due 1958
 Preferred: \$5 cumulative pfd. \$10, par, 56,494 shares
 Common: \$1 par, 520,540 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	8 ⁵ / ₈ - 7 ³ / ₈
1951.....	15,795,488	1,009,112	591,992	1.07	.45	10,382,992	9 ¹ / ₈ - 7 ³ / ₈
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 ¹ / ₈ - 4 ¹ / ₂
1954.....	18,310,269	51,291(d)	23,891(d)	.11(d)	.30	8,486,682	7 ³ / ₈ - 4 ³ / ₄
1955.....	15,295,612	531,923	262,923	.45	.15	8,808,983	9 ⁵ / ₈ - 5 ⁵ / ₈
1956 (1st qu.).....	4,173,198	156,042	74,901	.13	.30	8,839,974	9 ¹ / ₈ - 6 ⁷ / ₈

(d) Deficit.

GENERAL DYNAMICS CORP. (NYSE)

(Merger with Stromberg-Carlson effective in July, 1955)
 Capitalization
 Debt: \$50,750,233
 Common: \$1 par, 5,059,625 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	\$0.76	\$0.62 ¹ / ₂	\$ 51,963,237	10 ⁵ / ₈ - 8
1951.....	116,270,550	9,284,381	4,557,980	2.27	.50	62,917,034	13 ⁷ / ₈ - 8 ⁷ / ₈
1952.....	182,649,610	14,083,176	6,157,922	2.86	1.12 ¹ / ₂	94,715,067	22 ⁷ / ₈ - 12 ¹ / ₄
1953.....	271,886,140	17,801,111	7,886,111	3.51	1.12 ¹ / ₂	110,690,126	23 ¹ / ₈ - 15 ¹ / ₂
1954.....	712,150,670	48,027,226	22,777,226	4.60	1.62 ¹ / ₂	234,446,340	41 ¹ / ₈ - 18
1955.....	687,274,182	44,254,386	21,254,386	4.23	2.15	294,816,011	80 - 37 ¹ / ₄
1956 (1st qu.).....	173,473,284	9,022,699	4,322,699	.86	1.10	66 ³ / ₄ - 56 ⁵ / ₈

GENERAL ELECTRIC CO. (NYSE)

Capitalization
 Debenture 3¹/₂s, \$300,000,000, due May 1, 1976.
 Common: No par, 87,241,000 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$2,232,899,000	\$399,405,000	\$173,423,702	\$2.02	\$1.27	\$1,335,415,000	16 ³ / ₄ - 13 ³ / ₄
1951.....	2,319,347,956	415,616,527	138,116,527	1.60	.95	1,588,070,000	21 ¹ / ₂ - 16 ¹ / ₂
1952.....	2,623,887,509	415,954,808	151,719,905	1.75	1.00	1,579,523,878	24 ¹ / ₄ - 18 ¹ / ₈
1953.....	3,128,127,301	474,227,889	165,727,889	1.93	1.33	1,696,588,736	30 ³ / ₄ - 22 ¹ / ₈
1954.....	2,959,077,548	390,613,221	212,613,221	2.47	1.47	1,691,979,938	48 ¹ / ₂ - 37 ⁷ / ₈
1955.....	3,095,352,053	368,923,835	200,923,835	2.33	1.60	1,727,553,319	57 ³ / ₄ - 46 ¹ / ₄
1956 (1st qu.).....	946,458,000	112,962,000	54,962,000	.63	1.50	65 - 52 ³ / ₄

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)	\$0.22(d)	\$0.40	\$ 8,749,655	13 ¹ / ₂ - 8 ¹ / ₄
1951.....	25,850,231	2,639,099	1,229,099	2.02	.25	9,093,442	11 ⁵ / ₈ - 7 ¹ / ₄
1952.....	18,527,974	1,158,558(d)	993,558(d)	1.63(d)	.20	8,349,061	11 ¹ / ₈ - 6 ¹ / ₄
1953.....	30,407,530	1,986,332	1,275,864	2.10	.25	10,185,345	14 ¹ / ₂ - 9 ³ / ₄
1954.....	32,502,305	1,695,559	926,903	1.13	.25	11,278,619	12 ¹ / ₄ - 8 ¹ / ₈
1955.....	22,795,029	839,140(d)	412,220(d)	.50(d)	37 ¹ / ₂	8,749,655	13 - 7 ⁵ / ₈
1956.....	28,928,604	570,127	285,474	.21	.25	12,386,859	10 ¹ / ₈ - 7 ⁵ / ₈

(d) Deficit.

GENERAL PRECISION EQUIPMENT CORP. (NYSE)

Capitalization
 Debt: \$23,204,161
 Preferred: \$4.75 Cum. Pfd., no par, 100,000 shares
 Common: \$1 par, 1,065,329 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	21 ³ / ₈ - 12 ¹ / ₈
1951.....	29,872,429	1,056,546	1,010,042	.99	1.00	33,671,209	27 ³ / ₈ - 17 ¹ / ₂
1952.....	54,326,849	2,955,278	1,255,278	1.88	1.00	47,620,429	24 ¹ / ₂ - 16 ⁷ / ₈
1953.....	37,763,925	7,840,349	3,436,349	5.09	1.00	57,101,143	27 ³ / ₈ - 21 ¹ / ₈
1954.....	123,332,634	11,725,090	5,488,089	5.54	1.90	91,357,754	52 ¹ / ₄ - 25
1955.....	133,337,819	5,363,758	2,530,758	2.05	2.40	100,887,108	71 ¹ / ₂ - 36 ¹ / ₂
1956 (1st qu.).....	32,678,823	346,973	.20	1.20	53 ¹ / ₂ - 40

Financial Data

GENERAL TELEPHONE CORP. (NYSE)

Capitalization

Debentures: \$53,000,000, convertible, due 1971
 Funded debt: \$245,193,000
 Preferred: \$2.20 convertible, \$50 par, 13,694 shares.
 \$2.37½ convertible, \$50 par, 21,413 shares.
 \$2.12½ convertible, \$50 par, 299,775 shares
 Subsidiary preferred: \$122,278,900
 Common: \$10 par, 11,703,000 shares.

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	\$0.89	\$306,606,171	13¾ - 10¾
1951.....	84,796,003	18,478,234	5,528,812	1.17	.89	373,751,529	14¼ - 12
1952.....	102,004,210	26,168,493	8,763,425	1.45	.89	369,288,813	15¾ - 13½
1953.....	127,946,088	38,753,190	13,952,116	1.77	.98	419,646,338	20¼ - 15½
1954.....	188,517,000	59,964,000	24,052,000	2.09	1.07	613,075,000	24¾ - 19¾
1955.....	209,813,000	76,178,000	31,007,000	2.63	1.31	692,919,000	45¾ - 23½
1956(a).....	74,783,000	26,627,000	11,425,000	.96	.40	46 - 38

(a) 4 months to April 30.

GENERAL TIRE & RUBBER COMPANY (NYSE)

Year ending November 30

Capitalization

Debt: \$46,435,217
 Preferred: 4¼% cumulative; par \$100, 52,488 shares.
 3¾% cumulative; par \$100, 18,605 shares.
 5½% cumulative; par \$100, 98,653 shares.
 4½% cumulative, convertible; par \$100, 100,000 shares
 5% cumulative; par \$100, 21,632 shares.
 Common: Par \$2.50, 1,378,316 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	15¾ - 8½
1951.....	170,771,522	19,992,236	7,016,641	5.08	1.59	98,452,324	27¾ - 15½
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	31½ - 20¾
1954.....	216,986,110	7,542,980	4,502,645	2.89	1.80	150,811,696	42¾ - 26½
1955.....	295,731,096	19,738,731	9,704,731	6.29	2.00+10% stk.	183,243,797	64¾ - 41¾
1956 (1st qu.).....	83,523,606	4,748,240	2,273,240	1.40	1.00	66¾ - 51¾

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

Capitalization

Preferred: Cumulative Convertible \$20 par, 50,000 shares.
 Common: \$1 par, 100,000 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$ 952,418	\$ 83,990(d)	\$2.66(d)	none
1951.....	2,571,379	194,619	4.39	none
1952.....	4,704,034	\$827,909	263,726	5.72	none	\$2,191,793
1953.....	4,334,195	328,247	103,247	1.18	none	1,873,305
1954.....	4,308,467	222,617(d)	52,617(d)	.82(d)	none	2,138,192
1955.....	6,436,330	620,787	290,787	2.83	none	2,845,110	29 - 14
1956(a).....	2,537,703	235,249	112,749	1.13	\$0.25	3,090,163	42 - 28

(a) 16 weeks to April 22. (d) Deficit.

GLOBE-UNION INC. (ASE)

Capitalization

Debt: \$4,922,184.
 Common: \$5 par, 822,149 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	25¾ - 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.....	50,865,805	2,749,733	1,289,733	1.80	1.20	23,595,716	24¾ - 20
1956 (1st qu.).....	9,893,890	194,384	.27	.60	22 - 17

HAZELTINE CORP. (ASE)

Capitalization

Common: No par, 700,000 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	\$0.87½	12½ - 8
1951.....	6,957,344	5,090,090	1,610,790	2.30	.87½	\$25,090,342	23¾ - 11¾
1952.....	9,237,190	6,742,132	2,170,190	3.10	1.50	25,862,549	26½ - 17¾
1953.....	10,057,032	7,403,306	2,232,106	3.19	1.50	26,266,608	30 - 19
1954.....	8,525,768	5,825,768	2,795,264	3.98	2.00	25,560,204	59¾ - 26½
1955.....	5,947,166	3,609,225	1,682,225	2.29	2.00	22,798,931	59¾ - 36½
1956.....70	48 - 39¾

HOFFMAN ELECTRONICS CORP. (NYSE)

Capitalization

Debt: \$2,950,000
 Common: \$0.50 par, 726,542 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	\$0.80	\$10,720,620	21¾ - 7½
1951.....	20,487,258	318,266	340,066	.60	.50	11,936,215	14 - 7½
1952.....	34,769,201	3,820,386	1,623,768	2.84	.25	16,543,902	15½ - 10½
1953.....	50,415,146	3,247,594	1,199,655	2.07	1.00	15,657,392	16¾ - 13
1954.....	42,647,008	3,202,513	1,485,513	2.08	1.00	16,272,669	24 - 13¾
1955.....	44,416,673	3,241,596	1,560,596	2.15	1.00	22,472,037	31¾ - 20½
1956 (1st qu.).....	12,155,019	964,726	467,994	.64	.50	19,754,883	25¼ - 20¾

HIYCON MANUFACTURING CO. (Unlisted)

Year ending Jan. 31

Capitalization

Debt: \$475,000 Debentures 5s 1965
 Preferred: 5½% Cum. conv. pfd., \$10 par, 120,000 shares
 Common: \$0.10 par, 2,329,990 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1951.....	\$1,880,906	\$ 30,768	\$0.10	none
1952.....	4,154,039	203,19602	none
1953.....	3,953,000	192,282	\$ 82,282	.07	none	\$2,115,124	2 - 7¾
1954.....	12,115,300	124,433	67,733	.03	none	4,829,717	7¾ - 1¾
1955.....	11,943,793	982,592	443,592	.21	none	6,806,110	10¾ - 6¾
1956.....	8,946,386	190,217	80,217	.01	none	6,622,694	7½ - 4¾

INDIANA STEEL PRODUCTS CO. (Midwest)

Capitalization

Debt: \$215,000, Debenture 5s due 1957
Common: \$1 par, 288,298 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	\$0.40	\$3,115,307	5 - 3 ³ / ₈
1951.....	7,840,671	1,836,326	586,326	2.06	.62 ¹ / ₂	3,365,448	9 ¹ / ₄ - 9 ¹ / ₈
1952.....	6,385,912	888,565	306,565	1.08	.55	3,666,359	8 ³ / ₈ - 6
1953.....	8,092,637	1,463,866	335,925	1.18	.68 ³ / ₄	3,806,534	12 ¹ / ₄ - 7 ¹ / ₄
1954.....	7,055,158	1,307,854	587,854	2.07	.75	4,129,037	19 ⁵ / ₈ - 9
1955.....	9,400,000	1,711,945	766,945	2.70	.95	4,744,532	23 - 18 ¹ / ₂
1956(a).....	572,424	270,424	.94	.60	25 ¹ / ₄ - 19 ¹ / ₂

(a) 4 Months ended April 30.

INTERNATIONAL BUSINESS MACHINES CORP. (NYSE)

Capitalization

Debentures: 2¹/₄%, due 1958, \$30,000,000
2³/₈%, due 1965, \$20,000,000
Debt: 3¹/₂% note, due 1971, \$50,000,000
3% note, due 1968, \$35,000,000
3³/₄% notes payable, \$160,000,000
Common: No par, 5,251,118 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	\$6.50	\$3.20+4% stk.	\$299,952,591	192 -148
1951.....	266,798,483	77,292,090	27,892,090	5.44	3.20+4% stk.	394,119,472	184 ⁵ / ₈ -159 ⁵ / ₈
1952.....	333,728,245	78,474,541	29,374,541	5.83	3.20+4% stk.	428,228,982	197 ¹ / ₄ -148 ³ / ₄
1953.....	409,989,104	92,319,210	34,119,210	6.82	3.20+4% stk.	520,438,451	203 ⁵ / ₈ -187 ¹ / ₄
1954.....	461,350,278	98,336,625	46,536,625	9.08	3.20+4% stk.	565,475,154	300 -156 ³ / ₄
1955.....	563,548,792	148,672,633	55,872,633	10.90	3.20	629,510,998	360 -279 ¹ / ₈
1956 (1st qu.).....	32,725,060	15,323,060	2.92	1.60+2% stk.	510 -298

INTERNATIONAL RESISTANCE CO. (ASE)

Capitalization

Debt: \$1,680,450
Common: 10¢ par, 1,350,598

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	\$0.30	\$7,550,975	6 - 2 ¹ / ₈
1951.....	12,973,170	2,134,675	754,675	.71	.40	6,465,078	6 ⁵ / ₈ - 4 ⁵ / ₈
1952.....	11,778,836	1,372,017	577,877	.44	.30	6,394,361	5 ³ / ₄ - 4
1953.....	12,755,041	1,083,348	508,058	.38	.20	7,438,253	5 ¹ / ₈ - 3 ³ / ₈
1954.....	13,207,649	1,254,817	603,320	.45	.30	7,750,524	5 ¹ / ₈ - 3 ³ / ₄
1955.....	15,684,722	1,043,138	533,296	.40	.20	9,131,582	12 ³ / ₈ - 5
1956.....10	8 ¹ / ₄ - 6

INTERNATIONAL TELEPHONE & TELEGRAPH CO. (NYSE)

Capitalization

Debt: \$20,000,000, 15-yr. 3% debentures, due May 15, 1961.
Subsidiary preferred: \$10,730,254
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 - 9 ¹ / ₄
1951.....	298,000,000	2.60	\$0.60	19 ¹ / ₈ - 13 ¹ / ₈
1952.....	397,562,175	\$22,147,753	3.09	.80	\$579,705,657	20 ³ / ₄ - 15
1953.....	408,029,558	22,377,611	3.12	1.00	602,761,430	20 ¹ / ₄ - 13 ⁵ / ₈
1954.....	372,638,805	51,863,576	20,068,525	2.80	1.00	636,969,623	26 ³ / ₄ - 17 ⁷ / ₈
1955.....	448,378,128	62,851,571	23,070,327	3.21	1.30	687,451,677	31 ¹ / ₈ - 23 ³ / ₄
1956 (1st qu.).....	108,749,136	5,514,548	.77	.80	37 ³ / ₈ - 29 ¹ / ₄

JEFFERSON ELECTRIC CO. (Unlisted)

Capitalization

Debt: \$2,340,000, 3⁷/₈% promissory note, due Aug. 1, 1968
Common: \$5 par, 397,125 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	23 ³ / ₄ - 16 ¹ / ₂
1951.....	13,947,432	1,426,516	459,516	3.87	2.50	7,198,125	27 ¹ / ₂ - 20 ³ / ₄
1952.....	11,438,103	551,475	370,475	.93	1.50	8,052,106	11 - 10
1953.....	14,666,906	120,736	71,222	.18	.60	9,533,434	10 ³ / ₈ - 5 ³ / ₄
1954.....	14,298,178	155,878	93,878	.24	.40	8,487,076	8 ¹ / ₄ - 5 ¹ / ₄
1955.....	15,761,194	698,750	348,750	.88	.20	9,079,994	7 ¹ / ₄ - 5
1956 (1st qu.).....	4,288,961	363,442	179,952	.45	none	10 ³ / ₄ - 7

LEAR, INC. (ASE)

Capitalization

Debt: \$3,000,000, 4¹/₄% subordinated debentures, due 1970
Common: \$.50 par, 2,285,797 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)	\$0.01(d)	none	\$ 7,617,298	4 ⁵ / ₈ - 1 13/16
1951.....	21,227,093	1,703,631	803,631	.40	none	10,978,105	6 ³ / ₈ - 3 ¹ / ₄
1952.....	44,065,980	3,873,543	1,097,543	.53	none	16,455,709	4 ¹ / ₈ - 2 ¹ / ₂
1953.....	49,120,910	4,450,373	1,193,373	.56	none	28,179,410	5 ¹ / ₄ - 2 ³ / ₄
1954.....	54,435,637	5,002,227	2,305,727	1.05	\$0.30	24,395,795	9 ³ / ₄ - 3 ⁷ / ₈
1955.....	54,600,273	4,360,811	2,115,811	.93	.30	27,109,187	13 ³ / ₈ - 7 ¹ / ₄
1956.....30	10 ¹ / ₄ - 7 ¹ / ₂

(d) Deficit

LITTON INDUSTRIES, INC. (Unlisted)

Year ending July 31

Capitalization

Debentures: \$1,500,000, 5% 10-year subordinated income, due 1968
\$230,000, 5% subordinated income, due 1959
Debt: \$632,122, mainly 4¹/₂% notes, due 1964
Preferred: 5% cumulative convertible, \$100 par, 1,262 shares
Common: \$0.10 par, 966,595 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	\$0.28	none	\$4,200,176
1955.....	8,774,273	679,413	436,413	.44	none	7,647,918	15 - 9 ¹ / ₂
1956 (3 qu.).....	10,732,000	1,274,000	687,000	.67	none	9,842,000	24 - 14 ¹ / ₂

(a) 9 months to July 31

MACHLETT LABORATORIES, INC. (Unlisted)

Capitalization

Debenture: \$62,600, 6%, due Jan. 1, 1974
Notes: \$900,000, 4%, due May 1, 1963
Common: \$5 par, 571,170 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$4,580,318	\$496,179	\$275,727	\$0.48
1951.....	6,623,384	594,794	272,399	.48
1952.....	7,742,553	561,843	282,602	.49
1953.....	9,408,651	892,535	341,968	.60
1954.....	8,103,270	510,312	209,735	.37
1955.....	8,195,572	786,142	460,502	.81	\$6,530,673	15 ¹ / ₂ - 11
1956.....	\$0.10	16 ¹ / ₂ - 14

Financial Data

MAGNAVOX CO. (NYSE) Year ending June 30

Capitalization

Debt: \$2,865,000, 4% installment notes, due 1966.
Preferred: 4¾% cumulative convertible, \$50 par, 120,000 shares
Common: \$1 par, 836,445 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$31,716,630	\$3,207,982	\$2,007,982	\$2.55	\$0.46	\$12,625,236	24¼ - 107½
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	41½ - 23
1956 (3 qu.).....	52,063,296	5,475,283	2,639,283	3.07	.75+5% stk.	41 - 34

P. R. MALLORY & CO. (Unlisted)

Capitalization

Debt: \$9,316,000
Preferred: 5% cumulative convertible, series A, par \$50, 90,465 shares
4½% cumulative convertible, \$50 par, 135,841 shares
Common: No par, 935,736 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$39,158,150	\$5,403,758	\$2,553,758	\$2.82	\$0.63	\$19,079,931	157½ - 8½
1951.....	45,286,925	4,758,314	1,923,314	2.13	.80	23,531,305	20½ - 13½
1952.....	53,443,117	4,607,773	1,897,773	2.08	.67	29,166,043	28½ - 17½
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	32½ - 25½
1955.....	63,931,811	4,960,649	2,225,649	2.04	1.13	38,467,453	39 - 28½
1956 (1st qu.).....	14,303,648	354,506	.30	.70	36½ - 31

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

Year ending September 30

Capitalization

Debt: \$358,371
Common: \$3 par, 737,985 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$3,229,917	\$ 211,364	\$0.41	\$0.20	4¼ - 1¾
1951.....	7,453,985	\$ 770,496	614,012	.96	.125+4% stk.	5,742,010	57½ - 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.	22,174,505	22¼ - 11
1956 (2 qu.).....	7,190,240	740,423(d)	390,423(d)	.53(d)	.10 +2% stk.	16¼ - 6¾

(d) Deficit.

MINNEAPOLIS HONEYWELL REGULATOR CO. (NYSE)

Capitalization

Debentures: \$5,300,000, 2¾s, due Dec. 15, 1965
\$6,500,000, 3/10s, due April 1, 1972
Preferred: 3.30% cumulative convertible, \$100 par 160,000 shares
Common: \$1.50 par 6,359,499 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
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 (1st qu.).....	58,166,724	9,560,604	4,536,064	.69	.80	169,039,388	78¾ - 58

MOTOROLA INC. (NYSE)

Capitalization

Debt: \$9,565,803
Common: \$3 par, 1,935,131 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
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.....	168,734,653	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 (1st qu.).....	53,197,541	4,405,790	2,012,876	1.04	.75	51¾ - 40½

THE MUTER CO. (ASE)

Capitalization

Debt: \$1,080,000
Common: \$0.50 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	\$0.45	\$5,234,673	10½ - 4¾
1951.....	12,387,390	1,243,423	595,423	.91	.60	5,281,531	9½ - 7½
1952.....	12,653,060	778,018	345,573	.52	.60	5,371,762	9½ - 7½
1953.....	15,190,004	912,255	447,463	.66	.45+3% stk.	5,254,404	8¾ - 5½
1954.....	12,175,971	468,595	280,436	.39	.15+2% stk.	5,144,773	7¾ - 4¾
1955.....	12,722,297	53,375(d)	84,422(d)	.12(d)	.15	5,742,279	7 - 4½
1956 (1st qu.).....	2,801,968	22,854	346	none	47½ - 35½

(d) Deficit.

NATIONAL COMPANY, INC. (Unlisted)

Capitalization

Debt: \$1,110,000 debenture 5s due 1965
Preferred: \$3.60 cumulative preferred; no par, 3,180 shares
Common: \$1 par, 272,987 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$4,175,229	\$ 17,476	\$ 17,354	\$0.02	\$0.05	\$2,823,320	57½ - 1¾
1951.....	4,525,219	46,859(d)	42,957(d)	.22(d)	none	4,228,097	4¾ - 3½
1952.....	9,261,000	232,578	172,578	.65	.10	4,861,352	5¼ - 3¾
1953.....	7,095,593	486,718	228,218	.87	.10	4,850,767	7 - 5
1954.....	7,298,055	518,834	230,334	.84	.20+4% stk.	3,819,795	127½ - 5
1955.....	5,125,607	780,965(d)	380,965(d)	1.44(d)	.20+4% stk.	5,414,524	18½ - 9¾
1956.....	none	11½ - 8

(d) Deficit.

NORDEN-KETAY CORP. (ASE)
Capitalization

 Debt: \$157,404
 Debentures: \$1,000,000, 5% convertible subordinate, due April 1, 1966
 Common: \$0.10 par, 1,291,386 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 / ₈ - 10
1955.....	13,480,752	236,203(d)	196,913(d)	.18(d)	none	12,872,064	19 ¹ / ₈ - 11 ³ / ₈
1956.....	none	14 ⁷ / ₈ - 9 ⁵ / ₈

(a) April 18 to Dec. 31, 1953. (b) Excluding Norden Laboratories Corp. (d) Deficit.

N. V. PHILIPS' GLOEILAMPENFABRIEKEN (Unlisted)

(Philips' Incandescent Lamp Works, Ltd.)

Capitalization

 Debentures: 3¹/₂% 25-years' unsecured dollar debentures, due 1973
 3¹/₂% 20-years' unsecured dollar debentures, due 1969 } Fl. 175,442,000
 4% 25-years' unsecured dollar debentures, due 1976 }
 Preferred: 6% cumulative participating preference, par Fl. 1,000, Fl. 144,000,000 (36,000 shares)
 Ordinary: Par Fl. 1,000 Fl. 488,181,000 (77,364 shares); also shares of Fl. 100

All figures shown in Florins. Current equivalent: one Florin = 26¢

1950.....	982,000,000	102,000,000	48,000,000	12%
1951.....	1,242,000,000	144,000,000	63,000,000	12%
1952.....	1,384,000,000	143,433,000	64,150,000	12%	1,819,627,000
1953.....	1,601,000,000	171,735,000	87,547,000	12%	1,945,638,000
1954.....	1,936,000,000	230,747,000	119,265,000	14% + 33 ¹ / ₃ % stk.	2,135,409,000
1955.....	2,280,000,000	269,138,000	148,129,000	14%	2,755,691,000
1956 (1st qu.).....	564,000,000	59,000,000	32,000,000	14%

OAK MANUFACTURING CO. (Midwest)
Capitalization

Common: \$1 par, 655,894 shares

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 (1st qu.).....	6,439,286	526,314	.80	.70	24 ¹ / ₄ - 22 ¹ / ₈

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

OLYMPIC RADIO & TELEVISION, INC. (ASE)
Capitalization

 Debenture: Convertible debenture 5¹/₂%, due April 1, 1966, \$1,400,000
 Debt: \$600,000

Common: \$1 par, 453,552 shares

1950.....	\$21,937,175	\$3,181,984	\$1,577,481	\$4.66	\$0.80	\$ 7,237,256	12 ¹ / ₂ - 6 ⁵ / ₈
1951.....	14,467,072	369,811	425,534	1.11	.75	5,451,159	11 ³ / ₈ - 7 ⁵ / ₈
1952.....	12,765,709	210,758	84,747	.20	none	8,261,713	9 - 6 ⁵ / ₈
1953.....	17,667,486	115,758	62,158	.14	none	8,048,154	9 ¹ / ₈ - 3 ¹ / ₂
1954.....	18,350,454	461,132	256,836	.59	none	7,463,799	6 - 3 ¹ / ₂
1955.....	23,068,420	1,158,839	593,642	1.31	5% stk.	12,186,219	8 ⁵ / ₈ - 4 ⁵ / ₈
1956 (1st qu.).....	6,676,565	296,155	159,464	.35	none	10 - 6 ⁵ / ₈

PACIFIC MERCURY TELEVISION MFG. CORP. (Unlisted)

Year ending March 31.

Capitalization

Debt: \$738,750

Common: Class A&B, \$0.50 par, 700,000 shares

1950.....	\$ 4,713,620	\$0.05	3 4/5- 2
1951.....	5,947,096	115,635	72,135	\$0.14	none	\$2,414,365	3 ¹ / ₈ - 1 ¹ / ₂
1952.....	7,057,514	31,866	5,866	.01	none	3,972,312	5 - 1 ⁵ / ₈
1953.....	16,983,669	1,108,297	426,297	.61	none	6,637,000	5 ³ / ₄ - 2 ¹ / ₂
1954.....	15,065,490	366,515	196,015	.28	none	5,032,151	4 ⁷ / ₈ - 2 ³ / ₈
1955.....	12,214,539	598,817	255,817	.37	none	3,550,171	8 - 4
1956.....	none	7 ⁷ / ₈ - 5 ¹ / ₂

PACKARD-BELL CO. (Unlisted)

Year ending September 30.

Capitalization

Debt: \$497,583

Common: \$0.50 par, 688,000 shares

					(b)		(b)
1950.....	\$13,894,713	\$2,168,510	\$1,308,510	\$2.61	\$1.50	\$ 4,378,079	8 ³ / ₄ - 4
1951.....	18,772,528	2,814,750	1,014,751	1.73	1.00	5,492,521	10 ³ / ₄ - 7 ¹ / ₈
1952.....	22,724,273	3,089,295	968,051	1.65	1.00	9,394,702	15 ¹ / ₄ - 10 ¹ / ₂
1953.....	32,152,750	3,545,503	1,139,642	1.66	1.00	14,028,133	13 ¹ / ₄ - 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 ¹ / ₂	10,525,383	13 - 8
1956 (2 qu.).....	14,512,363	866,274	421,274	.61	.25	9,488,455	10 ¹ / ₂ - 8 ¹ / ₂

(a) Operating loss.

PARAMOUNT PICTURES CORP. (NYSE)
Capitalization

Debt: \$25,327,960

Common: \$1 par, 2,141,000 shares

1950.....	\$ 81,825,286	\$10,311,275	\$6,565,041	\$2.67	\$2.00	\$117,929,986	22 ¹ / ₈ - 17 ¹ / ₂
1951.....	94,623,572	11,034,665	5,459,273	2.33	2.00	114,479,795	33 ¹ / ₂ - 21
1952.....	104,811,289	10,837,159	5,899,871	2.52	2.00	116,464,094	30 ⁷ / ₈ - 21 ¹ / ₂
1953.....	110,254,081	13,304,563	6,779,563	3.06	2.00	118,430,121	30 ³ / ₈ - 24 ¹ / ₂
1954.....	106,920,798	15,651,802	9,003,802	4.10	2.00	128,583,495	40 ³ / ₈ - 26
1955.....	112,474,967	16,516,929	9,707,929	4.49	2.00	138,924,838	44 ⁵ / ₈ - 36
1956 (1st qu.).....	1,722,000	.80	1.00	36 ¹ / ₂ - 30 ¹ / ₄

Financial Data

PHILCO CORP. (NYSE)

Capitalization

Debt: \$15,000,000, 3½% Notes, due Aug. 15, 1980
 Preferred: Series A \$3.75 cumulative, \$100 par, 100,000 shares
 Common: \$3 par, 3,772,229 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	23¼- 20
1951.....	305,328,670	22,012,646	12,168,046	3.35	1.60	119,476,461	27½- 20¾
1952.....	366,963,850	25,631,457	11,491,207	3.15	1.60	144,400,293	36¾- 26½
1953.....	430,419,858	35,316,077	18,350,577	4.86(a)	1.60+5% stk.	168,468,430	36½- 26½
1954.....	349,276,998	10,543,965	6,768,965	1.69	1.60	164,587,570	29½- 28
1955.....	373,359,297	17,286,329	8,423,329	2.13	1.60	178,146,894	43¾- 30
1956 (1st qu.).....	92,476,000	3,185,000	1,517,000	.38	.60	36½- 20½

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

PYRAMID ELECTRIC CO. (Unlisted)

Capitalization

Debt: \$291,094
 Preferred: 5% cumulative convertible, \$10 par, 75,000 shares.
 Common: \$1 par, 744,460 shares.

1951.....	\$3,010,531	\$ 80,087	\$0.10
1952.....	4,731,810	\$ 370,916	136,617	.18	\$0.05	\$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 - 3¼
1955.....	9,631,956	262,202	126,236	.15	.20	3,827,672	12½- 6½
1956.....	none	6¾- 3¾

RADIO CONDENSER CO. (Unlisted)

Capitalization

Debt: \$1,457,000
 Common: \$1 par, 435,815

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	\$0.15+4% stk.	8,400,209	15¼- 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.....10	9 - 6¾

(d) Deficit.

RADIO CORPORATION OF AMERICA (NYSE)

Capitalization

Debt: \$100,000,000—3% notes due 1970-74, \$50,000,000—3¾% notes due 1973-77, \$99,999,700—
 Conv. subordinated debentures 3½s due 1980
 Preferred: \$3.50 cumulative, no par, 900,824 shares
 Common: No par, 14,031,022 shares

1950.....	\$ 584,425,121	\$ 96,992,865	\$46,249,865	\$3.10	\$1.50	\$311,846,886	24¼- 12¼
1951.....	598,955,077	62,032,732	31,192,732	2.02	1.00	370,202,025	25¼- 16¾
1952.....	693,940,522	67,362,399	32,325,399	2.10	1.00	432,252,051	29¾- 23¼
1953.....	853,054,003	72,436,778	35,021,778	2.27	1.00	493,624,720	29¾- 21
1954.....	940,950,220	83,501,459	40,525,459	2.66	1.20	548,325,244	39¼- 22½
1955.....	1,055,265,655	100,107,465	47,525,465	3.16	1.35	676,506,187	55¾- 36¾
1956 (1st qu.).....	274,848,000	23,395,000	12,727,000	.85	1.00	50¾- 41¼

RAYTHEON MANUFACTURING CO. (NYSE)

Year ending May 31.

Capitalization

Debt: \$15,000,000, 4%, 4½%, 4¾% Promissory Notes
 Common: \$5 par, 2,794,505 shares

1950.....	\$ 59,533,260	\$ 1,610,413	\$ 935,413	\$0.49	none	\$32,331,492	13½- 6½
1951.....	89,662,122	6,029,063	2,179,063	1.12	none	52,120,396	12¾- 8¼
1952.....	111,286,879	5,947,898	2,047,898	.84	none	75,196,765	12¾- 9¼
1953.....	179,179,379	13,009,672	3,859,672	1.68	none	91,238,649	14½- 8
1954.....	177,099,790	10,023,316	3,523,316	1.53	10% stk.	93,640,690	14½- 7¾
1955.....	182,304,693	9,166,561	4,521,561	1.72	5% stk.	82,532,511	25¾- 18
1956 (3 qu.).....	126,128,000	4,380,000	2,110,000	.75	none	19½- 14¾

SIEGLER CORP. (Unlisted)

Year ending June 30.

Capitalization

Debt: \$625,000, 4% Installment notes, due 1960
 Common: \$1 par, 707,696 shares

1950(a).....	\$ 2,540,018	\$ 343,932	\$204,286	\$0.39	(b) none
1951(a).....	3,532,564	754,312	379,568	.73	none
1952(c).....	3,698,466	282,530	140,530	.27	none
1953(c).....	5,572,382	697,643	344,643	.66	none
1954(c).....	6,580,870	1,007,730	481,545	.92	none
1955(c).....	10,471,144	1,631,525	774,571	1.53	\$0.15	\$ 5,881,884	14 - 10½
1956 (3 qu.).....	13,738,031	896,276	1.45	.45	10,190,180	22 - 12½

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

SPEER CARBON CO. (Unlisted)

Capitalization

Debt: \$4,813,056
 Preferred: \$7 cumulative pfd. \$100 par, 4,565 shares
 Common: \$2.50 par, 440,000 shares

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- 11¾
1955.....	17,734,512	3,019,694	1,461,694	3.25	1.00	24,331,167	19¾- 15½
1956 (1st qu.).....	4,843,198	1,118,192	517,192	1.15	.50	24,611,255	29¼- 19

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; par \$25, 102,267 shares
Common: Par 50 cents, 25,496,132 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	\$0.92
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	\$0.36	29 5/8 - 21
1956	710,696,087	83,598,878	46,348,878	1.80	.40	557,492,756	29 1/8 - 23 5/8

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

SPRAGUE ELECTRIC CO. (Unlisted)
Capitalization

Debt: \$2,131,000
Common: \$2.50 par, 1,241,712 shares

1950	\$28,614,860	\$ 6,725,904	\$3,345,404	\$2.69	\$0.60	\$15,350,554	15 1/4 - 6 5/8
1951	38,491,215	8,500,534	2,720,334	2.19	.89	21,096,487	18 1/4 - 13 5/8
1952	44,449,891	10,169,353	3,136,853	2.53	.93	21,866,421	37 3/8 - 17 3/8
1953	46,778,633	9,604,981	2,888,081	2.33	1.07	24,424,669	38 3/8 - 29
1954	42,355,361	6,668,908	3,333,408	2.68	1.10	26,835,820	60 1/2 - 36
1955	44,353,042	6,040,828	3,003,128	2.42	1.20	28,945,483	61 - 47
195660	55 - 38

STANDARD COIL PRODUCTS CO. (NYSE)
Capitalization

Debt: Convertible subordinated debenture 5s, Due Dec. 1, 1967, \$4,501,228

Debt: \$224,597

Common: \$1 par, 1,470,000 shares

1950	\$35,632,396	\$10,464,265	\$5,266,442	\$3.58	\$0.25	\$10,133,662	11 3/4 - 9
1951	40,302,526	5,037,944	2,487,944	1.69	1.00	20,239,292	14 3/4 - 10
1952	65,990,177	7,136,290	2,861,290	1.95	1.00	28,401,496	18 7/8 - 12 5/8
1953	89,270,964	7,762,481	2,972,481	2.25	1.00	30,644,696	17 1/4 - 12 1/2
1954	72,862,113	5,136,407	2,871,290	1.95	1.00	29,351,477	17 7/8 - 12 5/8
1955	60,472,454	522,313 (d)	320,313 (d)	.22 (d)	.85	27,253,490	20 1/4 - 10 1/4
1956 (1st qu.)	13,663,531	615,285	none	12 3/4 - 9 1/4

(d) Deficit

STORER BROADCASTING CO. (NYSE)
Capitalization

Debt: \$4,867,960

Common: \$1 par, 788,250 shares; \$1 par Class B, 1,686,500 shares

1950	\$ 6,657,114	\$1,895,085	\$ 926,475	\$0.39	\$0.06	(b)
1951	9,560,086	3,406,327	1,391,935	.63	.10	(b)
1952	11,475,618	3,963,304	1,594,956	.69	.10	\$11,923,761	(b)
1953	14,901,078	5,980,494	1,985,678	.94	.24	17,446,319	7 3/8 - 7
1954	17,736,531	7,105,103	3,680,779	1.62	.81	27,872,630	19 3/8 - 7 3/8
1955	8,792,878	4,330,429	1.73	1.37 1/2	28,152,046	29 1/8 - 20 3/4
1956 (1st qu.)	3,038,415	1,450,242	.59	.75	26 1/4 - 22 1/8

(b) Privately owned.

SYLVANIA ELECTRIC PRODUCTS, INC. (NYSE)
Capitalization

Debt: \$38,850,509

Preferred: \$4 cumulative no par pfd, 95,381 shares \$4.40 convertible no par pfd, 86,145 shares

Common: \$7.50 par, 3,290,888 shares

1950	\$162,514,814	\$19,221,185	\$ 8,221,185	\$5.37	\$2.00	\$ 92,880,534	26 5/8 - 18 1/4
1951	202,806,387	26,153,973	8,253,973	4.17	2.00	150,968,617	39 - 23 3/4
1952	235,023,437	17,660,625	6,960,625	3.04	2.00	176,418,658	41 7/8 - 32 1/4
1953	293,267,408	24,486,181	9,536,181	3.10	2.00 + 10% stk.	204,433,298	40 - 29 1/4
1954	281,641,987	18,380,941	9,480,941	2.92	2.00	191,379,534	48 7/8 - 31 7/8
1955	307,371,315	27,912,970	13,812,970	4.29	2.00	203,163,659	49 7/8 - 41
1956 (1st qu.)	83,288,726	8,673,086	4,323,086	1.28	1.00	55 7/8 - 42

TELECOMPUTING CORP. (Unlisted)
Capitalization

Debt: \$429,886

Common: \$1 par, 1,403,920 shares

1950(a)	\$ 441,620	\$ 66,915	\$ 37,243	\$0.31	none	(c)
1951(a)	780,779	44,451	31,451	.12	none	\$ 817,605	2 3/4 - 1 7/8
1952(a)	1,664,840	126,844	56,844	.20	none	828,522	11 1/2 - 2 1/2
1953(a)	2,022,854	71,622	43,622	.13	none	1,006,510	17 1/4 - 7
1954(a)	1,786,728	896,734 (d)	798,887 (d)	1.60 (d)	none	1,368,689	14 - 9 1/2
1955(a)	1,771,162	414,791 (d)	414,791 (d)	.83 (d)	none	4,089,716 (b)	11 1/2 - 6 1/8
1956 (1st qu.) (b)	2,463,834	224,995	190,995	.14	none	8 3/4 - 6 1/2

(a) Prior to merger with Whittaker Gyro, Inc. (b) After merger with Whittaker Gyro, Jan. 27, 1956. (c) Privately owned. (d) Deficit.

TEXAS INSTRUMENTS, INC. (NYSE)
Capitalization

Debt: \$1,250,000

Preferred: 4.48% Series A convertible pfd., 165,945 shares

Common: \$1 par, 2,987,013 shares

1950
1951
1952	\$20,431,452	\$2,289,738	\$ 909,975	\$0.30	none	\$13,396,944
1953	27,007,957	3,219,162	1,270,125	.42	none	14,900,024	5 3/4 - 5 1/8
1954	24,387,334	2,300,718	1,200,995	.40	none	15,123,336	14 - 5 1/4
1955	28,684,653	2,502,041	1,581,790	.49	none	19,591,604	16 7/8 - 10 1/8
1956 (1st qu.)	8,853,000	1,011,000	540,000	.17	none	14 - 11 5/8

Financial Data

TRAV-LER RADIO CORP. (Midwest)

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.....	\$13,892,485	\$2,309,275	\$1,156,851	\$1.52	\$0.30+20% stk.	\$6,484,714	5 1/8- 3 3/4
1951.....	8,015,622	1,256,162(d)	577,950(d)	.76(d)	.10	3,971,516	4 1/2- 2 3/4
1952.....	11,860,387	388,565	291,565	.38	none	4,224,853	3 1/8- 2 1/2
1953.....	14,470,145	735,847	316,641	.42	.10	4,602,709	3 1/8- 2 1/8
1954.....	16,347,813	459,657	241,349	.32	.22 1/2	5,339,934	3 - 2
1955.....	17,497,351	264,275	222,982	.29	.07 1/2	6,380,841	4 1/4- 1 7/8
1956.....	none	2 1/2- 1 7/8

(d) Deficit

TUNG-SOL ELECTRIC, INC. (NYSE)

Capitalization
 Debt: \$1,650,000
 Preferred: 4.3% cumulative convertible, \$50 par, 99,830 shares
 Common: \$1 par, 655,536 shares

1950.....	\$29,425,022	\$6,280,786	\$3,058,151	\$6.61	\$2.00	\$14,881,402	20 1/2- 8 5/8
1951.....	31,484,760	5,713,572	2,049,458	4.24	1.25	17,115,034	24 1/4- 16 1/4
1952.....	35,489,558	5,432,713	2,007,713	3.75	1.25	20,702,033	21 7/8- 16 1/4
1953.....	40,017,549	4,030,882	1,780,882	3.07	1.25	20,314,487	24 7/8- 16 1/2
1954.....	39,052,458	4,302,062	2,077,062	3.15	1.25	26,728,555	30 1/4- 16 1/4
1955.....	51,114,000	6,854,393	3,239,393	4.65	1.60	30,561,228	33 1/2- 25
1956 (1st qu.).....	12,935,227	715,035	1.00	.60	36 3/8- 28 3/8

VARIAN ASSOCIATES (Unlisted)

Year ending Sept. 30
 Capitalization
 Debentures: \$1,960,000, 5% convertible subordinate, due Dec. 1, 1970
 Debt: \$709,867, notes
 Preferred: 6% cumulative convertible, \$100 par, 2,500 shares
 Common: \$1 par, 1,020,122 shares

1950.....	\$ 460,035	\$ 48,478	\$ 35,980	\$0.16	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 (2nd qu.).....	4,749,579	322,021	153,970	.14	none	7,671,158	16 - 12

WEBCOR, INC. (Midwest)

Capitalization
 Common: \$1 par, 619,750 shares

1950.....	\$19,086,151	\$2,324,494	\$1,212,050	\$2.69	\$1.50+20% stk.	\$ 8,713,877	20 1/4- 10 3/4
1951.....	17,971,469	677,596	457,635	1.01	1.00	7,878,317	16 5/8- 11 1/4
1952.....	19,580,636	707,800(d)	408,951(d)	.91(d)	.50	10,406,339	13 1/2- 7 1/2
1953.....	27,757,899	1,947,162	927,162	1.87	10% stk.	11,827,337	9 1/8- 7
1954.....	31,741,046	1,139,198	564,198	1.09	.15+ 5% stk.	12,940,996	11 1/2- 7 7/8
1955.....	31,984,539	1,339,574	589,524	.95	.40	16,566,990	15 3/8- 8 1/2
1956.....25	15 - 13

(d) Deficit

WELLS-GARDNER & CO. (Unlisted)

Capitalization
 Common: \$1 par, 411,800 shares

1950.....	\$17,825,098	\$1,674,235	\$ 954,235	\$2.33	\$0.75	\$5,643,428	12 1/8- 5 1/8
1951.....	12,758,749	588,099	451,447	1.10	.60	4,462,000	8 3/4- 6 1/4
1952.....	16,301,043	969,976	459,976	1.12	.60	6,385,335	8 1/4- 6 1/8
1953.....	22,572,069	1,969,939	772,939	1.88	.75	7,224,465	8 1/4- 6 5/8
1954.....	21,200,318	2,031,340	911,340	2.22	.75	8,076,027	10 - 5 3/4
1955.....	26,646,745	2,725,857	1,221,857	2.97	.85	9,784,984	13 3/4- 9 7/8
1956.....40	14 1/8- 11 5/8

WESTINGHOUSE ELECTRIC CORP. (NYSE)

Capitalization
 Debentures: 2 5/8s, due Sept. 1, 1971, \$22,300,000
 3 1/2s, due Dec. 15, 1981, \$300,000,000
 Preferred: \$3.80 Class B, \$100 par, 500,000 shares
 Common: \$12.50 par, 16,647,166 shares

1950.....	\$1,019,923,051	\$159,664,532	\$77,922,944	\$5.36	\$2.00	\$ 800,461,178	36 - 29 1/8
1951.....	1,240,801,296	174,578,362	64,578,202	4.03	2.00	1,004,378,037	42 1/2- 34 5/8
1952.....	1,454,272,698	173,014,835	68,581,603	4.23	2.00	1,195,292,040	48 3/8- 35 1/8
1953.....	1,582,047,141	152,893,486	74,322,925	4.53	2.00	1,265,353,717	52 1/2- 39 1/2
1954.....	1,631,045,480	168,241,939	84,594,367	5.06	2.50	1,329,120,140	79 - 50 1/8
1955.....	1,440,976,985	84,102,747	42,802,747	2.46	2.00	1,287,685,975	83 1/4- 53 1/4
1956 (1st qu.).....	225,366,000	41,675,000(d)	18,575,000(d)	1.14(d)	1.00	65 7/8- 51 1/2

(d) Deficit

ZENITH RADIO CORP. (NYSE)

Capitalization
 Common: No par, 492,464 shares

1950(a).....	\$ 87,704,071	\$11,527,903	\$5,627,003	\$11.43	\$1.50	\$51,971,284	70 1/4- 31 1/2
1951.....	110,022,780	11,771,940	5,370,740	10.91	3.00	50,275,866	71 1/2- 47 1/2
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 - 63 1/4
1954.....	138,608,360	12,056,264	5,676,264	11.53	3.00	62,604,970	96 - 63 1/2
1955.....	152,905,005	17,104,491	8,034,491	16.31	5.00	141 1/4-107
1956 (1st qu.).....	37,915,318	3,939,700	1,831,165	3.72	1.50	67,604,887	142 1/2- 86

(a) Year ending March 31

Electronics Reports: Entering receiving tube business with line of stacked ceramic tubes representing "a completely new concept in receiving tube manufacture," Eitel-McCullough Inc. (Eimac) has announced initial line of 4 designed primarily for military uses. Eimac, which calls itself world's largest manufacturer of transmitting tubes, plans to develop "complete line of tubes which will meet most receiving requirements with a minimum number of tube types."

New stacked ceramic tubes were developed under Air Force contract to provide small tube which would withstand environments found in airborne and missile applications. "The life of the new tubes," says Eimac, "is so long that they will be wired directly into electronic equipments, eliminating the need for tube sockets." Tiniest of the tubes is 7/8-in. high, 1 1/32-in. in diameter. The others are 1-in. x 1 1/16-in. Current production model tubes are twin-triode amplifier (33C3A2) and sharp-cutoff pentode (5C2A); developmental types are medium-mutriode (CD-19) and beam power amplifier (CD-22).

Stacked ceramic tubes have been announced and demonstrated in the past by GE (whose micro-miniature 6BY4 has been offered as uhf TV amplifier; see Vol. 11:42) and by Sylvania, among others.

* * * *

New image orthicons with 750-line "Micro-Mesh" screens, replacing current tubes using 500 lines, are now in quantity production at RCA. Noting improved quality possible with new tube, tube div. general marketing mgr. Lee F. Holleran said: "The 750 mesh eliminates all traces of bothersome moire patterns. Although mesh up to 1000 lines-per-inch has been produced by RCA, requirements of the present 525-line TV system are exceeded with camera tubes employing the new 750 mesh." Grid is so fine that mesh openings comprise more than 60% of screen area. Two types are offered—No. 5820 for black-&-white, No. 6474 for color.

"Important new type of tube"—the voltage-tuned magnetron—has been developed by GE scientists Philip H. Peters & Donald A. Wilbur, making it possible to tune the wartime-developed radar tube almost instantaneously over relatively wide frequency range, along with new design concepts that permit new magnetron to be housed in copper-ceramic package the size of cube of sugar. GE's power tube dept. is now preparing for production on first types, covering uhf range. Among applications for the new tube, GE lists countermeasures, altimeters, FM communications, test equipment.

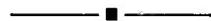
New Blonder-Tongue TV camera TVC-1 is now being supplied to electronic distributors. The industrial system, including vidicon, f1.9 lens, cable and control generator is priced at \$1995. Optional equipment now under development includes video amplifier, device to increase resolution to 700 lines, and large-screen TV projector.

Stromberg-Carlson announces commercial version of charactron shaped-beam tube, used in military surveillance, to help prevent aircraft collisions. Designed for use in air terminal radar systems, device shows relative positions of air craft and their movements across a map-diagram. Number of planes, speed and altitude are also indicated.

First production order for newly-developed Radar Data Transmission System (RADAT) was announced by Skiatron Electronics & Television Corp. System permits transmission of radar signals over existing telephone lines from outlying screens to central control location. U. S. Navy order (\$129,000) calls for delivery of 2 units by March.

Consolidated Electrodynamics Corp., Pasadena, Cal., has acquired Electronic Industries Inc., Burbank, Cal., specialist in etched circuitry.

ELECTRONICS PERSONALS: Wm. O. Hoverman, from special products marketing section, named sales mgr., GE semiconductor products dept., Syracuse . . . Dr. Herbert Bades, former engineering mgr.-semiconductors, named to the new post of chief engineer-semiconductors, Sylvania electronics div. . . . George T. Scharffenberger named v.p.-gen. mgr., Kellogg Switchboard & Supply Co. (IT&T subsidiary), replacing ex-pres. James H. Kellogg, who becomes IT&T consultant . . . Lt. Gen. Elwood R. Quesada, USAF ret., named chairman & chief executive officer of Topp Industries Inc., with plants in Los Angeles and State College, Pa. for research, development & manufacture of electronics apparatus; he formerly headed Lockheed missile systems div. . . . Harry R. Wege, operations mgr., RCA missile & surface radar dept., named dept. mgr. . . . Frederick B. Llewellyn, ex-pres. of IRE, now Bell Labs communications consultant, elected pres. of Alumni Assn. of Stevens Institute, Hoboken . . . Robert Hodges appointed engineering v.p., Frederick J. Harrison manufacturing v.p., Daystrom Pacific div. . . . John F. Morten appointed Raytheon product planning mgr., medical equipment sales.



Excellent article on underwater TV is reprint in June *Journal of the SMPTE* of paper delivered at SMPTE's May convention by Douglas Allanson, Pye Ltd., Cambridge, England. He points out, among other things, that TV techniques permit greater visibility than possible with naked eye under conditions of bad "light scatter" caused by fine particles in the water. He also states: "There seems to be no practical reason why a TV camera should not one day explore the most profound ocean depths and present to the eyes of man the floor of the Philippine Trench 8 miles down."

Two new weeklies for electronics industry are due to start within next 6 months. Tabloid-size *Electronic News* is set for early 1957 debut by Fairchild Publications Inc., publisher of *Retailing Daily*, *Daily News Record*, *Women's Wear Daily* and the weekly *Footwear News*, *Supermarket News*, *Men's Wear*. Wade Fairchild will be publisher, Alfred D. Cook editor. It's also understood that Hayden Publishing Co., publisher of semi-monthly *Electronic Design*, plans to start new *Electronics Week* this summer or fall, with Edward Grazda as editor.

Research group of Ross Bateman, Dana K. Bailey & Richard C. Kirby of Bureau of Standards ionosphere research section, Boulder, Colo., awarded Dept. of Commerce gold medal for major contributions to advancement of science of radio wave propagation, notably "forward scatter." Edwin F. Florman, of same section, onetime Philco scientist, awarded silver medal for "outstanding contribution to a more precise knowledge of the velocity of propagation of radio waves at very high frequencies."

International Scientific Radio Union (URSI) fall meeting Oct. 11-12 at U of California, Berkeley, will devote sessions to radio & troposphere, ionospheric radio, radio noise of terrestrial origin. Deadline for 100-200 word abstracts of papers is July 20.

La Electronica Venezuela, Caracas, began production of CR picture tubes in May, expects to increase output gradually to 100 a day which it feels will satisfy replacements for country's estimated 80,000 sets.

Philco is revealed, in June 28 AP dispatch from Seoul, as holding \$300,000 contract with South Korean Govt. for reorganization of its telephone, telegraph & radio systems and has assigned 9 men to job.

Directories of key military procurement personnel and guided missiles are features of July *Tele-Tech & Electronic Industries Magazine*.

GE reduces prices average of 10% on 48 medium power germanium rectifiers.

FORWARD SCATTER" allocations rule-making proposed by FCC brought comments from 6 companies, even though Commission extended deadline from July 1 to Jan. 2, 1957 (Vol. 12:26). Though TV figured only slightly in comments, it's apparent that TV transmission via scatter is expected sooner or later. Meanwhile, the companies showed they're mighty concerned about future of scatter:

AT&T urged that scatter be employed only where conventional line-of-sight microwave can't—such as over water—and to cross some sparsely settled areas. It said that assignments should be made carefully to limit possibility of interference with line-of-sight transmissions; that more experience is needed before "sound recommendations" regarding allocations can be made. It stated that cost-per-mile is about same as line-of-sight but that latter produces many more circuits; that it's unknown whether color TV can be transmitted over 100-200-mi. scatter links.

Western Union said scatter looks attractive for jumps across Lake Michigan and Lake Erie and along Gulf Coast. It suggested possibility that scatter could share frequencies above 940 mc with conventional circuits, said it's not practical to suballocate for exclusive use of scatter. It also suggested scatter be given space in 3500-3700 mc now allocated to mobile services.

Collins Radio, a pioneer scatter experimenter, expressed great enthusiasm over possibilities, stating: "The communications industry has long awaited the development of a technique whereby high-quality multi-channel voice may be transmitted well beyond the optical horizon by radio. Tropospheric scatter now has been proved to provide this long-awaited communications means. Certainly the utilization of systems possessing the unique characteristics possible through tropospheric scatter propagation should not be delayed." It said scatter is ideal for communications along gas pipelines, for offshore oil-drilling operations which will go out 100 mi. or more, and for international use.

Hycon Eastern proposed that scatter be permitted to use any band currently assigned to fixed stations, each case considered on own merits.

Lenkurt Electric Co. stated, in essence, that more experimentation should be carried on before allocations are made. All submitted technical data on state of the scatter art.



Shopping via TV continues to offer intriguing possibilities (Vol. 12:23-24)—and it was further explored last week by N. Y. industrial designer Gordon Lippincott, addressing International Design Conference at Aspen, Colo. He pictured housewife of the future shopping from her home via closed-circuit TV equipped with special telephone, asking to see specific item—such as an electric mixer—and being shown videotapes of several brands in action. When she selects make and model desired, order is transmitted directly to factory, where it is manufactured, shipped by air, delivered within 24 hours.

Ultra-modern TV-radio city for Bogota, Colombia, including separate buildings for TV studios, radio studios, offices, concert hall, theatre and garage & storage, are described in June issue of RCA's *Broadcast News* by Dr. Walter J. Duschinsky, v.p. of telecommunications management consultants Wm. J. Scripps Assoc., who currently is setting up telecommunications projects div. of Victor Gruen Assoc., planners, architects & engineers. Drawings and explanations in article show proposed design of project, now pending govt. approval.

Power increases: WTTG, Washington (Ch. 5) July 4 to 50-kw; WQED, Pittsburgh (Ch. 13) plans to be first educational station to boost power when it goes to 138-kw ERP Aug. 30.

Dummy TV sets and antennas have become popular in Australia, as TV set manufacturers fail to keep up with demand for sets in advance of TV's debut in Sydney & Melbourne this summer. The dummy sets, as reported by Reuters, are elaborate, highly polished cabinets, with everything but the chassis. In place of picture tube, screen is made of celluloid "that looks like the real thing." Presumably, manufacturers will supply chassis later—but, for the time being, nobody can tell difference because no TV stations are on air. Meanwhile, Australia's first 6 stations are racing to get on air—2 private & one govt.-owned each, in Sydney and Melbourne. *Herald-Sun's* Melbourne station has announced it will begin test patterns July 26. All will be on air before Olympic games begin in Nov.

AWARE Inc., sued by CBS commentator John Henry Faulk, who is also v.p. of N. Y. chapter of AFTRA (Vol. 12:25), pleads truth in reply filed this week to \$500,000 libel case in N. Y. Supreme Court—its counsel Godfrey P. Schmidt taking position that "anyone who lends his name, prestige, talents or service to a Communist front, whether deliberately or thoughtlessly, aids Communism and collaborates with Communists or pro-Communists and is, therefore, fair game for public criticism and censure." Louis Nizer represents Faulk, who charges AWARE with losing him many radio opportunities and rendering him unemployable on TV.

Catholic religious broadcasting survey, completed by Archdiocese of N. Y., 453 Madison Ave., shows these trends, according to Rev. Timothy J. Flynn, director of radio & TV communications: (1) Catholic broadcasting is on the increase, such programs being carried by 224 of 263 TV stations responding, by 1172 of 1520 radio stations responding. (2) Stations prefer network and syndicated programs to local by substantial margin. (3) Catholic radio programming has shown "a surprising vitality"—12% of stations reporting increases in last 5 years, 5% noting decreases, balance reporting no change.

Small French TV camera-transmitter will be used by CBS-TV for pickups from floor of Democratic & Republican national conventions next month. Network requested temporary authority from FCC this week to operate prototype model on Ch. 12. Power output is 100 milliwatts, effective range 200-300 ft. Camera-transmitter was manufactured by big Compagnie Generale de TSF for Intercontinental Electronics Corp., new Mineola, L. I. firm owned jointly by CSF & Airborne Instruments Lab.

Grants-in-aid to support audience research projects now under way were announced this week by Educational TV & Radio Center, Ann Arbor. The grants: \$1920 to U of Wisconsin, for audience reaction researches and techniques for predicting audience response; \$1400 to U of Washington, for pilot study of role of TV in politics in KCTS coverage area; \$850 to WGBH-TV, Boston, for data on educational & general TV viewing habits.

Sweden will have govt.-operated TV service, Parliament has decided after years of contention, voting down private semi-commercial system. Programming initially will be confined to Stockholm area. Sweden has had TV on experimental basis since 1951.

Anti-fraud bill to plug loophole in law, permit prosecution of fraudulent stock promoters operating from foreign countries by TV or radio (S-3674, see Vol. 12:15-16, 18), was passed by House this week and sent to President.

Licensed TV sets in Great Britain totaled 5,863,472 at end of May, increase of 51,294 during month. In London area, TV circulation passed radio, with total of 1,315,921 TV licenses, 1,301,508 radio.

Boston Post, applicant for city's Ch. 5, suspended publication July 6; publisher John Fox recently sold radio WCOP to Plough Inc.

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Television Digest
with **ELECTRONICS REPORTS**

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SUMMARY-INDEX OF THE WEEK'S NEWS — July 14, 1956

TELECASTING GROSSED \$745,000,000 in 1955, according to FCC figures released by Rep. Celler, revealing individual network finances & station profits (p. 1).

COMMUNITY ANTENNA total jumps almost 100 in year, Pacific Northwest leading gainer. Subscriber totals and averages continue to rise (p. 2).

ANTI-TRUST VIOLATIONS seen by Celler in network practices, as hearings recess until fall. Stanton & Comr. Lee quizzed in separate closed sessions (p. 3).

FCC ALLOCATIONS PLAN criticized by Senators & Congressmen; anti-deintermixture group blocks Senate interim report praising Commission action (p. 4).

STORER BUYS WMUR-TV, Manchester, N. H. (Ch. 9) for about \$850,000; plans to move it nearer Boston, sell one of present 5 vhf's if FCC requires (p. 5).

LOEW'S OFFERING SWAP of MGM films for stock interest in stations. WATV says it isn't interested. Talk of sale deals for WABD; also WGBI-TV, Scranton (p. 6).

PHILCO ANTI-TRUST SUIT involving distributor franchises and transshipping settled. Philco denies more rumors. CBS-Columbia quits (pp. 10-11).

CLOSED-CIRCUIT TV program service to hotel rooms begins in Sept. with pilot telecasts utilizing master antenna systems of 2 N. Y. hotels (p. 14).

RADIO GOING LOCAL, says Westinghouse's Don McGannon, pulling 4 stations off NBC. Sarnoff replies sharply, says WBS affiliates will be replaced (p. 7).

NEW ORLEANS & CORPUS CHRISTI get vhf grants; effort started to hasten Ch. 4 in Pittsburgh area; FCC proposes more allocations changes (p. 8).

SPURIOUS RADIATION LIMITS for community antenna systems established by FCC, which accepts essence of industry's recommendations (p. 8).

MIAMI'S WCKT TESTING, replaces uhf as NBC outlet July 29. Headed by Niles Trammell, ownership group includes rival Cox-Knight newspaper interests (p. 9).

TELECASTING'S '55 GROSS: \$745,000,000: Rep. Celler's rampaging TV investigation scooped the FCC on its own 1955 TV financial figures this week. Brushing aside a secrecy plea by Chairman McConnaughey, it went far beyond usual FCC practice and made public 1955 financial record of each network -- and, for the first time, profits of each network-owned station for 1953, 1954 & 1955 (see page 2).

Revenues of all TV stations and networks totaled nearly \$745,000,000 in 1955, up 27% from the \$593,000,000 reported by FCC for 1954, the figures indicate. Their earnings before taxes come to about \$150,000,000, or 67% above 1954's \$90,000,000.

These aggregates were not specifically enumerated in the tabulations placed in hearing record by Chairman Celler -- but we derived them mathematically from the FCC-prepared tables showing that 1955 network revenues (including owned stations) totaled \$374,040,762 or 50.23% of entire industry revenues, and that the networks' before-tax earnings were \$68,069,020, or 45.4% of TV industry total.

Celler was entirely specific about network financial figures, updating the 1953-54 tables released by Sen. Bricker (R-O.) in his April report, "The Network Monopoly" (Vol. 12:17). Among disclosures in tabulation was fact that NBC in 1955 regained lead over CBS in total TV revenues, which it had lost in 1954, and was close to CBS in TV earnings before taxes. The 1955 TV figures, compared to 1954:

All networks, exclusive of o-&-o stations: Revenues, \$282,404,930 in 1955, up from \$221,117,717 in 1954; earnings before Federal income taxes, \$33,927,467, up from \$5,115,919. Including o-&-o operations: Revenues, \$374,040,762, up from 1954's \$306,676,653; earnings before taxes, \$68,069,020, up from \$36,622,374.

NBC network operations, not including its 5 o-&-o's: Revenues, \$124,353,526, up from \$90,671,284; before-tax earnings, \$14,602,816, up from \$4,017,896. Counting owned stations: Revenues, \$159,044,153, up from \$120,385,255; earnings before U.S. taxes, \$30,179,349, up from \$16,036,290.

CBS network operations, exclusive of its 4 o-&-o's: Revenues, \$121,953,917, up from \$97,394,599; before-tax earnings, \$20,365,378, up from \$13,101,169. With

o-&o stations included: Revenues, \$153,614,317, up from \$123,203,847; before-tax earnings, \$34,870,837, up from \$25,377,612.

ABC network operations, exclusive of its 5 o-&o's: Revenues, \$33,234,630, up from \$24,750,893; before-tax earnings, \$481,138, as against loss of \$6,823,085 in 1954. Including owned stations: Revenues, \$53,906,480, against \$44,519,058 in 1954; earnings, \$5,589,452, compared to loss of \$2,504,262 in 1954.

DuMont operations up to Sept. 15, when network was dissolved, and excluding owned stations; showed 1955 revenues of \$2,862,857, down from \$8,300,941 in 1954. It lost \$1,521,865 in 1955 vs. loss of \$5,140,061 the preceding year. With o-&o stations included, revenues were \$7,475,812 (2 stations) in 1955, down from 1954's \$18,568,493 (3 stations); losses were \$2,570,618 in 1955 and \$2,287,266 in 1954.

* * * *

TV time sales in 1955 by networks and all stations totaled \$572,400,000 after commissions, according to the FCC figures compiled for Celler. Networks' share was \$263,600,000, of which \$122,800,000 went to CBS, \$109,600,000 to NBC.

Networks paid \$83,500,000 to affiliates last year -- \$42,400,000 being paid by CBS-TV, \$30,900,000 by NBC-TV -- not counting payments to network-owned stations. The 4 networks paid \$21,600,000 to their owned stations -- \$10,000,000 by NBC and \$8,700,000 by CBS. Foreign networks and stations were paid \$1,300,000 by networks. The networks thus retained \$157,200,000 from TV time sales last year, CBS keeping \$71,200,000 and NBC \$68,100,000.

* * * *

Profits of the network-owned TV stations, before Federal income taxes, tell 3-year story of TV's rise in major markets. Most profitable is CBS-TV's N.Y. flagship WCBS-TV, which reported \$9,375,339 income in 1955; second is the NBC-TV key WRCA-TV, with \$7,260,255; third is NBC-TV's WNBQ, Chicago, with \$3,329,656.

PRE-TAX PROFITS OF NETWORK-OWNED TV STATIONS: 1953-55

As Disclosed in FCC Tables Prepared for House Judiciary Subcommittee

(Figures in parentheses denote losses)

ABC-OWNED TELEVISION STATIONS				NBC-OWNED TELEVISION STATIONS			
	1953	1954	1955		1953	1954	1955
KABC-TV, Los Angeles (formerly KECA-TV)	\$ (615,571)	\$ 109,373	\$ 534,766	KRCA-TV, Los Angeles (formerly KNBH)	\$ 260,088	\$ 1,040,864	\$ 1,817,767
KGO-TV, San Francisco	490,137	474,044	624,368	WNBK, Cleveland	738,866	1,339,924	1,948,434
WABC-TV, New York	(478,478)	642,379	740,590	WNBQ, Chicago	2,230,414	2,790,696	3,329,656
WBKB, Chicago	1,636,459	1,849,441	1,668,516	WRCA-TV, New York (formerly WNBT)	4,898,047	6,086,613	7,260,255
WXYZ-TV, Detroit	1,445,531	1,243,586	1,540,074	WRC-TV, Washington (formerly WNBW)	336,807	760,297	1,220,421
TOTAL	\$2,478,078	\$4,318,823	\$5,108,314	TOTAL	\$8,464,222	\$12,018,394	\$15,576,533
CBS-OWNED TELEVISION STATIONS				DuMONT-OWNED TELEVISION STATIONS			
	1953	1954	1955		1953	1954	1955
KNXT, Los Angeles	\$ 569,081	\$ 1,589,813	\$ 2,324,091	WABD, New York	\$ 34,246	\$ (56,897)	\$ (797,716)
WCBS-TV, New York	5,571,777	8,206,416	9,375,339	WDTV, Pittsburgh	2,978,342	3,025,875	---
WBBM-TV, Chicago	867,172	2,480,214	2,935,671	WTTG, Washington	(23,648)	(116,183)	(251,037)
WXIX, Milwaukee	---	---	(129,642)	TOTAL	\$2,988,940	\$2,852,795	\$(1,048,753)
TOTAL	\$7,008,030	\$12,276,443	\$14,505,459				

MID-YEAR STATUS OF COMMUNITY SYSTEMS: Legal and regulatory headaches, which it has in abundance, don't seem to inhibit growth of community antenna industry one whit. That's apparent from study of galley proofs of complete directory of systems to be included in our new Fall-Winter TV Factbook, due off presses about Aug. 1. Start of new TV stations seems to spawn new systems instead of killing off old ones. Here are some revelatory figures we've gleaned from the directory:

- (1) Systems in operation -- 480 vs. 392 year ago (Vol. 11:28).
- (2) Average number of subscribers per system -- 912 vs. 772.
- (3) Average potential subscribers, estimated by operators -- 1770.
- (4) Total homes reached by the 320 operators reporting figures -- 292,000.

Total potential, as judged by the 358 supplying estimates -- 634,000.

One salient fact disclosed in tabulation is tremendous development in Pacific Northwest. Oregon is the star performer, number of systems rising from 15 to 44 in

year. Washington is no slouch, either, though it showed smaller gain -- going from 26 to 33. Pennsylvania remains "the CATV state," leading with 88, a gain of 4 in year. West Virginia held steady at 38. Equipment manufacturers tell us there are plenty of others -- mostly very small, however -- the locations of which not even they are sure of. More accurate data should become available, gradually, as more state and regional CATV associations are formed.

CONGRESSMEN BLAST FCC IN TRUST PROBE: FCC went through 3 rough days before House Judiciary anti-trust subcommittee this week, coming under Congressional fire for policies which Chairman Celler (D-N.Y.) thinks may be contrary to anti-trust laws.

Incisive questioning was keyed to network profits, affiliation contracts, option time, must-buys, allocations -- all leaving strong impression subcommittee was putting commissioners on notice that they better get busy and take some action to bring more competitive outlets and networks into the TV structure.

At Dept. of Justice, meanwhile, former Los Angeles Judge Victor R. Hansen was being sworn in as chief trust-buster, succeeding Stanley N. Barnes who has had his men watching all the Capitol Hill proceedings relating to TV -- and Wall Street Journal, which has unusually accurate pipeline to anti-trust division, predicted: "Possible payoff of [Dept.'s] TV study: an autumn suit against all 3 big networks."

Mysterious sidelight on Judiciary subcommittee's public hearings was closed-door quizzing of CBS pres. Frank Stanton July 12-13 for total of 5 hours, followed by 2-hour secret session for questioning of Comr. Lee. Subcommittee clamped maximum security tag on subject of executive sessions, and neither Stanton, Lee nor any of the Congressmen would talk. But Lee emerged with broad smile, and high praise for Celler's conduct of hearings and for Congressional investigations in general.

Secret sessions provoked speculation that lawmakers thought they smelled a "scandal" -- but it would seem that none was uncovered.

Praise for conduct of hearings wasn't confined to Comr. Lee. Other commissioners and FCC personnel felt that, despite the sharp and sometimes leading questioning, Celler's inclinations were to be fair and to respect FCC viewpoints. But that didn't stop him from lambasting Commission actions which he said are leading to monopolistic concentration. Subcommittee Republicans, however -- notably Keating (N.Y.) and McCulloch (O.) -- generally defended networks, FCC and the status quo.

* * * *

Network finances occupied July 11 open hearing as Celler reeled off 1955 FCC figures on earnings & revenues of networks and their owned stations (see pp. 1-2) -- using same ratio-of-earnings-to-investment formula as Senator Bricker, which networks maintain is false yardstick of profitability. Celler said, for example, that before-tax profits of WCBS-TV in 1955 (\$9,375,339, probably highest of any station) constituted 2290% return on investment; that of WRCA-TV (\$7,260,255) an 857% return --drawing from McConnaughey remark that, yes, some of profits were "extremely high."

It was Celler's thesis that "only wealthy industries can get the opportunity to use these services" for advertising -- and he urged FCC "to direct itself to the proposition of these high charges." He thought FCC ought to determine whether such profits are proper, but FCC general counsel Warren Baker insisted it didn't have statutory authority to consider profits in connection with license renewals.

"I don't object to them making money," snapped Celler, "but it gets to the point where the Commission should stop, look and listen."

* * * *

Anti-trust implications in network-station relations occupied second day of hearing, as subcommittee counsel probed into these practices as possible law violations: (1) Fixing of stations' network rates by networks. (2) Discrimination in terms offered by networks to different affiliates.

Most questions about network practices were parried by McConnaughey with the comment that Roscoe Barrow's FCC network study committee is now making a thorough investigation. Barrow himself submitted report on study's techniques and goals.

Must-buy practice was called illegal by Celler. "Tie-in sales are in violation of the anti-trust laws," he said. "The situation in regard to must-buy is

analogous." Referring to network rate cards for their affiliates, he asserted: "Fixing prices is an anti-trust violation which goes back for many years."

Why FCC chain broadcasting rules haven't been updated for TV, occupied much of hearing -- counsel trying to establish that networks welcomed application of radio rules to TV because they thought it extended them immunity from anti-trust prosecution. Celler proposed to look for "evidence of dereliction" by FCC.

Chairman McConnaughey appeared calm and thoughtful during his long stint on stand, other members sitting by and being called upon for interpolations. Only at one point did McConnaughey raise his voice -- when counsel was hammering away on CBS & NBC television network "dominance." He exclaimed:

"Use all 70 uhf channels -- that's the answer to the whole problem. If you can utilize the uhf stations, I'm convinced we'll have several more networks." (For other allocations angles to this week's hearings, see below.)

Public hearings were recessed until fall -- date unannounced -- when they resume in Federal Courthouse, New York City, with testimony by advertising people, talent, network officials, film distributors, uhf telecasters.

SENATE COMMERCE Committee's pat-on-the-back interim report praising FCC for its deintermixture proposal and all-uhf study (Vol. 12:27 & Special Report) failed to come to a vote at Committee's July 11 meeting following week of extensive lobbying by telecasters opposed to deintermixture and/or shift to all-uhf.

Report is due to be considered again July 17, probably will get majority approval, though it will have more opponents than was generally believed week ago. One proposed minority report has already been circulated--by Committee's newest member, Sen. Wofford (D) of Greenville, S. C. Gist of his report:

"The hearing record has failed to produce an allocation plan superior to or as good as the existing one. We believe the current allocation plan should be maintained and all possible steps should be taken to promote the growth of uhf stations in intermixed markets."

Another strong foe of deintermixture on Committee is Sen. Purtell (R-Conn.), who spoke out at meeting against FCC's proposal to move Ch. 3 from Hartford to Providence. (That deintermixture is even more of a regional than political issue is demonstrated by resolution passed unanimously this week by Conn. Democratic State Convention urging retention of Hartford's Ch. 3.)

Other Senators who may finally oppose staff-prepared interim report are Ervin (D-N.C.) & Daniel (D-Tex.). At any rate, closed meeting this week produced enough anti-report sentiment to block vote for a week--but even Sen. Wofford conceded to us that Committee majority will approve deintermixture report.

Committee's stand in its allocations report is considered very important, because of the influence it can exert over FCC's future actions; extent and shape of Commission's allocations rule-making (Vol. 12:26) undoubtedly was result of the pressures built up in Sen. Magnuson's hearings. Among groups and individuals contacting Senators this week was new Assn. of Maximum Service Telecasters, which wired each Committee member protesting FCC's proposal as "significant first step toward an allocations plan based primarily on pressures for a commercial competitive system rather than on statutory requirements for a system designed to provide the best possible service for all the people."

* * * *

Chairman McConnaughey defended new allocations proposals at July 13 hearing of Celler Judiciary subcommittee (see p. 3). Said he: "We will have to utilize

the uhf portion of the band to get a truly competitive TV situation." As an interim step, he felt "deintermixing of certain markets is the most progressive proposal yet made."

Violently disagreeing, Rep. Quigley (R-Pa.) interjected that the proposal "isn't worth the paper it's written on." Citing uhf difficulties and station shutdowns, he shouted that Commission's record "is the best argument against socialism" and an excellent example of evils of govt. regulation. He lambasted Commission for permitting vhf stations to increase power and to move sites to blanket uhf areas.

Rep. Keating (R-N.Y.) defended Commission, challenging anyone with better plan to come forward and offer it.

McConnaughey repeated his plea for legislation to prohibit vhf-only receivers in interstate commerce--"or some other impetus." But Quigley retorted that his district (Harrisburg-York) represents largest all-channel-set area in U. S., and the big number of uhf sets there apparently hasn't helped uhf situation.

Commissioners will appear before Senate Commerce Committee Tue., July 17, (possibly running over to next day) to explain allocations proposals.

TV stations are bracing themselves for flood of phone calls from irate viewers next Fri., July 20, when every TV & FM station in nation is scheduled to go off air 4:10-4:25 p.m. as part of first nationwide Conelrad drill. Some 1250-1300 AM stations will participate actively by broadcasting, in rotating sequence within each area, on Conelrad frequencies of 640 & 1240 kc. All other AM stations will leave air for the 15-min. period. Civil Defense Administration has furnished recorded announcements to Conelrad stations for use during drill. All stations will announce drill immediately before leaving air or switching to Conelrad frequencies. Purpose of Conelrad is to prevent enemy planes from using TV-radio transmitters as navigational aids, and at same time permit use of nation's radio stations to provide emergency information to public.

BBC has 3 new governors, appointed as of July 1: Earl of Balfour, national governor for Scotland, replacing Thomas Johnston; Mrs. Thelma Cazelet-Kerr, chairman of council of Equal Pay Campaign Committee, replacing Lady Rhys-Williams; Dame Florence Hancock, chief woman officer of Transport & General Workers' Union, replacing Mrs. Barbara Wootteen. Sir Philip Robert Morris was reappointed governor & vice chairman until June 30, 1958.

Personal Notes: Jack Poppele, feted at Willard Hotel party by colleagues and friends July 12, on occasion of departure from post of deputy USIA director in charge of Voice of America, announced he will become TV-radio management consultant, headquartering until fall at home, 9 Crest Circle, So. Orange, N. J. . . . Eric Jensen, ex-J. Walter Thompson, N. Y., named mgr. of WLWD, Dayton, succeeding H. Peter Lasker, transferred to N. Y. as v.p. for sales of Crosley stations . . . Harry J. Ockershausen, of law firm of Dempsey & Koplovitz, returned to desk July 11 following appendectomy . . . Donald A. Pels, from accounting firm of Arthur Young & Co., named business mgr. of WABC-TV, N. Y., succeeding Grady E. Jensen . . . Frank Conrad promoted to gen. mgr. of KNTV, San Jose, Cal., succeeding Douglas D. Kahle, who recently acquired radio KWIN, Ashland, Ore. . . . Glenn B. Lau promoted to commercial mgr. of WPFH, Wilmington-Philadelphia . . . Seymour Eaton promoted to north central sales supervisor, NBC-TV Films; Richard A. Baldwin promoted to south central sales supervisor, Robert B. Bersbach to Chicago sales supervisor . . . John J. Moffitt promoted to director of newly formed public service bureau, WEWS, Cleveland, combining all community service, public information & promotional activities . . . H. Wynn Bussmann promoted to public relations director, Nielsen broadcast div., Chicago . . . Joseph F. Greene promoted to asst. to Don L. Kearney, sales v.p. of ABC Film Syndication . . . Harris L. Katleman, west coast operations director, Goodson-Todman Enterprises, elected a v.p. . . . George Bilson, ex-RKO & Screen Gems, joins Briskin Productions Inc., Hollywood, in charge of developing new TV series for Columbia Pictures' subsidiary Screen Gems . . . Albert Odeal, ex-KYW-TV, Cleveland, named film director, WRCA-TV, N. Y. . . . Jack Wiley promoted to adv. & promotion mgr. of WRCV-TV, Philadelphia, succeeding Morris Wattenberg . . . Donald H. Edgemon, ex-WKRC-TV, Cincinnati, named asst. sales promotion mgr., WBZ-TV, Boston . . . Charles King, one-time gen. mgr. of WKAL, Rome, N. Y. (same ownership as WKTU, Utica), promoted to Mutual director of station relations . . . George S. Dietrich promoted to national director of NBC Radio Spot Sales, Fred Lyons to mgr. of central div., Larry Surles to mgr. of eastern div., Mort Gaffin to director of new business & promotion.

RKO TELERADIO'S Thomas F. O'Neil, whose purchase of Howard Hughes' Hollywood "white elephant" and release of its movie backlog "broke the psychological barrier that has gripped Hollywood since TV first flickered," is subject of cover story in July 16 *Newsweek*—best roundup yet on the business operations and personality of the son of founder-pres. Wm. O'Neil of highly diversified General Tire & Rubber Co. Steeped in big business, 1937 graduate of Holy Cross where he played football and was known as "Ox" because of his heft, O'Neil became a salesman in his father's business after 4½-year hitch in Coast Guard. Now, at 41, he's described as "a shrewd dealer with a keen eye for costs and profits" who carries a slide rule in his pocket. In last 2 years he has doubled General Tire's entertainment investments (in movies, TV & radio stations, radio networks, recording company & 2 music publishing houses)—and "this year, helped by fat tax writeoff from the RKO investment, they will probably clear at least \$6,000,000." O'Neil sees the General Tire package "as the kind of integrated operation designed for maximum efficiency and minimum costs." He's quoted: "We're in the manufacturing business, making films. We're in the wholesaling business, renting films to TV stations [and] theatres. And we're in the retailing business with our own TV stations." And—"If vaudeville comes back, we'll probably get in that too."

STORER BROADCASTING CO. purchase of WMUR-TV, Manchester, N. H. (Ch. 9), contingent upon sale of one of its present 5 vhf stations, was disclosed July 13 when counsel Robert F. Jones, ex-FCC member, and Edward O'Brien, Worcester attorney & son-in-law of seller ex-Gov. Francis P. Murphy of New Hampshire, filed transfer papers with FCC. Storer proposes to pay \$300,000 for outstanding stock, assuming indebtedness of \$532,453, which includes \$120,000 bank loan and \$59,321 owed RCA.

It's also proposed, in separate application, to move transmitter 32 mi. southeast of Manchester, in Georgetown Township, Mass., or about 26 mi. north of Boston. Station gets service from all 3 networks, already claims big Boston and central New England coverage. Gov. Murphy recently sold radio WMUR for \$150,000 (Vol. 12:5, 9), so radio isn't involved in deal.

WMUR balance sheet for combined TV-radio as of May 31, 1956 shows \$640,349 total assets, of which \$538,275 are fixed. Last Jan. 1, operating deficit was \$250,426 but up to May 31 net gain from radio deal cut this by \$126,728 while TV losses ran \$35,916—cutting deficit to \$159,615 as of May 31.

Which of Storer's stations would be sold is conjectural, application stating it cannot designate one because it would be "forced sale." The Storer vhf's are WJBK-TV, Detroit; WSPD-TV, Toledo; WAGA-TV, Atlanta; WJW-TV, Cleveland; WBRC-TV, Birmingham.

The \$4,250,000 sale of KGUL-TV, Galveston-Houston (Ch. 11) to newly formed Lone Star TV Corp., 90% owned by J. H. Whitney & Co., N. Y. investment firm (Vol. 12:19, 24), was approved by FCC this week. Other 10% is held by founder Paul E. Taft, who continues as pres.-gen. mgr. Actually, Lone Star acquires 90% interest in station, purchasing Taft's 40.5% and the various holdings of Jimmy Stewart, actor; F. Kirk Johnson, Fort Worth oilman; R. Lee Kempner, Galveston banker; V. W. McLeod, Galveston attorney; and other minority stockholders (see *TV Factbook No. 22*). It has option to acquire other 10% from Wesley West. Whitney firm also owns KOTV (Ch. 6) and several community antenna systems.

H. & E. Balaban Corp. is buying 50% of CP for WMCN, Grand Rapids, Mich. (Ch. 23), paying \$7500 for 75 shares, according to application filed with FCC this week. Two of original owners retaining interest are theatremen John D. Loeks, 33⅓%, and Howard W. Frech, 16⅔%. Balabans also own 50% of WTVO, Rockford, Ill. (Ch. 39) and WICS, Springfield, Ill. (Ch. 20)—refuted to be successful vhf's—and are applicants for Ch. 42, Birmingham, Ala.

Memorial plaque to Paul W. White, founder of the CBS news dept. and one of the great pioneers of radio news-casting, was unveiled in San Diego's Balboa Park July 8 in presence of his widow, his former colleagues at KFMB-TV & KFMB and others. Speakers were Howard Chernoff, ex-mgr. of the stations, and Hugh Baillie, recently retired pres. of UP, who stated: "Radio and TV news coverage would not be what it is today if it had not been for the hard work and farsightedness of Mr. White."

Practicing what it preaches: *Philadelphia Inquirer* and its WFIL-TV & WFIL have been crusading vigorously against drinking drivers—so when WFIL-TV daytime disc jockey Bob Harne was arrested last week on drunken driving charge it suspended him forthwith.

Edward Blake Blair, 84, father of John Blair, the rep, and a veteran Chicago adman himself, died in Chicago July 12. Survivors are his wife and 2 sons.

Telecasting Notes: Acid pen of George Jean Nathan, the veteran dramatic critic, pours its vitriol on TV in Aug. *Esquire Magazine* with such observations as these: That TV is no threat to stage, offering as much competition to the legitimate theatre "as that offered the N. Y. Philharmonic by a Trinidad calypso band." That TV has failed to develop a single dramatic actress with any drawing power. That its leading playwrights and comedians have all been failures on the stage . . . Nathan goes on: "When you come right down to it, TV as we get it today is essentially just the movies without the popcorn, and its threat to the theatre is just about what some people once said the movies would be, which of course turned out to be negligible." And he concludes with this barb: "Let it [TV] go on for exactly what it is, a money-making invention for the pleasure, delight and enthusiasm of boobs with boob tastes and no one will complain, except maybe the boobs when they are surfeited with old western films in a state of flickering decay, crooners with overworked, rusty larynges and dramatic classics performed by actors who never got beyond *Three Men on a Horse* and *Charley's Aunt*" . . . "Nine production companies will turn out better than 80% of all TV film made this year," reports July 14 *Billboard*, listing these as the 9 "majors": Desilu, 4-Star Productions, Hal Roach Studios, Kagan-NBC Film, McCadden Productions, Revue Productions, Screen Gems, TCF-TV (20th Century-Fox), Ziv-TV . . . "Largest TV film project in Canadian history," as announced by CBC, begins soon with filming of 39 half-hour episodes of *Last of the Mohicans* by Normandie Productions Ltd., Toronto; CBC series will be distributed elsewhere in world by TPA . . . Hal Roach Studios' commercial div. reports first 6 months billings 58.8% over same period last year, 12 new major advertisers joining list of customers . . . Universal Pictures sells 31 serials produced in 1936-47 to Hygo TV Films for about \$1,500,000 . . . RKO Teleradio reported ready to enter TV film syndication field on major scale . . . Stepping up use of feature films, NBC flagship WRCA-TV, N. Y., plans daily 5:30-6:45 p.m. first-run series and Sat. & Sun. night movies next fall.

Martha Rountree's second *Press Conference* program on NBC-TV went virtually unnoticed by press this week because of lack of news—in sharp contrast to last week's tumultuous debut featuring Attorney General's scoop announcement of anti-trust suit against General Motors (Vol. 12:27). Guest July 11 was Sen. Mansfield (D-Mont.), who had no prepared "story," gave inquiring newsmen very little news. The Senator had defended Miss Rountree and her show against criticism of some newsmen who contended Brownell saved up big news to assure largest possible audience on commercially-sponsored program (Corn Products Refining Co.), and took crack at Brownell for not holding more press conferences on or off TV. Note: *Newark News'* Washington correspondent Arthur Sylvester reported that Brownell's old N.Y. law firm, Lord, Day & Lord, represents Corn Products Refining Co., but quoted those associated with program as saying that had nothing to do with getting Brownell on first show.

High school credit course in freshman English will be offered on WNBQ, Chicago, 10:30-11 a.m. for 40 weeks from Sept. 16, by arrangements this week between Jules Herbeveaux, NBC v.p. & WNBQ gen. mgr., with Dr. Benjamin Willis, supt. of schools. Period has been occupied for last 5 years by award-winning *Live & Learn*, and new show will be carried in color.

President Eisenhower signed S-3674 this week, aimed at tightening laws relating to fraud by TV, radio or wire communications from abroad (Vol. 12:15-16, 18, 27).

AVOWEDLY OUT TO ACQUIRE stations of its own, as part of its proposed foray into the TV business with the important MGM backlog of films (Vol. 12:25), Loew's Inc. has suggested to certain stations that it will give them exclusive deals on the films in exchange for stock interests—but, as far as we can learn, it has had no takers as yet. That's behind flurry of reports in the theatrical trade press that Loew's has begun dickering with stations, notably WATV, Newark-New York (Ch. 13), with view to acquiring ownership interests.

Spokesman for WATV, heavy film user which recently signed for the NTA package of 20th Century-Fox films, said no deal with Loew's is in progress and, though many people have sought to buy the station, there is no plan to sell it or any part of it. At one time Storer made overtures to buy, he said. As for swap-for-film deal, he called it "unthinkable." Loew's new TV operations v.p. is Charles C. (Bud) Barry, reporting to pres. Arthur M. Loew.

There were reports again that unnamed principals had bid between \$5,000,000 & \$6,000,000 for WABD, New York (Ch. 5), owned by DuMont Broadcasting Co.—but no confirmation. Carl M. Loeb, Rhoads & Co., which engineered spinoff last Oct. of DuMont broadcasting stations from manufacturing firm (Vol. 11:33-34, 39, 42), indicated at time that more capital would be raised in order to acquire additional stations, both TV & radio, but nothing has yet been done. DBC also operates WTTG, Washington (Ch. 5).

Report was published this week that *Philadelphia Bulletin*, which owns WCAU-TV (Ch. 10), had purchased 50% of WGBI-TV, Scranton (Ch. 22) from estate of Frank Megargee—but checkup revealed that, though there have been some preliminary talks about possibility of purchase, nothing has been finalized. Three-year-old CBS-affiliated uhf station in all-uhf Scranton-Wilkes-Barre area (4 stations) is reputed to be substantial money-maker and purchase by big-time operator like *Bulletin* would give uhf big boost—at least, in non-intermixed areas.

"Cash giveaways" on radio appear to be in for further FCC scrutiny, for this week it sent McFarland letter to Todd Storz's Mid-Continent Bestg. Co. questioning whether its proposed \$850,000 purchase of WQAM, Miami from *Miami Herald* (Vol. 12:21) is in public interest. Letter indicates hearing may be necessary because FCC has information that the "largest single factor in [Mid-Continent's] pattern of operation is the giving away of sums of money to the listening audience; that, in effect, Mid-Continent appears to be 'purchasing' the listening audience for its stations; that this pattern of operation, with its apparent success, appears to be the inducement to other broadcasters to adopt similar methods; that this pattern of operation tends to limit the ability of station licensees to provide the service they consider necessary to meet the tastes and needs of their communities and results in a deterioration of the quality of the service previously rendered to the public." Storz operates radios KOWH, Omaha; WTIK, New Orleans; WHB, Kansas City; WDGY, Minneapolis. WQAM sale is required under duopoly rule, inasmuch as owners are among principals in new WCKT, Miami (Ch. 7) and its radio adjunct WCKR (formerly WIOD).

Action to extend hours of daytime-only radio stations was urged this week in statement by Daytime Broadcasters Assn. pres. Jack S. Younts, in answer to request for comments by House Small Business Committee, which once indicated desire to investigate daytimers' complaints. Younts scored Commission's long delay in case, telling Committee "the limits of patience are reached when a turn of the wheels [of Govt.] must be measured in terms of decades or generations." DBA's Washington counsel now is Benedict Cottone, group having switched from Frieda Hennock.

Network Accounts: Oldsmobile this week purchased one-third sponsorship of political conventions and election returns on NBC-TV & Radio, thru D. P. Brother & Co., Detroit; RCA and Sunbeam had previously purchased one-third each. Westinghouse will sponsor on CBS, Philco on ABC . . . Oldsmobile also will sponsor "Oscar" awards on NBC-TV next spring for 4th straight year . . . General Mills to sponsor *Giant Step*, a Louis G. Cowan live production described as a "juvenile \$64,000 Question" on CBS-TV starting in fall, Wed. 7:30-8 p.m., thru BBDO; contestants will be youngsters . . . Shaeffer Pen and Procter & Gamble to be alt. sponsors of *The Brothers* on CBS-TV starting Oct. 2, Tues. 8:30-9 p.m., thru Russel M. Seeds, Chicago, and Leo Burnett Co., Chicago . . . Instant Maxwell House Coffee to sponsor *Diek Powell-Zane Grey Theatre* on CBS-TV starting Oct. 5, Fri. 8:30-9 p.m., thru Benton & Bowles . . . Breck Co. (shampoo) buys 13 partic. on *Matinee Theatre* on NBC-TV starting July 19, Mon.-thru-Fri. 3-4 p.m., thru Humphrey, Alley & Richards, Boston . . . Cal. Walnut Growers Assn. buys 7 partic. on NBC-TV's *Home* starting Nov. 8, Mon.-thru-Fri. 11-noon, thru McCann-Erickson, San Francisco . . . New quiz program, *Tic Tac Dough*, debuts on NBC-TV July 30, Mon.-thru-Fri. noon-12:30 p.m., with Jack Barry as m.c. and open to partic. sponsors.

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ADVERTISING AGENCIES: Louis L. Ergmann elected TV-radio v.p., Robert W. Orr & Assoc., N. Y. . . . John T. Shannon, Kenyon & Eckhardt v.p. on Ford-Mercury account, to head agency's new Atlanta office (795 Peachtree St. NE) opening in mid-Sept., servicing RCA among other accounts . . . Vern Eastman elected v.p. & mgr. of Los Angeles office, D'Arcy Adv. . . . Sherman Slade, mgr. of Hoffman Electronics account for Dan B. Miner Co., Los Angeles, elected a v.p. . . . Joseph Forest, exec. producer in Wm. Esty Co. TV commercial dept., elected v.p. in charge of TV commercials . . . Robert L. Weber, ex-KPTV, Portland, Ore., joins McCann-Erickson, Portland . . . Robert J. McCarthy, ex-D'Arcy, named mgr. of new Houston office, MacManus, John & Adams.

There were 290 "advertising millionaires" in 1955—i.e., companies which spent at least \$1,000,000 in national advertising—with network TV taking largest share of the \$1.5 billion they invested in 8 major media, reports July 16 *Printers' Ink* on basis of own study. "Millionaire" group spent \$386,425,155 on network TV last year, compared to \$296,266,957 in 1954; newspapers received \$356,745,172 vs. \$294,438,714 in 1954; magazines, \$355,570,739 vs. \$316,425,542; network radio, \$96,593,121 vs. \$119,488,528.

More Canadian rate increases (see also Vol. 12:27): CHCH-TV, Hamilton, Ont. Sept. 1 raises base hour from \$450 to \$500. CKCK-TV, Regina, Sask. Sept. 1 raises hour from \$235 to \$260. CKNX-TV, Wingham, Ont. has raised hour from \$200 to \$235. CKRS-TV, Jonquiere, Que. has raised hour from \$160 to \$200.

Rate increases: WLWA, Atlanta, July 1 raised base hour from \$800 to \$900, min. \$130 to \$175. WCDA, Albany, N. Y. has raised hour from \$400 to \$500, min. \$80 to \$100. WPTZ, Plattsburgh, N. Y. has raised hour from \$250 to \$300, min. \$50 to \$60.

Network affiliations: KBAK-TV, Bakersfield, Cal. (Ch. 29) joins CBS-TV as secondary, becoming primary CBS Jan. 9, 1957, replacing KERO-TV (Ch. 10), latter retaining NBC. Upcoming KDIX-TV, Dickinson, N. D. (Ch. 2) joins CBS about Oct. 1 under Extended Market Plan.

Clorox Chemical Co., one of last non-users of TV among detergent makers (who have been special targets of TvB presentations), will spend \$2,000,000 this fall in national spot TV, thru Honig-Cooper Co., San Francisco.

"RADIO MUST BE PRIMARILY LOCAL," said Westinghouse Broadcasting Co. pres. Donald H. McGannon in announcing July 11 that Westinghouse was withdrawing its Boston, Cleveland, Ft. Wayne & Pittsburgh radio stations from NBC daytime schedules, Mon.-thru-Fri., effective July 16. He pointed to upward trend in local time sales, downward in network, claimed network is underpricing radio and its compensation to stations—despite fact "we feel that radio is a more vigorous medium than ever."

The Westinghouse action, pointing up dissatisfaction of many network stations with present schedules and declining network compensation, may or may not trigger faster pace to an apparent trend away from all of the AM networks—which CBS countered recently by increasing payments to its radio affiliates by 6½% following the several reductions of last few years. Common talk in the industry is that the 3 major networks are able to hold their AM affiliates, since the "TV revolution" began, primarily by reason of the more prized and more profitable TV affiliations. Three of Westinghouse's 4 TV stations continue their NBC affiliations, however.

McGannon's action provoked sharp response from NBC pres. Robert W. Sarnoff, in effect cutting off radio relations entirely and indicating new affiliates will be signed. In letter to McGannon, Sarnoff charged him with demanding special treatment for his stations not accorded other NBC affiliates, asserting that in the quest for ways and means of strengthening the network services "the only affirmative proposal you have made is that we convert to a program syndication service in radio, under which stations would buy programs from us for local sale."

NBC has no intention, said Sarnoff, of abandoning present system of network and intends to "continue to search for and adopt every means that will make radio network more productive. . . . Your action indicates that you have no interest in the maintenance for the public of the national radio service which the networks provide. You are unwilling to continue furnishing your radio audiences with network programs such as the political conventions, the World Series, the world-wide news presentations and special event coverages [because] the revenue you obtain from the network has declined in recent years."

Obviously recalling Westinghouse's onetime ownership interest in NBC (it had joined with GE to set up RCA in 1919 and NBC in 1926), Sarnoff said Westinghouse stations developed their important standing and have realized millions of dollars in profit as result of NBC radio affiliations going back 30 years. "Your decision," he said, "seems to me to be based on a short-sighted policy which is not typical of the policy followed by the Westinghouse broadcasting management which helped pioneer radio with NBC. I am sorry to see you take this decision [but] since you have resolved on your course of action, we will abide by it and proceed to act on it."

Note: NBC Radio's *Weekday*, having failed to click, goes off air July 27 and new *Bandstand*, featuring live music by popular orchestras, is due to start July 30. Meanwhile, spot radio is enjoying noteworthy upsurge, gaining 17.8% in first 5 months of 1956, according to Price Waterhouse survey for Station Representatives Assn. Many individual radio stations, too, are reporting overall gains—Detroit's WWJ, for example, announcing sales for first 6 months were 46.5% ahead of same 1955 period.



Radio Advertising Bureau, 460 Park Ave., N. Y., has issued binder containing co-op advertising information on 1600 products manufactured by 450 producers.

CPs WERE AWARDED in 2 long-contested cases this week—New Orleans' Ch. 4 going to WWL (Loyola U) and Corpus Christi's Ch. 10 to KSIX (Vann Kennedy). Future of WWL grant is clouded, however, by fact that FCC has proposed to move Ch. 4 to Mobile and no construction can be started until allocations rule-making is completed.

FCC reversed hearing examiner in WWL grant; he had favored WTPS (*New Orleans Times-Picayune*). Deciding factors in choice of WWL over WTPS and ex-Gov. Noe's WNOE were past record in radio and diversification of communications interests. In grant to KSIX over KEYS and Superior TV Inc. (Helen Alvarez group), FCC overruled objections of local uhf KVDO (Ch. 22) and upheld initial decision, throwing weight to KSIX on issues of ownership-management integration and media diversification.

Novel petition was filed this week in attempt to get station on air in long-tangled 5-way competition for Ch. 4 in Irwin, Pa. (Pittsburgh area). One of 5 applicants, WLOA, Braddock, Pa. (Matta Enterprises) asked Commission for "declaratory ruling" in favor of interim trusteeship among the 5 to operate station jointly pending final grant, as was done in case of Shreveport's KSLA (now KSLA-TV). WLOA said it feels all or most of the Ch. 4 applicants would join in such an operation if FCC issued the ruling.

Commission summarily rejected a subscription-TV application, returning as "not acceptable" applications by Lou Poller to assign his CPs for WOPT, Chicago (Ch. 44) and WCAN-TV, Milwaukee (Ch. 25) to his 100%-owned TV Exhibitors of America Inc. and to devote 25% of their time to pay-TV programming (Vol. 12:26).

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On allocations front, FCC was active again this week. It began rule-making on these proposals: (1) Reserve Ch. 5 for educational use in Lubbock, Tex., instead of Ch. 20. (2) Reserve Ch. 12 instead of 18 in Lincoln, Neb. (3) Substitute reserved Ch. 49 for reserved Ch. 11 in Lexington, Tenn., shifting Ch. 11 to St. Joseph, Tenn. for commercial use. (4) Add Ch. 5 to Glendive, Mont. (5) Shift Ch. 6 from Pierre to Reliance, S. D. (6) Assign Ch. 19 or 23 to Bishop, Cal. (7) Add Ch. 17 & 39 to Bakersfield, Cal. Comments on these proposals are due Aug. 15.

These allocations petitions were filed this week: (1) Louisville's off-air WKLO-TV (Ch. 21) asked that Ch. 7 be shifted from Evansville, Ind. to Louisville, WKLO-TV to get Ch. 7. (2) Ky. Gov. Chandler & Sen. Humphreys (D) asked assignment of Ch. 7 to Louisville. (3) WNAO-TV, Raleigh (Ch. 28) filed alternative to its proposal of June 28 (Vol. 12:26), this time seeking addition of Ch. 22, 44 & educational 50 to Raleigh, switch of Ch. 5 from Raleigh to Rocky Mount, deletion of educational 22 from Raleigh and deletion of Ch. 50 from Rocky Mount. (4) WSEE, Erie (Ch. 35) requested shift of WICU's Ch. 12 from Erie to Cleveland, reservation of Erie's Ch. 66 for educational use instead of Ch. 41.

FCC's July 18 meeting will be last until Aug. 29, although "board of commissioners"—composed of whoever happens to be present at the time—will be empowered to conduct any necessary business during the vacation period.

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Cease-&-desist order against another unlicensed booster station—EAO-TV, Entiat, Wash.—was recommended this week in initial decision by FCC examiner Hugh Hutchison.

COMMUNITY ANTENNA system radiation limits were formally established by FCC this week in first Commission rule specifically mentioning community systems. The long anticipated ruling is based principally on recommendations made by a RETMA committee of representatives of community equipment manufacturers and system operators.

Permissible limits for spurious radiations from the systems, as provided by new rule: Below Ch. 2, 15 uv/m at 100 ft.; Ch. 2-6, 20 uv/m at 10 ft. (400 uv/m in sparsely inhabited areas); Ch. 7-13, 50 uv/m at 10 ft. (1000 uv/m in sparsely inhabited areas); above Ch. 13, 15 uv/m at 100 ft.

National Community TV Assn. exec. secy. E. Stratford Smith said that, while some CATV operators may have to make modifications to meet the new limits, new rule is "quite satisfactory," shouldn't work undue hardship on anybody, particularly in view of fact that existing systems have until 1960 to comply. Effective date of new rules is Aug. 20, 1956; new systems whose construction is begun Oct. 1 or later must comply from the start; systems in existence Sept. 30 will have until Dec. 31, 1959 to meet limits.

New rule adds Subpart D to Part 15 of rules governing restricted radiation devices. It's Docket 9288, Mimeo 33320, FCC Document 56-691, available from Commission—or from us.

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"Hollywood's Future in Toll-TV Features" headlines July 11 *Film Daily* interview with RKO Radio production v.p. Wm. Dozier. He's quoted as saying film capital will be producing many times more pictures than ever before—but for subscription-TV, not theatres. Only about 16 theatrical pictures will be made yearly by all studios, for road-show engagements, but pay-as-you-see TV is "inevitable" in 5-10 years, in his view. He visualizes homes having toll-TV receivers with big screens—and eventually 30,000,000 pay-TV sets-in-use. He also said: "We are now making our theatrical films with a view to their ultimate use on TV"—explaining that RKO considers how each scene will reproduce on home TV screen during production of its current movies.

Opposition to subscription TV was voiced by Donald F. Conaway, AFTRA exec. secy., at Chicago convention July 13. He predicted FCC won't even authorize it on trial basis unless restricted to isolated areas. "Pay-as-you-see TV," he said, "would put too many of our people out of work. Showing of first-run movies would benefit members of the Screen Actors Guild, not ours." He reported to big TV-radio artists' union he hoped to start negotiating by mid-Sept. for network contracts that expire Nov. 15.

New 16mm test film suitable for precise alignment of monochrome & color TV film chains is now available from SMPTE, 55 W. 42nd St., N. Y. for \$27.50 per 100-ft. length. Test film measures registration, aperture size, resolution, shutter timing, centering of image, steadiness of its own test image with respect to perforation, also provides "thousandths scale" for measuring film movement in double-exposure testing of printer steadiness. Development work on the test strip was done over 2½-year period by George W. Colburn, of George W. Colburn Labs, Chicago.

Nationwide pre-convention closed-circuit telecasts will be aimed at Democratic & Republican delegates by CBS-TV July 23 & 25. Featuring party chairmen and CBS commentators, program will be viewed by delegates assembled at CBS-TV affiliates' studios, explain how network will cover convention.

Three new Antenaplex distribution amplifiers for small-to-medium distribution and closed-circuit systems in motels, hotels, showrooms, etc. were announced this week by RCA. They are MI-5301, covering high & low bands at \$150 list; MI-5302, low band, \$88; MI-5303, high band, \$110.

MIAMI'S SECOND VHF commercial station, the long aborning WCKT (Ch. 7), headed by ex-NBC pres. Niles Trammell, is now running test patterns and is due to start July 29 as an NBC basic, replacing Storer's uhf WGBS-TV (Ch. 23) on the network. Miami area also has WTVJ (Ch. 4), educational vhf WTHS-TV (Ch. 2), and another uhf, WITV (Ch. 17).

New outlet uses 50-kw RCA transmitter with 12-section superturnstile antenna on 900-ft. Ideco tower located on antenna farm on Miami's outskirts. Studios are at site of affiliated radio WCKR (formerly WIOD) on North Bay Causeway. Owners are Mr. Trammell, pres., 15%; James M. Cox Jr., 30.5%; John S. Knight, 17.5%; James L. Knight, 10%; J. Leonard Reinsch, 5%; C. Blake McDowell, 5%; Lee Hills, 5%; Owen Uridge, 5%; James M. LeGate, station mgr., 3.5%; Milton C. Scott, 3.5%. Cox family publishes *Miami Herald*, John Knight the *Miami News*, and both have other TV-radio and publishing interests (see *TV Factbook No. 22*).

LeGate has been manager of Cox's WIOD, which was retained when the rival newspapers merged their TV-radio interests—selling Knights' WQAM (see p. 6). WCKT operations mgr. is Charles Kelly, ex-gen. mgr. of WSUN-TV, St. Petersburg, with Robert L. Fidler, from WCKR, sales mgr.; M. C. Scott Jr., also WCKR, chief engineer. Base hour is \$950. Rep is NBC Spot Sales.

Miami station is 478th on air (98 uhf). Due on air next are WBIR-TV, Knoxville (Ch. 10) and KUAM-TV, Agana, Guam (Ch. 8)—both expected week of July 15.

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

WSYE-TV, Elmira, N. Y. (Ch. 18), projected as satellite of WSYR-TV, Syracuse (Ch. 3), will be on air about

Sept. 15, according to WSYR-TV pres.-gen. mgr. E. R. Vadeboncoeur, speaking to dealer-distributor meeting in Elmira's Mark Twain Hotel. Equipment has been ordered from GE and installation on Hawley Hill will be under direction of chief engineer Albert Eicholzer. WSYE-TV will operate on 18-hour daily schedule, repeating NBC, some ABC and local WSYR-TV shows, picking up signal direct from mother station, 70 mi. away.

KVSO-TV, Ardmore, Okla. (Ch. 12), has changed target to Aug. 15, because of delay in delivery of 6-bay RCA antenna, reports station mgr. Douglas C. Dillard. It has 317-ft. Ideco tower on Mt. Arbuckle ready and 5-kw DuMont transmitter has been installed. Owner is John F. Easley, publisher of *Daily Ardmorette* (KVSO). Base hour will be \$150. Rep will be Pearson.

CHLT-TV, Sherbrooke, Que. (Ch. 7), has July 25 target for test patterns, reports owner Paul Desruisseaux, publisher of Montreal's French language daily *La Tribune*. It has 10-kw RCA transmitter installed and ready, with 18-slot antenna on hand for 150-ft. tower being built in Mont-Orford Provincial Park. Base hour will be \$400. Reps will be Adam Young's Canadian Station Representatives and Jos. A. Hardy & Co. Ltd.

CKGN-TV, North Bay, Ont. will be added to Canada's live TV network circuits early in Oct. when Bell Telephone Co. installs temporary relay route at time of completion of Toronto-Winnipeg section of transcontinental microwave system. A proposed interim network spur to CKSO-TV, Sudbury, Ont., has been deferred until Feb. 1957.

RCA shipped 2-kw transmitter July 10 to WMT-TV, Cedar Rapids, Ia. (Ch. 2); 6-section superturnstile antenna July 12 to upcoming KVSO-TV, Ardmore, Okla. (Ch. 12), due in Aug.; 102-ft. high-gain antenna July 13 to WTVH, Peoria, Ill. (Ch. 19).

Color Trends & Briefs: This is the RCA-NBC timetable for color set circulation, as officially set forth in an intra-company memo circulated this week and designed to answer inquiries from the industry, from newsmen and from ad agencies: Jan. 1, 1956—30,000 sets-in-use; Jan. 1, 1957, 300,000; 1958, 1,000,000; 1959, 3,000,000; 1960, 7,200,000; 1961, 12,500,000. As of July 1, this year, memo reckons 60,000 sets were in use, expected to go up to 100,000 by Oct. 1 and to 300,000 by year's end.

Figures begin somewhat more conservatively than the "guesstimates" of Sylvania research chief Frank W. Mansfield. He has calculated 40,000 color sets were in use at end of 1955, going up to 70,000 at end of first quarter of this year, 110,000 at end of second quarter—but says frankly that the figures are tentative.

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RCA's big color set promotion broke this week with 4-page spread in *Life Magazine*, followed by national ads in leading newspaper supplements July 15 and with distributor tie-in ads in many local newspapers same date. Kick-off will be followed by series of single-page color ads in *Saturday Evening Post*, *Collier's*, *Life*, *TV Guide*, *Ebony*, *Farm Journal* and others, along with extensive newspaper campaigns. R. H. Coffin, RCA v.p. for adv. & sales promotion, said 300,000,000 ad "impressions" are scheduled in newspapers & magazines between July-Sept. Each distributor also is empowered to run own local campaign with co-op funds. Agency for national campaign is Kenyon & Eckhardt.

RCA has shipped 3-V color film cameras to WDSU-TV, New Orleans, new live color camera to NBC, Hollywood; it also reports that WGN-TV, Chicago, has taken delivery of the 3-V color film camera and studio camera exhibited at last NARTB convention.

Network Color Schedules (July 16-29, 1956)

- July 16—NBC: *Matinee Theatre*, 3-4 p.m.
- July 17—NBC: *Matinee Theatre*, 3-4 p.m.
- July 18—NBC: *Matinee Theatre*, 3-4 p.m.; *Jaye P. Morgan Show*, 7:30-7:45 p.m.; *Kraft Television Theatre*, 9-10 p.m.
- July 19—NBC: *Matinee Theatre*, 3-4 p.m.; *Lux Video Theatre*, 10-11 p.m.
- July 20—NBC: *Matinee Theatre*, 3-4 p.m.
- July 21—CBS: *Gene Autry Show*, 7-7:30 p.m. NBC: *Julius La Rosa Show*, 8-9 p.m.
- July 22—NBC: *Zoo Parade*, 5-5:30 p.m.; *Alcoa Hour*, 9-10 p.m.
- July 23—NBC: *Producers' Showcase*, "Rosolinda," 8-9:30 p.m.
- July 25—NBC: *Matinee Theatre*, 3-4 p.m.; *Kraft Television Theatre*, 9-10 p.m.
- July 26—NBC: *Matinee Theatre*, 3-4 p.m.; *Lux Video Theatre*, 10-11 p.m.
- July 27—NBC: *Matinee Theatre*, 3-4 p.m.
- July 28—CBS: *Gene Autry Show*, 7-7:30 p.m. NBC: *Julius La Rosa Show*, 8-9 p.m.
- July 29—NBC: *Zoo Parade*, 5-5:30 p.m.; *Goodyear Playhouse*, 9-10 p.m.

From standpoint of the advertiser, color TV today is where black-&-white was in 1949—on verge of transition from a novelty to a household necessity. By 1958, with possibly a million sets in use, it will assume importance as an advertising medium. This is nub of conclusions drawn by Gerald W. Tashker, Cunningham & Walsh research v.p., who directs that agency's "Videotown" surveys (using New Brunswick, N. J. as typical American community), in interview in July 9 *Broadcasting-Telecasting*—a very significant addition to the literature on color prospects, worthy of the attention of everyone concerned with that aspect of TV's future.

No excise tax overhaul is due this session of Congress, House Ways & Means Committee officially conceded this week, despite 9-month study of proposed revisions.

PHILCO ANTI-TRUST SUIT SETTLED—WHO WON? Both sides are claiming victory in Justice Dept. civil anti-trust suit attacking legality of Philco's distributor franchise agreements, which was settled by signing of consent decree in Philadelphia Federal Court July 13. Philco pres. James M. Skinner Jr. said "we regard the decision as satisfactory," while a Justice official who worked closely on case said "we believe we have gained our objectives in the decision."

Suit was originally filed Dec. 15, 1954 (Vol. 10:51 and Special Report therewith), charging that Philco's franchise agreements with 125 independent distributors instituted at Aug. 1954 convention (Vol. 10:32) illegally restrained competition on 3 major counts: (1) Distributors were required to agree not to sell any Philco products to retailers outside their assigned territories. (2) Distributors could not deal in any product competitive with Philco. (3) Retailers "approved" by distributors could sell only to consumers, never to other retailers.

Philco flatly denied all charges, asked for dismissal of suit and final judgment in its favor in reply filed March 2, 1955 in Philadelphia (Vol. 11:10 & Special Report). At that time, then pres. James H. Carmine contended that Philco franchise agreements stimulated rather than restricted competition.

Consent judgment reaffirms Philco's right to assign its distributors specific geographical territories "in which such distributors shall respectively be primarily responsible for wholesaling Philco products and to terminate the franchise of distributors who do not adequately represent Philco and promote the sale of all Philco products in areas so designated as their primary responsibility."

The flat ban on transshipping sought by Philco in its franchise agreements is not sanctioned by judgment -- for it forbids Philco from requiring its wholesalers to sell exclusively in their assigned territories. In other words, it permits a certain amount of transshipping -- but Skinner's comment seems to minimize the point:

"While the settlement will prevent any effort to curb the harmful practice of transshipping, that practice has become less widespread in recent years and is not the disrupting factor today that it was in the summer of 1954 when Philco decided to make strenuous efforts to stop transshipping."

Philco is also forbidden, under judgment's terms, from buying transshipped merchandise and charging it to distributor who transshipped it. This is one of the "penalty provisions" in Philco's franchise agreements which make them admittedly tougher than those of other TV-radio manufacturers. The judgment also permits a dealer to handle products competitive with Philco and places no restriction on the persons to whom a dealer may sell.

Feature of judgment that appears to be contradictory, at least on surface, is section prohibiting Philco from requiring its distributors to sell only products manufactured by Philco, whereas another section gives Philco the right to terminate franchise of distributors who do not promote sale of "all Philco products" in their assigned territories. Question thus arises whether Philco might use latter provision to require its distributors to take on its white goods as well as TV; some now handle Whirlpool-Seeger and Hotpoint appliances. On this point, Philco declined immediate comment pending further study.

Philco has 60 days to furnish all independent distributors with copies of consent judgment (its 6 factory branches are not affected). Then, presumably, the franchise agreements will have to be changed to reflect provisions of judgment.

Philco Slaps Down Rumors: Recent stock sales by ex-pres. James Carmine, et al (for latest sales-&-purchases reported, see p. 13), plus resignation this week of finance v.p. Courtney Pitt (p. 11), seem to have stimulated all sorts of speculation about Philco -- latest being that new shakeups are imminent at top echelons. There's

no such thing in wind, according to pres. James Skinner, who told us: "I indicated earlier that there may be some realignments, but there certainly will not be any widespread changes or anything resembling a shakeup." There was also scuttlebutt suggesting merger involving Philco, and we checked tip that it was carrying on discussions with Chrysler; that big motor firm wanted white goods and auto-radio facilities of own, presumably to strengthen its competitive position vis-a-vis giant General Motors (Frigidaire, Delco Radio). Skinner flatly squelched that one, too: "Philco is not involved in any merger discussions, period."

CBS Quits Set Field: It's official now -- CBS directors, meeting July 11 with Chairman Paley presiding, after delayed return from Europe, ended a 5-year venture into TV-radio receiver production & distribution -- a decision which CBS stated "in no way affects the future of the other CBS manufacturing divisions or its research laboratories." In fact, it was stated that Columbia Records, CBS-Hytron and CBS laboratories will expand activities.

Nobody in trade was much surprised in view of recent piecemeal liquidations and terminations of distributor franchises (Vol. 12:27). Old Air King plant in Long Island City, acquired with Hytron purchase in 1951, was admittedly inefficient, lacking even a rail spur; distribution was inadequate to meet competition of full-line manufacturers, which had already forced withdrawals of Raytheon, Sparton, Sentinel, Capehart-Farnsworth & Stromberg-Carlson from field so far this year; not even the tremendous prestige of the network and its great promotional facilities -- not even merchandising with an Arthur Godfrey -- could seem to get the CBS-Columbia brand accepted in face of old-line brands. Venture was never profitable, plugged along only under the steam of CBS Inc.'s other enormously prosperous operations.

The 58-year-old Henry C. Bonfig, who took over as pres. in May 1955, quitting Zenith post that was paying salary-bonus of nearly \$100,000, says he plans to remain with CBS Inc., of which he's a director. He was third to tackle the job, preceded by Seymour Mintz, ex-Admiral, who in Feb. 1954 had replaced David Cogan. Bonfig will work off military backlog, expected to take 3 months, and factory will be put up for sale. He said factory presently "hasn't a stick of TV-radio inventory."

Production: TV output totaled mere 48,115 sets week ended July 6, reflecting July 4 holiday and start of plant vacations, compared to 98,597 preceding week and 105,947 week ended June 29. It was year's 27th week and brought production for year to date to about 3,450,000, compared to 3,900,000 in corresponding period year ago. Radio production totaled 92,751 (35,937 auto) week ended July 6, compared to 199,017 preceding week and 229,041 week before. Output for 27 weeks was about 7,000,000.

Trade Personals: William H. Kelley, veteran of 35 years with RCA, Motorola & DuMont, resigns as v.p.-gen. mgr. of DuMont consumer products, effective Dec. 31, 1956, when he becomes pres. of Kelco Corp., Summit, N. J., national merchandising reps & consultants; he'll serve as asst. to DuMont pres. David T. Schultz on adv. & merchandising until he leaves. Francis P. (Fritz) Rice, mgr. of TV receiver div., and Alfred Y. Bentley, mgr. of CR tube div., assume Kelley's duties . . . Dr. Courtney Pitt resigns as Philco v.p. in charge of finance and as a Philco director to enter private economic and investment advisory field; Wm. R. Wilson, Philco treas. since 1941, assumes duties of chief financial officer . . . Walter H. Eichelberger, Philco merchandising v.p., transferred to technical rep div. on special assignment . . . Louis G. Pacent Jr., Emerson manufacturing v.p., assumes additional duties of engineering & manufacturing v.p. of TV-radio-phono div. . . Harold Murphy, ex-Motorola-Chicago, named N. Y. district sales mgr., Hot-point TV receiver dept. . . George F. Burley, ex-Motor Products Corp., Detroit, named director of purchases, Warwick Mfg. Corp.; Joseph R. Hofman promoted to purchasing mgr. . . Carroll M. White, ex-communications coordinator for city of Glendale, Cal., joins RETMA as mgr. of mobile radio communications; Charles Maechling Jr. resigns as RETMA staff mgr. of military relations dept. to

join Washington law firm of Shaw & Pittman, continuing RETMA functions on contractual basis . . . Allen E. Reed elected Raytheon treas., continuing duties as comptroller . . . Oliver J. Greenway, ex-v.p. of International Resistance Co., elected pres. of Prosperity Co., laundry-dry cleaning machinery div. of Ward Industries . . . Stanley E. Guzzy promoted to asst. sales mgr., Stromberg-Carlson hi-fi consumer products . . . Kenneth P. Geis named director of NARDA member services.

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Westinghouse major appliance reorganization includes these changes at Mansfield, O. headquarters, as announced by div. mgr. J. J. Anderson: George H. Meilinger, sales mgr., named distribution mgr.; W. B. Creech, asst. div. mgr., named mgr. of major accounts; J. R. Clemens named mgr. of sales planning dept., reporting to Meilinger; R. R. Lynch appointed adv. mgr., reporting to Clemens; W. M. Kline Jr. named director of new customs kitchen dept., also reporting to Clemens.

Marconi's Wireless has appointed V. J. Cooper to newly created post of chief TV engineer, G. E. Partington deputy chief. In addition, it has set up 3 separate TV development groups and one audio under E. Davies, N. N. Parker-Smith, J. E. Nixon & S. J. Gooderham, respectively, each responsible to Cooper.

Topics & Trends of TV Trade: Foreign radios & phonos, notably German hi-fi makes, appear to be gaining in importance in U. S. domestic market. Though total dollar volume of imports is comparative peanuts when measured against the \$350,000,000 factory value of the 14,528,777 radios produced in U. S. last year, there's no doubt that the German radios and phonos are slowly gaining a foothold. Fact that German radios have stations printed on glass dials, the handsome "piano" finish of their cabinetry, plus natural attraction of any imported item for a "class" market, are said to be biggest factors in their success.

Latest entry in import field is Olympic Radio, which this week contracted with big Loewe Opta A.G. of West Berlin (Bruno Piper, pres.) to import its hi-fi AM-FM radio-phonos for marketing in U. S. under Olympic-Opta brand. Olympic pres. Morris Sobin signed contract in Berlin, cabling that his company expects to import \$3,000,000 worth of the receivers in next 12 months. Loewe Opta has manufactured precision equipment since 1923, has electronic factories in Kronach, Dusseldorf & West Berlin.

Among chief European brands of radios & phonos imported and heavily advertised here are Telefunken (German) and Philips (Dutch). German Embassy estimates that U. S. imports of German "wireless broadcast and receiver apparatus," which would include other such equipment as well as radios & phonos, totaled about \$4,000,000 last year. Wm. Brennan, sales mgr. of American Elite Inc., N. Y., exclusive U. S. sales agent for Telefunken, estimates its sales are currently running at \$3,000,000 a year at retail, predicts \$10,000,000 sales in Telefunken products in next 12 months. Among smaller importers is Majestic International, handling Grundig radios, and other German brands marketed in U. S. include Siemens and Metz. Handful of American firms is also importing Japanese radios.

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No visible knobs or controls feature TV sets introduced by Crosley at distributors convention in Cincinnati this week. Sets are activated by touching small on-off bar on top, second bar selecting channels automatically. All auxiliary and secondary controls are concealed under hinged lid on top of set. Another feature in what Crosley calls "the first fully automatic" TV sets is "picture monitor," a series of circuits with keyed automatic gain control, DC restoration and automatic focus. Four printed-circuit panels, making 95% of parts servicable from back of set, are used throughout line, which comprises 14-in. portable at \$120; 17-in. tables, \$150 & \$170; 21-in. tables, \$180, \$230, \$240, \$290; 21-in. consoles, \$250, \$280, \$290, \$300, \$340, \$350, \$430, \$440.

Traditional one-line-a-year policy has been abandoned by DuMont, which plans to add and delete models throughout year. Said Wm. C. Scales, receiver sales mgr.: "Distributors no longer need to be committed to the meaningless datelines of June and January for introduction of new merchandise." He also announced that 4-month ad campaign, emphasizing price maintenance, will begin later this month, thru Campbell-Ewald, N. Y.

Picture tube sales in first 5 months totaled 4,376,137, valued at \$81,132,537, compared to 4,207,069 at \$81,649,060 in first 5 months of 1955, reports RETMA. Receiving tube sales totaled 188,619,000, worth \$152,680,000, in first 5 months of 1956, as against 185,681,000 at \$137,426,000 in same period year ago. RETMA's monthly breakdown:

	Picture Tubes		Receiving Tubes	
	Units	Value	Units	Value
Jan.	892,385	\$17,016,391	40,141,000	\$ 31,314,000
Feb.	898,063	17,136,695	37,754,000	30,756,000
March (5 wk) ..	848,055	15,714,365	42,525,000	34,849,000
April	830,902	15,141,461	35,184,000	28,616,000
May	906,732	16,123,625	33,015,000	27,145,000
TOTAL	4,376,137	\$81,132,537	188,619,000	\$152,680,000

DISTRIBUTOR NOTES: Philco appoints John Hawkins as gen. mgr. of Philco Distributors Inc., in charge of all operations of Philco's 6 factory branches in N. Y., Newark, Philadelphia, Cleveland, Chicago & Los Angeles; Edward F. Berg, operations mgr. of Philco's Philadelphia branch, is promoted to succeed Hawkins as gen. mgr. of Philadelphia branch . . . Sylvania appoints Virginian Electric Inc., Charleston, W Va. (E. D. Knight Sr., pres.) . . . DuMont appoints Wall Distributing Co., 239 Pearl St., Ft. Wayne (H. C. Wall, pres.) and Vachco Inc., Louisville . . . Bendix Radio appoints Radio Parts Co., Pittsburgh . . . Sentinel appoints Keps Appliance Co., 5000 Baum Blvd., Pittsburgh (Joseph Elias, pres.) and Lappin Electric Co., 1022 N. 5th St., Milwaukee (Samuel Robbins, v.p.) . . . John E. Amberg Co., Seattle (Admiral) appoints Bernard Raved, ex-Hallicrafters, as TV-radio sales mgr.; Wayne Carter, ex-radio KTAC, Tacoma, named sales production mgr. . . . GE Supply Co., Newark, names Richard C. Dahlman Hotpoint TV sales mgr. . . . Motorola-Philadelphia appoints Robert Brody, ex-CBS-Columbia, as district mgr., replacing Henry Laird, resigned . . . Westinghouse Electric Supply Co., Atlanta, reports retirement of district mgr. W. A. Emerson . . . DuMont N. Y. appoints Paul Wieck operations & credit mgr. . . . GE Supply Co., Newark, appoints R. C. Dahlman as mgr. of Hotpoint TV sets in N. J. . . . Whirlpool-Seeger appoints Flint Distributing Co., Salt Lake City (Leland B. Flint, pres.) for home laundry appliances.

Canadian TV set sales by distributors to dealers totaled 189,059 in first 5 months, compared to 218,350 in first 5 months of 1955, reports RETMA of Canada. Production in first 5 months was 238,401, as against 301,309 in same period year ago, and projection is for 153,277 more sets in June-Aug. period. Combined factory-distributor inventories on June 1 were 173,415, compared to 130,843 on same date year ago. Montreal led in 5-month sales to dealers, with 34,460; Toronto second, 28,077; other Ontario, 18,917; British Columbia, 14,729; Alberta, 13,243; Quebec City, 12,508; Ottawa & eastern Ontario, 12,051; Manitoba, 11,983; Nova Scotia, 9766; Hamilton-Niagara, 8937; New Brunswick & Prince Edward Island, 6613; Saskatchewan, 5767; Windsor, 5336; other Quebec, 3733; Newfoundland, 2939.

NARDA is offering own detergent, called "Wash Well," to its members as a new service—but managing director A. W. Bernsohn emphasizes that big dealer association does not intend to distribute any private label TVs, radios or appliances on similar basis. He explained that NARDA contracted with Hewitt Soap Co., Dayton, a Proctor & Gamble subsidiary, to make the detergent especially for its members after complaints that Monsanto Chemical had transferred distribution of its "All" detergent from appliance stores to grocery and drug store outlets.

British TV-radio industry's next big exposition will be held in Earls Court, London, Aug. 22-Sept. 1, with special preview for overseas visitors Aug. 21. There will be 110 exhibitors, including all the 35 British TV-radio receiver manufacturers.

RCA Victor Co. Ltd. has completed transfer of distribution headquarters from Montreal to 44 Eglinton Ave. West, Toronto, with RCA pres. Frank Folsom attending dedication ceremonies July 10. Company headquarters continues at Montreal.

Rigo Enterprises Inc., 500 N. Dearborn St., Chicago, has been formed by Henry Goldsmith to operate hi-fi shows in various communities, with shows planned later this year in Columbus, Cincinnati, Atlanta, Miami, New Orleans, Dallas, St. Louis.

Financial & Trade Notes: More officers & directors' stock transactions reported by SEC for May: James M. Skinner Jr. bought 1000 Philco, holds 9670; James T. Buckley sold 1300 Philco, holds 9551; Raymond B. George sold 300 Philco, holds none; Joseph H. Gillies sold 900 Philco, holds 5827; Russell L. Heberling bought 1000 Philco, holds 25,515; John M. Otter bought 1000 Philco, holds 6577; R. A. Rich sold 500 Philco, holds 25; William R. Wilson bought 200 Philco, holds 15,200; Leslie J. Woods sold 200 Philco, holds 7373; Don G. Mitchell bought 3000 Sylvania, holds 5331; Percy M. Stewart sold 900 DuMont, holds 100; Harold C. Lang bought 100 CBS 'B', holds 100; Joseph S. Wright bought 100 Zenith Radio, holds 210; R. E. Carlson bought 400 Tung-Sol, holds 2172; Jean E. Witbeck bought 100 Tung-Sol, holds 3551; Alfred K. Wright bought 100 Tung-Sol, holds 700; Thomas B. McCabe bought 900 GE, holds 2500; Gerald L. Phillippe sold 400 GE, holds 3177; Charles K. Rieger bought 3450 GE, holds 3456; Frederick L. Ehrman sold 150 Beckman Instruments for trust, holds 6000 personally, none in trust; Charles G. Munn sold 2300 Consolidated Electronics Industries, holds 3000; Joel P. Dean bought 600 General Precision Equipment, holds 1700; Joseph A. Zock bought 1000 General Precision Equipment, holds 19,201; Gordon K. Teal sold 100 Texas Instruments, holds 1000; E. C. Cudmore bought 1200 Whirlpool-Seeger, holds 13,300; John A. Long sold 13,384 Electronics Corp. of America, holds 21,000 personally, 129,950 in trusts; Arthur G. B. Metcalf sold 13,384 ECA, holds 29,949 personally, 121,000 in trusts; Burton E. Shaw bought 5001 ECA, holds 5001; Laurance D. Sibley bought 2001 ECA, holds 2001.

Reported by New York and American stock exchanges: Roy W. Johnson acquired 2300 GE through stock option, holds 9026; Robert Paxton bought 9675 GE, holds 17,277; Richard A. Willson acquired 2756 Magnavox through stock option, holds 2976; Harold C. Mattes acquired 11,550 Raytheon, holds 18,877; A. Charles Schwartz bought 500 Consolidated Electrodynamics, holds 900; Thomas P. Tanis bought 4200 El-Tronics, holds 14,700.

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Raytheon sales for fiscal year ended May 31 were \$175,490,222 and net profit was \$1,254,633 (45¢ a share on 2,794,505 shares of common outstanding) as against \$182,504,693 & \$4,531,561 (\$1.62) in preceding year. Pres. C. F. Adams Jr. reported to board July 12 that reduced govt. business and higher costs incident to TV-radio business (recently sold to Admiral) were responsible for decline, but he foresaw improvement this fiscal year, mainly in second half. Backlog of govt. business was \$160,000,000 on May 31. Directors took no action on dividend payment; previous dividends were 5% in stock in July, 1955 and 10% in stock in 1954.

General Instrument Corp. reports net loss of \$84,355 on sales of \$5,668,079 in quarter ended May 31, compared to net income of \$60,996 on \$7,472,479 in 1955 period.

ELECTRONICS PERSONALS: Paul Wexler, ex-Columbia Records v.p. in charge of its electronics div., elected a director of Magnetics Corp. of America, holding company controlling 11 concerns in electronics and allied fields . . . R. Page Burr, ex-Hazeltine, & Thomas R. Brown Jr., former electronics instructor, form Burr-Brown Research Corp., with offices at Cold Spring Harbor, N. Y., & Tucson, Ariz., specializing in "design, development & manufacture of transistorized electronics circuits and equipment."

Philo T. Farnsworth, at 49, is called one of TV's "grand old men" in *New York Times* report July 14 on occasion of grant of another patent—on CR storage-type tube. He's currently technical v.p. of Farnsworth Electronics div., IT&T, will be 50 next Aug. 19.

Westinghouse expects profit for second quarter — though not big enough to wipe out loss of \$13,575,000 (\$1.14 per share) suffered in first quarter. But it should equal or top same 1955 quarter's net of \$16,635,000 (98¢) on volume of \$388,258,000 and will reflect comeback from effects of 156-day strike that ended March 20. Though last quarter 1955 deficit was \$1,037,000, year ended with net profit of \$42,802,747 (\$2.46) on sales of \$1,440,976,985, and there's expectation that \$2 billion sales rate will be achieved by this fall. "Watch Westinghouse" is slogan being used in big ad campaign about to start, which will include sponsorship of political conventions on CBS. Westinghouse is best known to public for its consumer products, but these actually account for only 30% of the company's business; apparatus & general industrial 55%, defense products 15%.

Group Securities Inc., in semi-annual report to stockholders, lists these common stockholdings in its "electronics & electrical equipment" classification as of May 31: 5600 shares of Admiral, 1700 Allis-Chalmers, 3000 Bendix, 3000 CBS "A", 5500 Cornell-Dubilier, 1500 Cutler-Hammer, 4500 GE, 6000 IT&T, 2500 McGraw Electric, 4000 Motorola, 10,000 Norden-Ketay, 6000 Philco, 3000 RCA, 3700 Raytheon, 6500 Sperry Rand, 2500 Square D, 4000 Sylvania, 1500 Westinghouse, 1700 Zenith—representing May 31 market value of \$2,830,300.

Audio Devices Inc., Stamford, Conn., manufacturer of Audiotape and Audiofilm magnetic sound recording tape & film, and of lacquer-coated Audiodiscs, was listed on American Stock Exchange July 10 (619,957 shares). It reports 1955 sales of \$3,472,871, net income after taxes \$219,955 (35½¢ per share), up from \$2,453,750 & \$58,906 (10½¢) in 1954.

General Transistor Corp. earned \$66,282 (36¢ per share) on \$364,143 sales for 6 months ended June 30, compared to \$17,935 (10¢ per share) on \$89,187 in second half of 1955. Firm has just completed offering of 100,000 shares of common at \$3 a share through Milton D. Blauner & Co., and will have new capitalization of 283,066 common and 250 cumulative 5% preferred.

Stanley-Warner theatre chain, for 39 weeks ended May 26, reports net profit of \$2,029,190 (94¢ a share) vs. \$2,222,053 (\$1.01) in corresponding 1955 period. Admissions & sales totaled \$70,758,100 vs. \$68,630,600.

Kay Labs public offering of 336,300 shares of Class A common at \$2.50 was oversubscribed, reports Shearson, Hammill & Co.; additional 63,700 shares are being sold to certain stockholders.

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Dividends: Storer Broadcasting Co., 45¢ (up from previous 37½¢ quarterly) payable Sept. 14 to stockholders of record Sept. 1—also 6¢ per share on Class "B" common, not listed on NYSE and mainly held by Storer & family (up from previous 5¢ quarterly); Howard W. Sams & Co., 10¢ July 25 to holders July 13.

Col. George P. Dixon, 67, USA ret., executive v.p. of Armed Forces Communications & Electronics Assn. and editor of its journal, *Signal*, died in Washington July 10 after a long illness. He served in both wars with Signal Corps, was chief signal officer for 8th Air Force and Army Air Force European communications center during World War II. After retirement from Army in 1949, he became an IT&T regional v.p. in Brazil, then staff v.p. in N. Y. Survivors are his wife, 2 daughters, a son.

Electronic Products Corp., Santa Barbara, Cal. (test equipment) elects Pierpont Morgan Hamilton, ex-Air Force general and holder of Congressional Medal of Honor, as chairman.

CLOSED-CIRCUIT TV program services into hotel rooms are envisioned in pilot telecasts to 2 unnamed N. Y. hotels, in Grand Central & Pennsylvania Station areas, due to be undertaken in Sept. by newly formed Hotel TV Broadcasting Corp. of America, 730 Fifth Ave., N. Y., in association with Wells Closed-Circuit TV Inc. Latter is part of Wells TV Inc., which claims to be country's largest installer & operator of master TV systems & receivers in hotels. Also participating is Audio-Video Recording Co., subsidiary of Magnetics Corp. of America, one of whose directors is Paul Wexler, ex-Columbia Records v.p.

Utilizing hotel master antenna systems, projected new service proposes to bring guests wide range of information about Manhattan, programming from 9 a.m. to 11 p.m. daily. Production has begun on a series of "What to See" films, including current attractions at legitimate & movie theatres, night clubs, sport centers, which will be televised on a regularly scheduled basis. System will use Ch. 6 on hotel receivers and will not affect reception of commercial programs on these sets.

Spot advertising announcements on the circuit will be sold to advertisers at less than rates of regular commercial TV stations. Arnold Wells, Wells TV exec. v.p., sees new service "opening a doorway for merchandising of a hotel's many facilities directly to guests in their rooms. It creates a new form of customer-management relationship in hotel operations that will stimulate greater hotel patronage." He envisions expansion into an intra-city hotel TV network, linking large numbers of hotel TV systems in a locality to bring specialized entertainment and sports not otherwise available to guests.

Concept of unique facility was developed by Will Baltin, who recently resigned from International Telemeter Corp., Los Angeles, Paramount subsidiary for development of subscription TV, and who was original mgr. of WABD, N. Y. and exec. secy. of old TV Broadcasters Assn. before its absorption into NARTB. He foresees expansion of the service to at least 25 more cities, with Washington next, within 2 years. Minimum of 50,000 hotel rooms is expected in "network."

Note: Into expanding closed-circuit TV field this week went Visual Electronics Corp., 11 W. 42nd St., N. Y. (James Tharpe, pres.) with Morris A. Meyers, ex-DuMont, appointed mgr. And Telestudios Inc., 1481 Broadway, N. Y. (George Gould, pres.), recently organized to provide independent studios, on July 16 is to begin what it calls "Closed Circuit Audience Research," engineered by Amplitel Inc.; programs designed especially for testing audience reactions are to be piped via Ch. 6 directly into home receivers of an audience panel whose responses will be analyzed for prospective sponsors and their agencies.

New owners of Detroit Tigers baseball team will be revealed July 16—and strong indications are buyer will be 11-man syndicate heavily in TV-radio. Heading syndicate, which reportedly bid \$5,000,000, is Fred Knorr, pres. of Knorr Bestg. Co., operator of radios WKMJ, Dearborn; WKMF, Flint; WKHM, Jackson; WSAM, Saginaw. Knorr and 2 other members of syndicate, Detroit lumberman Harvey R. Hansen and Detroit insurance man Wm. H. McCoy, each own 1/3 of Jackson Bestg. & TV Corp., applicant for Ch. 10 in Parma-Onondaga. Syndicate also includes John E. Fetzer, pres. of WKZO-TV, Kalamazoo, and KOLN-TV, Lincoln, Neb.; Carl Lee, managing director of WKZO-TV; Kenyon Brown, pres. & 1/3 owner of KFEQ-TV & KFEQ, St. Joseph, Mo., with interests in 3 other AM stations; actor Bing Crosby and George L. Coleman, Miami, Okla. banker, each also owning 1/3 of KFEQ-TV & KFEQ; Paul A. O'Bryan, partner in Washington law firm of Dow, Lohnes & Albertson.

Three more applications for translator stations were filed this week with FCC, bringing total to 5. Manson Community TV Co. Inc. (Marion McFadden, mgr.) seeks Ch. 70 & 76 in Manson, Wash., to relay programs of Spokane's KHQ-TV (Ch. 6) & KREM-TV (Ch. 3). Also sought is Ch. 70 in Hawthorne, Nev., by Mt. Grant TV Booster Service Corp. (Allen Connelly, chairman), to relay programs of KRON-TV, San Francisco (Ch. 4). Filing this week for Ch. 10 in Vail Mills, N. Y. was Hudson Valley Bestg. Co., operators of WCDA, Albany (Ch. 41) and satellite WCDB, Hagsman, N. Y. (Ch. 29); CBS commentator Lowell Thomas, with 21.11%, is largest stockholder. Applications on file now total 123, including 24 uhf. [For further details, see *TV Addenda 23-A* herewith.]

American Newspaper Publishers Assn.'s Bureau of Advertising, 570 Lexington Ave., N. Y., has published 40-p. booklet, *Expenditures of National Advertising in Newspapers*, giving detailed tabulations by advertisers and products of the record \$695,322,000 spent on national newspaper advertising last year. It reports that all but 5 of the 23 major product classifications showed gains last year over 1954, largest being automotive, up 42.6%. Automotive was biggest category of advertisers, followed by grocery products, toilet articles, transportation, housing equipment. Top 10 newspaper advertisers: General Motors, Ford, Chrysler, Seagram's, Colgate-Palmolive, General Foods, Procter & Gamble, Lever Bros., GE, National Distillers.

Radio-controlled traffic light system will be introduced in New York City next year. Following field tests by city's traffic dept., FCC & WNYC, traffic commissioner T. T. Wiley is requesting \$66,000 for installation of system over 60-block area in Brooklyn and Queens. Cost for conventional cable-connected system would be \$260,000. Plans call for the installation of a transmitter atop Manhattan's Municipal Bldg., 360 ft. above street. "Line-of-sight" radio beam to individual lights is expected to minimize interference.

Press Wireless Inc., cooperative service handling most of U. S. press traffic to-&-from foreign countries, has applied to FCC for approval of move from Hicksville to new \$750,000 higher-powered (1-megawatt) transmitting facilities at Centereach, Long Island, and for realignment of stockholder interest whereby *New York Times* would increase holdings to 35.87%, *Herald Tribune* to 27.57%, Time Inc. to 35.95%. According to pres. Wm. J. McCambridge, PWI handles about 964,000 words a day, or 70% of total foreign press traffic.

Philco will merchandise its "Audipage"—tiny wireless paging device (Vol. 12:16)—through its representatives and by national direct-mail campaign. The transistorized audio-magnetic receiver, smaller than cigarette lighter, gets first public use during Philco-sponsored ABC-TV political convention coverage. Designed for paging in hospitals, factories, etc., miniaturized receiver lists at \$79.50.

First Harvard TV lectureships have been set up with aid of Ford Foundation—Prof. Edwin G. Boring, psychologist, and Prof. Zachariah Chafee Jr., lawyer, to telecast for first year as "Lowell TV Lectures" on WGBH-TV, Boston (Ch. 2, educational). Two professors are to be selected each year for 3 years.

Power increases: KLAS-TV, Las Vegas (Ch. 8), July 13 to 57.7-kw ERP; KOAT-TV, Albuquerque (Ch. 7), July 13 began test patterns with 87-kw ERP from new site on Sandia Crest, begins programming from new site Aug. 1.

New call letters: KOLO-TV replaces KZTV Aug. 1 as call for Ch. 8 station in Reno, Nev.

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SUMMARY-INDEX OF THE WEEK'S NEWS — July 21, 1956

SENATE COMMITTEE ENDORSES FCC allocations action in TV investigation interim report, puts Commission on spot to act quickly to preserve uhf band (pp. 1 & 6).
SYNTHESIS OF VIEWS of economic authorities indicates business, though clouded by steel strike, is good and bound to get even better (p. 1).
INCLINATION TO SELL AMs noted among TV operators, though some also buy. 330 of the 457 commercial TV stations on air have radio adjuncts (p. 3).
6 TV OWNERSHIP CHANGES approved by FCC, including 7-figure Rochester & Tampa deals. Radio station transfers involve some industry pioneers (p. 4).
FCC GRANTS 4 CPs, takes away first educational vhf, denies vhf drop-ins, liberalizes mileage separation rule, proposes new allocation changes (p. 4).

UPSWING IN TV SALES inspires new confidence. Steel strike's immediate impact on TV-radio trade minimized. Admiral won't make private-label (p. 10-11).
SYLVANIA SETS RECORDS in sales & earnings for half and quarter, everything ahead except TV set business. AB-PT, Storer also report gains (p. 13).
INDEPENDENT STATION operation faces bright future, in opinion of DuMont stations pres. Bernard Goodwin, denying rumors WABD is being sold (p. 7).
EDUCATIONAL TV research coordination project proposed by Health-Education-Welfare Dept., increasing use of closed-circuit school teaching explored (p. 8).
TRANSISTORIZED CAMERA and transmitter for outside broadcast use weighs 19 lb., has 1-mi. range, will be used by NBC at conventions (p. 14).

SENATORS BACK UP FCC ON ALLOCATIONS: Any doubt that the FCC is firmly committed to its program of deintermixture and study of all-uhf allocation (Vol. 12:26) should be largely dispelled by interim report issued this week by watchdog Senate Commerce Committee -- first product of its long TV investigation.

Commission is now firmly on the spot to produce. In effect, Committee told FCC: "Good for you. You did exactly what we would have done. Now let's see you follow it up fast with plenty of deintermixture, and don't drag your feet on that all-uhf allocation. We'll be watching you closely."

Presumably 12 of the 15 Senators on Committee agree substantially with the long-awaited interim report. Three dissented. Sen. Ervin (D-N.C.), perhaps others, will issue separate statements differing with parts of the report. Sen. Daniel (D-Tex.) endorsed statement issued last week by Sen. Wofford (D-S.C.) opposing deintermixture and supporting allocations status quo (Vol. 12:28). Sen. Purtell (R-Conn.) issued own statement opposing deintermixture until FCC's "crash program" shows whether uhf channels will ever be comparable to vhf.

Report was issued late Fri. July 20 after lengthy and argumentative closed Committee session, which followed windup of the protracted TV investigation hearings. For highlights of report and of Commission's last appearance before Committee, see p. 6. For this week's FCC allocations actions, see p. 4.

CURRENT & NEAR-FUTURE BUSINESS PICTURE: The rash of headlines and expert opinion and crystal-balling about current and prospective business conditions impelled us to go over them all, cull them, digest the most significant -- and leave to you to decide for yourselves how they equate with your own thinking and planning. Remember, it's an election year, which may or may not color some of the appraisals and forecasts. Bear in mind, too, that these aren't necessarily our views -- for we humbly admit that the prophecy business is for wiser and more competent authorities.

All we know for sure is that the national economic picture has an inevitable effect on TV-radio, both the trade in equipment and the sale of advertising time, to say nothing of concomitant effects on the gigantic entertainment industry. We know, too, that TV set sales have been suffering something of a slump recently, lagging about 13% behind those of first half 1955, but that a pickup is currently evident

(see p. 10); that radio sales have been brisk all year, running about 30% ahead of first half 1955; that the business of telecasting is booming -- networks especially, stations generally; that the business of radio broadcasting is holding up remarkably well, though the bloom is obviously off its high pre-TV prosperity.

Steel strike casts shadow of uncertainty over all near-term forecasts. But consensus is that, unless strike lasts beyond a month, the national economy won't suffer too badly. Sharp dislocations are being felt, naturally, in steel and coal areas, just as the cuts in auto production have hurt local businesses. (For impact of steel strike on TV-radio trade, see p. 10.)

But govt. reports on the state of business as a whole, which have been capturing most headlines, are glowing: 66,500,000 civilians employed in June, a record; average weekly earnings of factory workers up to new high of \$74.90; construction in first 6 months up to record \$20 billion; profits of manufacturers up 15% in first quarter 1956. Secy. of Commerce Weeks says that, barring a prolonged steel strike, he expects business this year to be "excellent...a little better than last year."

Ours is a \$400 billion-a-year economy, says the Commerce Dept. -- and it's noteworthy that TV-radio manufacture, sales & servicing account for some \$3 billion of this; that electronics as a whole, including defense production, is estimated up to \$10 billion; that expenditures on TV advertising alone exceeded \$1 billion last year, will go higher this year; that radio advertising runs another \$500,000,000.

Real poverty in America is being wiped out, if we are to believe the govt. authorities, who say 1955 average family income of \$5520 will be slightly higher this year. This can be illusory, of course, for United Business Service cautions that, while total personal income of the American people rose some 400% from \$73 billion in 1939 to rate of \$313 billion in first quarter 1956, average person isn't actually 4 times better off than before World War II. You have to make adjustments for higher prices and taxes, but UBS still finds that "disposable income in real terms has...doubled during the 17-year period."

Consumers are in a buying mood, too. Says United States News & World Report: "They are spending more for food, clothing, goods, gasoline, nearly everything that goes into current use. Vacation business is booming. Air conditioners are selling much faster than they did last summer...People are buying bigger, more expensive houses this year." And here's what some of the others say:

Dun & Bradstreet: Quarterly survey of business men's expectations, based on interviews with cross section of 1499 manufacturers, wholesalers & retailers in latter June, showed 49% expect 4th quarter sales & earnings to better 1955 quarter, 43% expecting no change. Some, of course, hedged on then-threatened steel strike. And 61% anticipated no changes in prices of their products, 36% expected higher prices, 3% lower prices. Most (60%) said 4th quarter inventories would be little changed from last 1955 quarter; 97% expected employment to be as high or higher.

Prentice-Hall Inc.: "Underlying strength of the boom continues to confound the pessimists and amaze most of the optimists. Not even a one-month industry-wide steel strike, on top of a major slowdown in autos, is likely to make too much of a dent in our vast \$400 billion economy...Upsurge in activity after the steel strike will send almost all business indicators to new highs this fall and winter. Major auto model changes will help carry the boom into '57."

Standard & Poor's: "Third quarter letdown in business activity will be brief and will be followed by a good recovery, extending into the early months of 1957."

Alexander Hamilton Institute: "The business slowdown this summer, which will be accentuated by the steel strike, is expected to be followed by a moderate recovery in the fall."

Brookmire Service: "Steel strike impacts may accentuate the usual summer lull, although without depressing effects on consumer buying and business spending."

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There are too many other opinions for this space, the common note likewise optimistic. One long-range forecast by the former economic advisor to President Eisenhower, Dr. Neil H. Jacoby, is especially worthy of notice, however. He predicts

70% increase in average American family's income by 1981, which is the more significant when you consider natural increase of population and which of course means continually expanding consumer markets.

"Can Prosperity Be Sustained?" is title of new book by Dr. Jacoby, now dean of UCLA graduate school of business. As if in reply, United Business Service says:

"Think of the gains in output that can be made with automation, nuclear energy, and new discoveries in organic chemistry and other branches of science. The application of these discoveries to manufacturing, transportation, housing and agriculture practically guarantees an expanding economy for several decades."

TV INTERESTS SELL AMs & BUY THEM, TOO: You hear it said -- and rightly -- that radio enterprisers are largely responsible for the mushrooming of TV stations. And it's a fact that nearly 75% (all but 127) of the 457 commercial TV stations on the air have AM counterparts -- "one big tent" operations. But it's also a fact that quite a few TV operators in recent years have been disposing of their radio stations, preferring to devote complete attention to the bluer chip business of telecasting.

It's not exactly a trend, for some TV operators have bought AMs, too. But our study of the records indicates the sales have far exceeded the purchases.

Most recently, there are the examples of buyers of WHAM-TV, Rochester, paying \$5,000,000 for the TV station but selling the 50-kw radio WHAM for \$500,000 (see p. 4); ex-Gov. Murphy selling his WMUR, Manchester, N.H., for \$150,000, then proposing to sell WMUR-TV to Storer (Vol. 12:28); RKO Teleradio selling WGTH, Hartford, for \$240,000 while awaiting approval to sell WGTH-TV to CBS (Vol. 12:13,27). These are just a few; for list going back a few years, see below.

Purchases of AM affiliates by TV people are not quite so common. Record of recent years shows WEHT, Henderson, Ky., buying radio WEOA, across river in Evansville, for \$116,000; Southwest publisher Donald Reynolds buying KOLO, Reno & KORK, Las Vegas, as companions to his TV stations in those towns; Notre Dame U paying \$140,000 for WHOT, South Bend (now WNDU) before getting its WNDU-TV on air; Taft interests (Cincinnati Times-Star) paying \$258,000 for WHKC, Columbus (now WTVN) as counterpart for WTVN-TV, acquired in 1953; WGR, Buffalo, sold by Ike Lounsberry-Leo Fitzpatrick group for \$1,450,000 to the then Ch. 2 (WGR-TV) CP holder; Meredith paying \$200,000 for WAGE, Syracuse (now WHEN) to go with its WHEN-TV.

There have been numerous "forced sales" because of TV holdings and the multiple ownership rule. For example: Miami's WQAM is being sold for \$850,000 by Knight newspaper interests because of their ownership in new WCKT and its radio WIOD (soon to be WCKR). WALT, Tampa, was sold by W. Walter Tison for \$100,000 under commitment he made when his group got grant of television WTVT (later sold). KSO, Des Moines, was sold for \$125,000 by Kingsley Murphy family to enable it to exercise 40% option on Cowles' KRNT-TV. KJR, Seattle, was sold for \$150,000 by Ted Gamble & Howard Lane so they might exercise option on 1/3 of KOMO-TV there. KMBY, Monterey, Cal., sold for \$70,000 after merger of TV time-sharers which could retain only one AM. There are others, too; our records are open for your inspection.

THE RECORD of radio station sales by TV interests in recent years (see story above) discloses these among additional sales: KERO, Bakersfield, Cal. (now KGEE), sold for \$85,000 by Gene DeYoung, retaining control of KERO-TV (Vol. 12:2). KBAK, Bakersfield, Cal. (now KAFY) sold for \$85,000 by *San Francisco Chronicle*, retaining KBAK-TV (Vol. 11:41). WUSN, Charleston, S. C. (now WQSN), sold for \$110,000 by J. Drayton Hastie family and *Charleston Post*, keeping WUSN-TV (Vol. 11:39). KOLN, Lincoln, Neb. (now KLIN), sold for \$120,000 by John Fetzer, after acquiring KOLN-TV and radio adjunct (Vol. 11:16). KVOR, Colorado Springs, sold for \$120,000 by James D. Russell, retaining 50% of KKTU (Vol. 11:26). KFDX, Wichita Falls, Tex. (now KSYD), sold for \$100,000 by Darrold A. Cannan while retaining control of KFDX-TV (Vol. 11:13)—with purchasing S. A. Grayson group later buying KWF'T-TV

there and changing call to KSYD-TV (Vol. 11:13). WMIN, St. Paul, sold for \$75,000 to permit merger of share-time TV stations into WTCN-TV (Vol. 10:40). KOAT, Albuquerque (now KQUE), sold with KRSN, Los Alamos, for \$160,000 by owners of KOAT-TV (Vol. 10:52). WGTC, Greenville, N. C., sold for \$65,000 by owners of WNCT (Vol. 10:46). WTRF, Bellaire, O. (now WTRX), sold for \$90,000 by owners of WTRF-TV, Wheeling (Vol. 10:45). WJBF, Augusta, Ga. (now WBIA), sold for \$125,000 by J. B. Fuqua, keeping WJBF-TV (Vol. 10:34). WGUY, Bangor, Me., sold for \$35,000 by Murray Carptenter, retaining WTWO (Vol. 10:33). KFEL, Denver (now KIMN), sold for \$300,000 by Eugene O'Fallon, retaining KFEL-TV (Vol. 10:17) which he later sold to J. Elroy McCaw. WTRY, Troy, N. Y., sold for \$500,000 by Col. Harry Wilder group, who retained 50% of WTRI (TV), which was later sold to Stanley Warner interests.

THE EASY WAY to get TV stations—by purchase rather than the slow, costly and usually arduous process of competitive hearings—won FCC approvals in several more big-deal cases this week. Also approved were a few distress sales to enterprisers willing to take on station projects that haven't fared too well. Week's transfer approvals:

WHAM-TV, Rochester (Ch. 5) with radio WHAM to Transcontinent Television Corp. (Paul A. Schoellkopf, Buffalo investment banker, chairman) from Stromberg-Carlson div. of General Dynamics Corp. Buyer is controlled by General Railway Signal Co., price was slightly over \$5,000,000 (Vol. 12:14, 24). Also approved was Transcontinent's transfer of radio WHAM to attorney John S. Riggs and adman F. Robert Greene for \$500,000 (Vol. 12:25).

WTVT, Tampa (Ch. 13) to WKY Radiophone Co. (*Oklahoma Daily Oklahoman*) from group headed by ex-Gov. Doyle E. Carlton and W. Walter Tyson (Vol. 12:26). Purchase price was \$3,500,000 plus assumption of \$491,490 obligations.

WMBV-TV, Marinette-Green Bay, Wis. (Ch. 11) with radio WMAM to Guild Films Inc. (Reuben E. Kaufman, pres.) from group headed by Wm. E. Walker, 50% stockholder (Vol. 12:23). Price: \$287,000 plus assumption of about \$350,000 obligations. FCC turned down petition for hearing filed by competitor WFRV-TV, Green Bay (Ch. 5).

WFIE, Evansville, Ind. (Ch. 62) to WAVE Inc., Louisville (George W. Norton, pres.) from Jesse D. Fine theatre family (Vol. 12:25-26). Price: \$586,937, including assumption of obligations.

FCC's BUSIEST WEEK in many months saw it grind out 4 uncontested TV grants, adopt several allocations changes, propose many others and tie up a number of loose ends—in its last meeting until Aug. 29. In meantime, "board of commissioners" (Doerfer, Lee, Craven) was designated to function for FCC.

The CPs: Williston, N. D., Ch. 8, to Meyer Broadcasting Co., owner of KFYR-TV (Ch. 5) & KFYR, Bismarck and grantee of KMOT, Minot (Ch. 10); Kalispell, Mont., Ch. 8, to KGEZ (Frank Reardon, pres.); Baton Rouge, La., Ch. 40, to Bayou Broadcasting Co., owned by telecasters Henry G. Clay, Gilmore Nunn and Frank M. Smith; Oxford, O., educational Ch. 14, to Miami U.

Initial decision by examiner H. Gifford Irion favored KOOS (Sheldon F. Sackett) for Ch. 16 in Coos Bay, Ore., after opponent Pacific TV Inc. (owners of KVAL-TV, Eugene, Ore.) dropped application.

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Sanctity of reserved educational vhf channels was violated for first time this week when FCC shifted the educational reservation in College Station, Tex., from Ch. 3 to Ch. 48, opening up Ch. 3 for commercial use. Decision pointed out "there was no evidence that this channel would be utilized by educational interests in the foreseeable future" but commercial interests were anxious to apply for it. In another case, a bare 4-3 vote prevented Des Moines' educational Ch. 11 from being released for commercial telecasting. Comrs. Bartley, Doerfer & Lee voted for the change, the others voting to deny it.

Commission reiterated its determination to leave no stone unturned to help uhf, and not to let anything interfere with its deintermixture proceeding. It granted blanket extension of uhf CPs to Oct. 16, 1956 "where the

WACH-TV, Newport News, Va. (Ch. 33) with WACH to United Broadcasting Co. (Richard Eaton), operator of 6 independent AM stations—for \$54,000 in bankruptcy sale. Eaton has indicated he plans to put row off-air stations back in operation shortly (Vol. 12:27). He also holds CPs for uhfs in Washington & Baltimore.

CP for KBTM-TV, Jonesboro, Ark. (Ch. 8) to owners of KATV, Pine Bluff-Little Rock (John T. Griffin, James C. Leake, Bryan Mathes) from Harold E. King and wife (Vol. 12:19). Price: \$6500 out-of-pocket expenses incurred in getting grant. Plan is to use KBTM-TV as repeater of KATV programs, with some local originations.

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Radio station sales and transfers approved by FCC this week: WIOD, Miami (changing to WCKR) by *Miami News* (Cox) to owners of new WCKT (Ch. 7) for \$404,128—contingent on \$850,000 sale of WQAM by *Miami Herald* (Knight) to Todd Storz, held up while FCC determines whether Storz policy of "cash giveaways" is in public interest (Vol. 12:28). KSFO, San Francisco, by Wesley I. Dumm to Gene Autry and Robert O. Reynolds (KMPC, Hollywood) for \$1,000,000 (Vol. 12:24). KLAC, Los Angeles, by Dorothy Schiff Sonneborn to her son Mortimer W. Hall, station mgr., for \$850,000 (Vol. 12:23). WGMS, Washington, by M. Robert Rogers group to RKO Tele-radio Pictures (Tom O'Neil-Mutual) for approximately \$400,000 (Vol. 12:14). WDXB, Chattanooga, by Joseph Bloom group (Forjoe Inc.) for \$100,000 to French Inc., 90% owned by Carlin French, ex-Chicago v.p. of H-R Television, 10% by his son Stephen, who becomes pres.-gen. mgr. (Vol. 12:24). WERI, Westerly, R. I. by Wm. Malo group for \$69,000 to Ted Estabrook, TV-radio director, Product Services Inc., N. Y. agency (Vol. 12:27).

permittees of these stations indicate that construction or operation is being put off because of economic uncertainties facing uhf TV stations." FCC said it's granting extension to allow uhf grantees "an opportunity to re-evaluate their plans" in light of allocations proposals.

It also denied big batch of petitions for vhf drop-ins, either because they would compromise minimum mileage separations, or—as in the case of request to put Ch. 2 in Fairfield, N. Y.—because "this area is one which specially conduces to the growth of uhf service and the addition of a second vhf station in the area at this time would tend to inhibit such growth."

At same time, it finalized its rule to permit mileage measurements from transmitter to transmitter (Vol. 12:21), going even beyond its original proposal by eliminating requirement that current assignment spacings can be cut only 5 mi. "While this relaxation of the rule will provide no cure-all for TV's problems," Commission said, "it will provide needed flexibility in making channel assignments which will permit additional service and more effective competition among stations in some communities." Stations still must show that they meet all transmitter mileage spacing requirements. Comr. Doerfer dissented.

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Commission denied these vhf drop-in petitions: (1) Add Ch. 2 to Fairfield, N. Y. (2) Add Ch. 12 to Wenatchee, Wash.; (3) Substitute Ch. 8 for 55 at Mt. Airy, N. C.; (4) Add Ch. 8 to Winston-Salem, N. C. It dismissed deintermixture petitions for Peoria, Springfield, Ill. and Fresno, Cal. since the proposed changes are already covered in its deintermixture rule-making proceeding. It also denied petition by WSIL-TV, Harrisburg, Ill. (Ch. 22) to move Ch. 13 to Harrisburg from Bowling Green, inasmuch as 2 applications have been filed for the Bowling Green channel since petition was submitted.

It turned down proposals to move Ch. 8 to Moses

Lake from Walla Walla, Wash. and to deintermix Ephrata, Wash. area—but at the same time it assigned Ch. 61 to Moose Lake, effective Aug. 27 (Comr. Doerfer abstaining).

Rule-making was started on another big batch of allocations proposals. Among them, Commission proposed to add extra uhf channels to 2 cities which would become all-uhf under its deintermixture rule-making (Vol. 12:26)—Ch. 31 to Peoria and 26 to Springfield, Ill. Comments on these proposals are due Sept. 10.

It also asked comments Sept. 10 on these allocations changes: (1) Move Ch. 62 from Evansville, Ind. to Owensboro, Ky., 14 from Owensboro to Evansville, substitute 25 for 14 in Festus, Mo., 56 for 62 in Shelbyville, Tenn. (2) Shift Ch. 12 from Helena to Bozeman, Mont., or reserve 22 in Bozeman for education instead of 9. (3) Assign Ch. 5 to Columbia, S. C. by substituting 4 or 7 in Charleston, S. C., which would require WCSC-TV to move from 5.

These other proposals—some of them mutually exclusive—are due for comments Aug. 22:

Add Ch. 26 to Shinglehouse, Pa., 37 to Clymer, N. Y. and substitute 62 for 37 in Meadville, Pa., or (1) add 26 to Williamsport, or (2) switch 21 from Lancaster to York, Pa. and 49 from York to Lancaster, or (3) switch 21 from Lancaster to Harrisburg, 71 from Harrisburg to Lancaster and substitute 26 for 36 in Williamsport, or (4) switch 21 from Lancaster to York and 43 from York to Lancaster.

Assign Ch. 11 to Prineville, Ore., or to Coos Bay, Ore., the latter to be accomplished by substituting 19 for 11 in Yreka, Cal.

Allocate Ch. 19 to Nacogdoches, Tex. by deleting it from Tyler, Tex. and Lake Charles, La., substituting 61 in former and educational 66 in latter.

Move Ch. 9 from Monahans, Tex. to Nadine, N. M., putting 35 in Monahans.

Allocate Ch. 8 to Missoula, Mont., substituting 9 for 8 in Kalispell, 23 for 9 in Sandpoint, Ida. (Comrs. Hyde & Mack dissented.)

Move Ch. 15 (occupied by WINT) to Ft. Wayne from Angola, Ind., by substituting 77 at Angola.

Commission received these petitions for allocations rule-making: (1) Grantee WTVE, Ft. Pierce, Fla. (Ch. 19) asked that educational Ch. 3 be removed from Tampa-St. Petersburg and released for commercial use in Ft. Pierce. (2) Louisville Mayor Andrew Broaddus requested Ch. 7 be assigned to Louisville. (3) WTVK, Knoxville (Ch. 26) asked that Ch. 7 be allocated to Knoxville.

In other actions this week, the Commission: (1) Granted Ed Cranley's KXLF-TV, Butte, Mont., permission to change from Ch. 6 to 4 to avoid possible interference from other stations. (2) Denied petition by telecaster-manufacturer Sarkes Tarzian for immediate grant of Ch. 21, Roanoke, Ind., pointing out that order allocating the channel to Roanoke-Ft. Wayne area doesn't become effective until Aug. 27. (3) Sent McFarland letter to WROM-TV, Rome, Ga. (Ch. 9) questioning its financial ability to move to proposed new antenna site, and questioning suitability of site itself—pointing out that part of city of Rome may not be within line-of-sight of new location, 45 mi. from Rome, 9 mi. from Chattanooga.

New assignments of FCC members to govt. inter-agency boards and special duties, as announced this week: Telecommunications Coordinating Committee—McConaughy (Craven, alternate). Telecommunications Advisory Board—Hyde (Craven, alternate). Telecommunications Planning Committee—Craven (Hyde, alternate). Air Coordinating Committee—Bartley named as alternate to Lee. Radio Technical Commission for Marine Services (exec. board)—Craven. FCC Telephone & Telegraph Committees—Mack (other members are Hyde & Bartley). FCC defense commissioner—Lce (Bartley, alternate).

Personal Notes: Theodore C. Streibert, director of U. S. Information Agency, left July 17 on inspection of USIA posts in Scandinavia and British Isles, returns Aug. 22 . . . Theodore F. Grant promoted to asst. mgr., ABC-TV cooperative programming . . . Martin L. Nierman promoted to Petry eastern TV sales mgr., N. Y. . . . Frank Harms, ex-CBS-TV, N. Y., named program mgr. of NBC-owned WBUF-TV, Buffalo . . . James Fleming resigns as producer of NBC Radio's *Monitor* to rejoin CBS-TV as producer of *Good Morning with Will Rogers Jr.*, succeeding Michael Sklar, working on several upcoming program projects; Carl Beier promoted to producer of *Look Up and Live*, succeeding Ted Sack, now assoc. producer of *Adventure* . . . James M. Dolan, ex-DuMont sports director, joins CBS-TV sports dept. as producer of new *Sports Mirror* show, Sat. 7-7:30 p.m. . . . Kenneth MacKay, ex-Madison Square Garden, named publicity director of all CBS sports programs . . . Dr. R. L. Freeman, Nielsen chief engineer, elected v.p. & coordinator of field, inspection & engineering operations of broadcast div. . . . John W. Haigis Jr. named station mgr. of upcoming WRLP, Greenfield, Mass. (Ch. 58), to be satellite of WWLP, Springfield; John A. Fergie named chief engineer, Ralph L. Jay, asst. chief . . . Kenneth Beachboard promoted to mgr. of WFBC-TV, Greenville, S. C., succeeding late B. T. (Bevo) Whitmire; Bruce Buchanan succeeds him as mgr. of radio WFBC . . . Duff Browne, ex-WUNC-TV, Chapel Hill, N. C., named mgr. of upcoming WYES, New Orleans (Ch. 8, educational) . . . Gene Banks promoted from stage mgr. to asst. program director of KABC-TV, Los Angeles, succeeding Jack Reeves, resigned . . . Barrett Geohagen, ex-WPIX, named mgr. of political sales unit, WABC-TV, N. Y., succeeding Jack Kirk, who remains on sales staff . . . Charles Stone, v.p. of WMBR-TV, Jacksonville, elected pres. of Jacksonville Ad Club . . . Arthur E. King elected v.p. of TV Editorial Corp., publisher of *Television Age*, whose publisher Sol J. Paul has announced bi-weekly publication starting Sept. 10 . . . Paul Alexander elevated to promotion director, KSL-TV, Salt Lake City, replacing A. Richard Robertson, joining *Television Age* . . . Bud Austin, ex-pres. of Austin TV Assoc., named gen. sales mgr., Goodson-Todman Productions . . . Robert L. Bendick, ex-producer of Dave Garroway's *Today* on NBC-TV, joins C. V. Whitney Pictures as producer-director . . . Marvin Schlaffer, ex-Emil Mogul Co., appointed NTA sales service coordinator . . . Harry H. Birch, ex-WBBM-TV, Chicago, appointed exec. v.p., Filmack Studios, Chicago . . . Walter Bien, ex-Universal-International, named mgr. of new Warner Bros. TV commercials dept. . . . Glenn H. Dorsey, ex-Motion Picture Advertising Service, New Orleans, named chief engineer of Recla Films Inc., owned by WTVJ, Miami.

Robert E. Button, NBC program executive on leave since March, 1954 when he was "loaned" to Office of Secy. of Defense, has been named chief of U. S. Information Agency's international broadcasting services, including Voice of America, succeeding J. R. Poppele, who resigned July 15 to return to TV-radio management consultant work. Since April, 1955 Button has been deputy chief. In announcing appointment, USIA director Theodore C. Streibert disclosed that TV operations, which Button will continue handling, now include programming to more than 150 stations of the Free World.

CBS Inc. pres. Frank M. Stanton elected a director of New York Life Insurance Co., filling vacancy created by death of Wm. H. Danforth. His other directorships: CBS Inc., Auto Electronics Inc., Planned Music Inc.

D. Harold McGrath, retiring Dec. 31 as supt. of Senate TV-Radio Gallery, honored at reception of TV-Radio Correspondents Assn. in Capitol's old Supreme Court chamber July 17.

SENATE Commerce Committee's endorsement of FCC's new allocations policy (see p. 1) was coupled with a warning that unless more use is made of uhf band, it may be forever "lost to TV through assignment to other uses."

All portions of FCC's allocations-and-study program (Vol. 12:26) received strong backing from Committee in 20-p. mimeographed interim report (available next week from Committee in printed form). Noting that some of Commission's proceedings tend to "drag on indefinitely," it included this warning:

"The Committee therefore serves notice that it intends to follow very closely the progress made with respect both to the long-range project of a shift to uhf and to the intermediate proposals for selective deintermixture. It will call upon the Commission for periodic progress reports with respect to both matters, starting early in the next session of Congress. The Committee also feels that, while working toward a possible shift to uhf, the Commission should expedite the granting of vhf channels in those areas where no interim proposals of deintermixture are involved.

"In a number of major markets comparative hearings have run on for an unconscionable time. This has resulted in restriction of program services for the public and in obstruction to the full development of a third network. These proceedings should be completed at the earliest possible date." Other points in report:

Uhf "crash" research & development program—Warning against "possibility of delay and procrastination," Committee said: "As soon as it can be determined that uhf performance can be improved to the point that it will permit an all-uhf service without the creation of major white areas, the program of shifting to uhf should be set in motion."

Selective deintermixture—"This is actually the only major action being taken by the Commission at this time which holds promise of furnishing prompt assistance and encouragement to uhf broadcasting and of promoting the preservation of the uhf band. . . . Deintermixture should be effected on as broad a basis as possible in order to make clear to the broadcasting industry, to advertisers and advertising agencies, and to the public that uhf is not only going to be maintained but expanded to assume its necessary place in our over-all TV system."

The Commission was urged to "move with all possible dispatch, designating additional proposals for hearing and expediting the proceedings in every way." Original draft of report contained specific criteria for deintermixture, but

these were deleted by vote of Committee to let Commission use own standards.

All-channel receivers—"The Committee believes that a formal announcement by the Commission that vhf broadcasting will be discontinued on a fixed date in the future, coupled with an interim requirement of simultaneous vhf-uhf broadcasting by all vhf stations, would afford economic inducement for the manufacture of all-channel receivers exclusively."

Correspondence between Committee and Treasury Secy. Humphrey about proposals to remove excise tax from all-channel color receivers is included as appendix to report. Despite Humphrey's strong opposition to the plan, report urges Congressional action to eliminate excise from vhf-uhf color sets "at the very least."

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Committee wound up its TV hearings this week by questioning commissioners further about allocations, but gained little new information. With Chairman McConaughy on stand, both Wofford and Purtell objected to idea of an all-uhf allocation. Both were worried about public's investment in vhf-only sets.

Sen. Smathers asked if Govt. should provide funds to help uhf research. McConaughy said it was entirely possible that FCC would ask Congress to vote funds to help private firms develop uhf potentialities, but it wouldn't be possible to predict until all comments have been filed in rule-making proceeding.

He reiterated that Congress may have to help solve problem of getting all-channel set production moving, either by banning interstate shipment of vhf-only receivers or some other method. In same vein, correspondence was inserted in the hearing record between Committee Chairman Magnuson (D-Wash.) and FTC Chairman John W. Gwynne relating to FTC's part in possibly helping spur sales of all-channel sets.

Magnuson had asked "whether the FTC would have the power to require either that all sets offered to the public be capable of receiving all of the channels now allocated, [or] alternatively, whether you would have the power to require a vhf-only set be clearly labeled to indicate to the public that this particular receiver is incapable of receiving 75% of the channels on which TV broadcasts may be received."

Gwynne replied that Trade Commission hasn't authority to ban vhf-only sets. As to the labeling procedure, he said there have been no complaints from public—and that FTC would be empowered by law only to prevent vhf-only sets from being passed off as all-channel receivers. There is no evidence that this has been tried, he said.

FCC's frequent trips to Capitol Hill to appear before Congressional committees are beginning to interfere with work and health of its staff, Chairman McConaughy told Senate Commerce Committee during his appearance there July 17. Referring to commissioners' appearances before other committees, he told Senators: "We have had hundreds of hours eaten up by committees up here on the hill. When it is all computed, it is going to be thousands of hours of our important staff people who have been working day and night getting stuff ready to get up here [when] they should have been working on getting out important business of this Commission." Some key employes, he said, are working until 3-4 a.m. preparing material for investigating committees, with one of them "just about ready to have a nervous breakdown." Sen. Smathers (D-Fla.), chairing Committee at time, concerned with duplication of Congressional inquiries, asked for statistical data on number of appearances before committees, amount of staff-hours involved, etc.

American delegation to 8th plenary session of International Radio Consultative Committee (CCIR) in Warsaw Aug. 8-Sept. 13—which will consider all-European color TV standards, among other things—has not been officially announced, but these U.S. representatives are expected to attend: State Dept.—John Cross, delegation chairman; Mrs. Florence Dowling; secretariat staff of 4. FCC—Edward Allen, George Turner, Arnold Scriverth. Army—Nathaniel White. Naval Research Lab—Harold E. Dinger. Bureau of Standards—W. D. George, J. W. Herbstreit, W. G. Crichlow. From industry—A. Prose Walker, NARTB; Dana Bailey, Page Communications Engineers Inc.; John Coleman & Wayne Mason, RCA; E. W. Bemis, AT&T; Axel G. Jensen & F. H. Willis, Bell Labs.

Mass media's influence in 1952 political campaign is subject of study, *Competitive Pressure and Democratic Consent*, published recently by U of Michigan Institute of Public Administration.

Network Accounts: TV sponsorship dating back to Feb. 1948 ends Sept. 27 when Camels drops Mon. & Thu. segments of John Cameron Swayze's *NBC News Caravan*, Mon.-thru-Fri. 7:45-8 p.m. It started out as full sponsor of show, then titled *Camel News Caravan*, now divides with Time Inc., Alka-Seltzer, Remington-Rand; Union Carbon & Carbide is expected to pick up Camels segments . . . Goodyear, another old sponsor, has rejected NBC-TV's suggestion that it consider dropping out as sponsor of *Goodyear Playhouse* alt. Sun 9-10 p.m., in favor of new film show on NBC-TV Tue. 8:30-9 p.m. . . . Armour to be alt. sponsor (with Kleenex) of Danny Thomas' *Make Room for Daddy* on ABC-TV starting in fall, Mon. 8-8:30 p.m., thru N. W. Ayer, Chicago . . . Swift buys additional 30-min. alt. weeks of *Disneyland* on ABC-TV starting Sept. 12, Wed. 7:30-8:30 p.m., thru J. Walter Thompson, Chicago . . . Pharmaceuticals Inc. sponsorship of *Twenty-one* giveaway on NBC-TV starts Sept. 12, Wed. 10:30-11 p.m., thru Edward Kletter Assoc. . . . Peter Pan Foundations (undergarments) to sponsor one-shot hour-long film of Paris fashion show this winter, on undetermined network, in place of proposed similar 30-min. film on ABC-TV Aug. 29, thru Ben Sackheim Inc., N. Y. . . . NBC-TV to revamp format of its daytime *Home* show next fall, breaking it down into 2 half-hour features, each generally having single "theme" each day.

ADVERTISING AGENCIES: Arnold Wester, West Coast supervisor of TV commercials & programs, William Esty Co., appointed v.p., continuing as head of Hollywood office; Mark Byrne, media executive, also promoted to Esty v.p. . . . Lucille Webster, ex-Biow, joins Ted Bates & Co. as asst. TV-radio business mgr. . . . Tom Tausig, ex-WTOP-TV, Washington, joins Ted Bates & Co., N. Y., as supervisor in TV-radio dept. . . . Pat Riney, ex-KING-TV, Seattle, joins TV-radio dept., Dancer-Fitzgerald-Sample, San Francisco . . . Michael P. Casey, ex-KNXT, Los Angeles, joins TV-radio dept., Erwin, Wasey & Co.

TV is too expensive for clothing merchants generally—though many are pleased with its sales results—reports National Assn. of Retail Clothiers & Furnishers, Munsey Bldg., Washington (Louis Rothschild, exec. director) on basis of own survey. Of 92 "typical men's wear merchants," 72 had TV in their areas and 47 have tried TV—but 32 discontinued it, chiefly because of high costs. Of the 15 stores now using TV, 3 report results are excellent, 9 say they're satisfactory, 3 are uncertain. Twenty-five stores plan to use TV "in the near future." Of the 47 which used TV, 29 sponsored spots, 14 sports shows, 2 news programs, 9 films, 9 miscellaneous.

Rate increases: WABC-TV, New York, Aug. 1 adds Class AA hour (8-10:30 p.m. daily) at \$4150, 20 sec. at \$750, Class A hour going from \$3750 to \$3320. KSL-TV, Salt Lake City, has raised Class A hour from \$575 to \$600, Class AA min. only rate remaining \$150. WSAU-TV, Wausau, Wis., has raised base hour from \$250 to \$300, min. \$50 to \$60. Spot increase: KWTV, Oklahoma City, has raised 20 sec. base rate from \$180 to \$200.

Anderson, Clayton & Co., Dallas, one of world's largest cotton processors, will allocate about 65% of its food div. ad appropriation to TV starting in fall, following intensive presentation by TvB. It will spend \$850,000 for "Mrs. Tucker's" food brands alone, buying spots in 32 midwest markets. Agencies are D'Arcy, McCann-Erickson, Parris & Peart, Bryan Houston Inc., all N.Y.

Westinghouse, as part of its political coverage on CBS, will sponsor 8 weekly *Pick the Winner* programs featuring debates between leading spokesmen for both parties and news conferences. Programs start Sept. 12, will be on TV Wed. 7:30-8 p.m., radio 8:30-9 p.m.

THERE'S BRIGHT FUTURE for independent TV station operation, in opinion of DuMont Broadcasting Corp. pres. Bernard Goodwin, who also is v.p. of Paramount Pictures Corp.—"in fact, the day of the independents hasn't started yet." Occasion for remark was vigorous & unqualified denial, when asked about persistent reports that DuMont's WABD, N. Y. (Ch. 5) is being sold.

"There is absolutely no truth in any of the rumors," he said. "We're not for sale, we've had no offers, we don't want any offers, and we're doing quite well now. WABD will show a cash profit this year, though perhaps a book loss. Tremendous progress has been made on a tremendous reorganization job, and there isn't any question about the future of independent stations—especially as the networks come under fire more and more."

He cited Paramount's KTLA, Los Angeles (Ch. 5), which he also supervises, as example of successful independent operation, said DuMont's WTTG, Washington (Ch. 5) is coming along nicely with its new power and expanded coverage. Goodwin was elected to head DuMont broadcast operations after their spinoff last Dec. from manufacturing firm, engineered largely by Armand Erpf of brokers Carl M. Loeb, Rhoades & Co., supported by Paramount (Vol. 11:33-34, 39, 42).

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Unflagging faith: "We believe that developing economic factors make the outlook for pay TV more promising than ever. While awaiting the attention of the FCC, work proceeds in perfecting the system, adding to its convenience of operation and reducing its cost. International Telemeter [more than 85% Paramount-owned] is now considering a number of situations that have been presented for the inauguration of closed-circuit pay-as-you-see TV. The latter do not require FCC approval and could well be the basis for establishing the validity of pay television."—Barney Balaban, pres. of Paramount Pictures Corp., at recent annual stockholders meeting.

Experimental fee-TV operation is favored by FCC Chairman McConaughy, he told Senate Commerce Committee this week. In reply to question by counsel Kenneth Cox, he stressed that he was speaking only for himself, but that he felt "we should consider permitting experimental subscription-TV operation someplace." Then he quickly added: "And I am not going to be tied to that, either." Because of the top priority FCC has given to allocations problem, he said, it has made no progress in subscription-TV deliberations.

Westinghouse stations' pres. Don McGannon got in last word in disagreement with NBC resulting in withdrawal of its radio stations from their pioneer affiliations with the network (Vol. 12:28)—replying to NBC pres. Robert Sarnoff's July 13 sharply worded letter accepting the withdrawals by writing to him again July 15: "We have not felt and do not feel that any type of radio network programming today meets the requirement of radio as it now exists . . . Our views are based on our firm conviction that the function of radio today, in the light of TV, is far different from the function of radio prior to the advent of TV. In our opinion, the radio service which is wanted by the listening public today is a local service . . ." Westinghouse radio sales managers have been called into N. Y. executive huddles July 24-25 on switchover to local programming at Boston-Springfield, Cleveland, Ft. Wayne & Pittsburgh stations.

New York City's 800,000 Spanish-speaking citizens, some 70% of Puerto Rican origin, showed 81% preference for Spanish programs, 16% for both Spanish-English, 3% for English, according to survey conducted for radio WHOM by Beden Associates, Dallas, Spanish market specialists. Among other findings: 98% own radios, 79% TVs.

GOV'T. INTEREST IN TV as a teaching tool—both broadcast and closed-circuit TV—is accelerating rapidly as more and more experience is gained with 23 educational stations on air (2 of them on commercial channels) and well over 100 educational closed-circuit installations—latest being the “pilot” public school system recently dedicated at Hagerstown, Md. (Vol. 12:25-26).

Addressing Conference on Educational TV at Harvard July 18, Herold C. Hunt, Undersecretary of Health, Education & Welfare, proposed govt. TV research coordination project. Said he: “Progress in educational TV has advanced to the stage where answers to 2 major questions are needed; the first concerns the extent to which it is now used at all levels of education and the variety of subjects taught, the second pertains to the relative effectiveness of teaching by TV as compared to the traditional classroom approach.”

Beginning in current fiscal year, he said, U. S. Office of Education plans to explore these areas in its Cooperative Research Program. Findings would be made available through 2 manuals—“one for those who produce educational TV shows and one for teachers and others concerned with making effective use of them.” Main steps in program: (1) Coordination and review of all existing literature pertinent to use of TV and other mass media for educational purposes. (2) Setting up of “clearing house” for exchange of views and coordination of all local, regional and national groups concerned with educational TV. (3) “Design of a plan for future research based on what seems most needed after a broad survey of current research throughout the country.”

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Meanwhile, American Council on Education (1785 Massachusetts Ave. NW, Washington) this week end published report entitled *Teaching by Closed-Circuit Television*, summarizing last February's conference at U of Iowa (Vol. 12:10), which brought together 93 individuals from 55 institutions and 16 organizations to exchange information about educational closed-circuit. Among systems described in report:

Investigation of AT&T tariff and business practices was urged this week by pres. John W. Boler of North Dakota Broadcasting Co. (KXJB-TV, Valley City; KCJB-TV & KCJB, Minot; KBMB-TV, Bismarck; KSJB, Jamestown), testifying at closing hearing session of Senate Commerce Committee's TV investigation. He reviewed his conflicts with AT&T over TV network service and his quest for FCC rules change to permit station operation of private microwaves on permanent basis. He told Committee KXJB-TV paid AT&T \$234,996 over 21-month period, or 18.7% of total operating cost. KXJB-TV's gross sales for 1955 totaled \$523,000, its loss was more than \$130,000, and payment to AT&T was \$124,000, he said, adding: “We can install our own microwave system for less than \$200,000 and maintain it at a maximum cost of \$42,000 per year, or 30% of AT&T tariff.” As to AT&T's new “utility grade” off-the-air pick-up service, he said rates are 65%-75% of charge for first class service, quoted other telecasters' complaints about quality of this new service. Earlier in this week's hearing, FCC Chairman McConaughy assured Committee that common carrier networking charges are being analyzed, with study due for completion end of August.

Rate card chart for all British commercial stations and program contractors is feature of June 29 *Commercial Television News*, 109 Waterloo Rd., London, S.E.1.

State U of Iowa—Experimenting with closed-circuit “discussion” courses, somewhat similar to TV panel shows, except that students in viewing rooms can ask questions of those on the screen.

Penn State U—Offers 38 hours a week of televised instruction in 14 sections of 12 courses (2400 students). Last semester, 24 instructors were teaching on TV, with 14 graduate assistants helping them. All TV engineering is handled by 6 students; all camera operation is done by 15 students.

New York U—Now experimenting with closed-circuit TV in 2 English courses. One object of experiment is to determine whether there are special advantages in elaborate equipment and professional direction.

Stephens College (Columbia, Mo.)—Has closed-circuit studio, 52 viewing rooms, uses vidicon system which “blankets the campus” and is operated by all-girl crew in TV production classes. Televised orientation course is required of all entering students.

Case Institute of Technology (Cleveland)—New electrical engineering building has no TV “studio” as such, but has 43 receiver outlets in lecture and conference rooms and 40 camera inputs. “Consequently, we can take the camera into any research room or laboratory and throw that into any other number of rooms up to the total—so our instructors can use TV as part of a lecture much as they might use visual aids.”

U of Texas—Dental school has \$75,000 worth of TV gear, with 2 studios and 50 small labs which seat 4 students each—each lab containing 17-in. receiver and microphone. Studio has 3 cameras, 2 with remote-controlled zoom lenses and one with remote-controlled pan & tilt head. One cameraman and one control man can run entire studio. “Every dental student in first-year class can look into that filling at the same time. If he doesn't see it clearly, he can pick up his microphone and ask for more light or a different view. He can question his instructor on the spur of the moment.”



Joint Council on Educational TV has called meeting of all educational grantees and applicants in Washington Sept. 6 to discuss new allocations situation and status of uhf.

Quoteworthy quotes: “Chairman Hall and the other Republican strategists are convinced that modern merchandising methods married to TV have basically altered traditional political techniques. The Democrats scoff at this theory, perhaps because they simply don't have the money to pay for the Republicans' kind of TV campaign. Only the traditional whistle stopping, the Democrats claim, can lend to a campaign the needed color, movement and vigor. The election in November should provide some interesting clues on whether, as the Republican strategists believe, we are in the midst of an ‘electronic revolution in politics.’”—New York Herald Tribune Syndicate columnists Joseph and Stewart Alsop.

Boston's live-wire educational WGBH-TV (Ch. 2) will carry Philco-sponsored Democratic & Republican political conventions by special arrangement with ABC-TV, Philco and FCC. Because educational stations may carry no commercials, WGBH-TV will simply acknowledge network and sponsor and undertake to cut out the customary commercial announcements. It's first such dispensation under FCC rules.

U of Rochester's third in annual series of conferences on U.S.-Canadian relations is scheduled for Aug. 29-30 and will be devoted to “Communications,” with round-table discussions by authorities on continental aspects of TV-radio, films, theatre, books, magazines, newspapers.

Telecasting Notes: Hammering away at free-plug practices on network shows—one of his favorite crusades—*Advertising Age's* "Eye & Ear Man" sent advance proofs of strong editorial to networks, asked their comments before running it. Their replies and the editorial were printed in July 16 issue—editorial urging networks to "pull the switch" and black out TV shows when free plugs are attempted . . . Network's replies ran gamut from CBS comment that "we are very concerned about this problem which involves what our legitimate advertiser gets for his money" to ABC retort that issues raised don't constitute much of a problem . . . CBS-TV is concerned, too—exec. v.p. Merle Jones cited recent order cutting back amount of credit given airlines for "transporting guests to shows." He said CBS is still considering plans to ban such credits altogether, letting programs pay for whatever service is required . . . NBC's Dr. Stockton Helffrich, continuity director, pointed out that it's easy to criticize free plugs, but a distinction should be made between unmitigated "payola" and "humorous exploitation of advertising slogans, trade names and the like." He added: "We make a conscious effort to avoid being taken" . . . "Everything is decided by the audience," said Ed Sullivan in defense of movie-plugging on his show. He credited extensive backstage coverage, well in advance of movie release date, as contributing to his consistently high ratings . . . With new competition from NBC-TV's *Steve Allen Show*, Ed Sullivan is now seeking out even more spectacular attractions for future shows. Tied directly to nostalgic headlines about closing of Ringling Bros. and Barnum & Bailey's big top show, Sullivan plans to devote entire July 29 show to acts from the circus—if union problems can be cleared up—with CBS setting up big tent on parking lot at 8th Ave. & 53rd St., where clowns will entertain spectators on day of telecast. Among others signed up for future Sullivan shows: Ingrid Bergman, either in person or on special film; Elvis Presley, the singer who helped zoom Steve Allen's ratings above Sullivan's for single show . . . Like it or not, there's no denying enormous audience appeal of giveaway shows (e.g., Revlon's *\$64,000 Question* and Revlon-Kent's *\$64,000 Challenge* on CBS-TV, Purex-Speidel's *Big Surprise* on NBC-TV)—so columnist John Crosby isn't being quite fair in his sarcastic observations

on occasion of debut of Mennen-Chemstrand's *High Fiance* on CBS-TV . . . "Just as ABC-TV is getting to be known as the film network, he writes, "CBS-TV is getting on toward becoming the giveaway network. The ultimate aim of CBS, as I see it, is to provide financial security for everyone so we can sit home and watch TV all the time without the annoying interruptions of a job. Eventually the only people who will work will be the ones who demonstrate the spray deodorant" . . . Yet to come, for Crosby's—and the public's—delectation: Revlon's *Most Beautiful Girl in the World* (on NBC or ABC); Helene Curtis-Mogen David's *Treasure Hunt* on ABC; Pharmaceuticals Inc.'s *Twenty-one* on NBC . . . CBS-TV's *\$64,000 Question* finally dropped to third on July 1-7 Trendex ratings. What's first? *\$64,000 Challenge*, of course . . . Renewed "film network" speculation continues this week with roundup in July 18 *Variety*, keyed to fact that Vitapix has found co-sponsor in Sunkist (with Wesson Oil) for its nationally distributed 30-min. *Blondie* series, described as "only success story on a film network." As to feature film networks, *Variety* reviews 4 recent efforts—by General Teleradio, which "failed" to sell its RKO features for film networking; by Matty Fox's C&C TV, which has sold idea to Westinghouse & Triangle stations, but "few others"; by NTA, which so far has announced no barter-time deals; by Associated Artists with 750 Warner features and "a national sponsor interested, if clearances are fully satisfactory" . . . Use of syndicated film in 26 major markets increased 20.2% this spring over same 1955 period, according to *Billboard* survey—which showed only 2.3% gain in prime 7:30-10:30 p.m. time (with decline of 31.6% during this period in 7 top 2-station markets)—but whopping boost of 93% in 6-7:30 p.m. slots and 65.6% after 10:30 p.m. . . . Seeking to duplicate success of NBC-TV's *Victory at Sea* series several years back, CBS-TV's blurbs on its new 26-part *Air Power* feature "joint announcement" by Air Force Secy. Quarles, CBS-TV pres. J. L. Van Volkenburg and sponsor Prudential Insurance Co. pres. Carrol M. Shanks outlining tremendous amount of preparation required for the series—2-year search through 300,000,000 ft. of film. Kickoff program Nov. 11 will be full hour; thereafter show will be Sun. 6:30-7 p.m.

"The British film industry, like the American, is beginning to feel the deadly effect of TV," writes Mollie Panter-Downes in her Letter from London in July 7 *New Yorker*. "In spite of wide screens and all the rest of the marvels, people are obstinately choosing to stay home and see what the two TV networks—the BBC and the Independent—are going to dish out for nothing, even though a lot of viewers agree that the quality of what they get often leaves much to be desired. The last set of figures released by the movie industry showed a big drop in audiences, and while the larger houses may be able to take the loss in box-office receipts, small neighborhood cinemas are said to be folding every week. There are, of course, people who claim that the industry is going through this crisis simply because films are less good than they used to be . . ." Note: French film industry reports, on other hand, indicate TV has had no effect on boxoffice—but French TV isn't far developed, with only 360,000 sets-in-use as yet. Report from West Germany, where TV set sales are booming, states that film exhibitors have banded together to prevent TV use of feature films, even oldies.

New guide to 1956 political conventions and campaign, 96-p. book titled *Watch*, designed to promote CBS-TV coverage, has been prepared by CBS news and published by Maco Magazine Corp. for sale in bookstores and newsstands.

NAFBRAT's annual report on children's TV-radio programs finds "crime the biggest single ingredient offered by the TV industry as a whole to lure children to the TV set." Group classified 32 half hours of weekly filmed "crime" shows—not including westerns—as "objectionable" or "most objectionable," saying 1956 saw record number of kiddie shows with crime as theme. "Most impressive addition" to children's shows is ABC-TV's *Mickey Mouse Club*, says report—"another graphic illustration of the fact that children prefer programs which maintain high standards"—although it gave this show as example of tendency to "far too heavy commercialization." Among network TV shows classed as "excellent" are *Ding Dong School*, *Disneyland*, *Lassie*, *Mr. Wizard*, *Zoo Parade*. Among "most objectionable": *Cowboy G-Men*, *Long John Silver*, *Tales of the Texas Rangers*. Copies of report are available from National Assn. for Better Radio & Television, 882 Victoria Ave., Los Angeles.

Saturday Evening Post boosts rates about 6% with Jan. 5, 1957 issue, based on circulation rise of 200,000 to 4,850,000; cost of black-&-white page goes up to \$19,780 from \$18,145, of 2-color page to \$24,720 from \$22,680. Last rate increase was Jan. 7, 1956.

Cease-&-desist order against Apple Valley TV Assn., Wenatchee, Wash., to stop operating unlicensed TV booster station, was asked this week in FCC initial decision.

TV UPSWING BODES WELL FOR FALL MARKET: Retail TV sales thus far in July appear to be showing a continuation of the upswing which began in June, prompting industry's marketing experts to predict sales will exceed the 381,567 of July 1955. Projecting still further, they foresee TV business showing steady improvement rest of year -- and predictions of 7,400,000 sales for all of 1956 are not uncommon despite fact first-half retail sales of about 2,850,000 were about 13% below same period of 1955. Full 1955 sales at retail reached record 7,421,084.

Record-high inventories of about 2,600,000 as of July 1 form biggest cloud on trade horizon. Of that total, 1,850,000 sets were at factory-distributor levels -- and, as a result, it's assumed that this summer will see no letup in dumping, especially in view of fact that sizeable proportion of total inventory is in sets of manufacturers who have gone out of business. RETMA statistical dept. is currently considering inventory survey to determine what percentage these represent.

Pre-political convention sales are beginning to take hold, concept of small-screen "personal" portables is catching on generally, and color sales are slowly gaining momentum. Manufacturers returning from distributors' "open houses" for retailers are uniformly optimistic about fall selling season. Heavy orders from dealers -- far heavier than many expected in view of high inventories -- were reported in anticipation of big business upsurge in summer and fall.

There's little prospect of TV set price increases this fall -- at least not across-the-board -- as long as inventories remain high, say leading set makers. More likely, they say, is a "firming" of prices -- i.e., elimination of widespread price-cutting and liquidation sales.

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Set makers are inclined to write off first-half decline as a "readjustment" period -- but with purchasing power remaining high in generally upbeat economy (see p. 1), they're very hopeful about near-term prospects. Typifying this attitude is RCA v.p. Charles P. Baxter's comment that "judging from our open houses, we're planning for our best year in 1956." Philco pres. James M. Skinner Jr. remarked that "regardless of what happened in the first half, we're going all-out from here on in." Motorola v.p. Edward R. Taylor was equally enthusiastic after visits to his distributors, and Sylvania pres. Don G. Mitchell said that although Sylvania TV set sales were "soft" in first half, he foresees a "definitely improved" second half.

Whether "personal" portables will be a summer-only business, is a puzzler. Some manufacturers are wondering privately whether outdoor uses of portables under 14-in. have been over-advertised -- to possible detriment of year-round sales. As there's no precedent in previous years for "personal" portable market, they can only guess. There's considerably less doubt about the 14-in. as a year-round seller, in light of GE's 300,000 sales in first year of marketing 14-in. portables.

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Steel Supply: Steel strike presents no immediate problem for TV-radio industry -- but if it continues more than a month it could pinch. That's opinion of Donald S. Parris, acting chief of electronics div., Commerce Dept.'s Business & Defense Services Administration -- and his opinion is generally echoed in industry itself. Vincent deP. Goubeau, RCA materials v.p., said: "We're not worrying enough about it to call it a crisis. After all, the TV-radio industry uses only about 100,000 tons of cold-rolled sheet steel a year -- a comparative drop in the bucket as national users go. I believe everybody in the industry has been stockpiling steel in anticipation of a strike, so there's a rather substantial inventory on hand at 3 levels -- set makers who press their own cabinets, components manufacturers and the steel producers themselves." Bulk of steel used in TV-radio sets goes into metal cabinets

and bases of chassis. Recent trend to aluminum cabinets, particularly in portable TV sets, has tended to reduce industry's steel consumption.

No Admiral Private Labels: Admiral has dropped plan to make private-label TVs and radios, will use North Ave. plant acquired in recent Raytheon deal chiefly for metal cabinets and other production. When it took over Raytheon TV-radio div. in May (Vol. 12:21-22), Admiral announced it would set up new Belmont div. within its organization to continue and expand Raytheon private-label business, discontinuing only Raytheon brand. But survey of private-label field has convinced Admiral that the field would be unprofitable for it -- presumably because of positions of other such suppliers. It may dispose of "Belmont" trade name.

Philco's Franchise: It hasn't been publicized, but the fact is that the consent decree which Philco signed last week to settle anti-trust suit attacking legality of its distributor and dealer franchises (Vol. 12:28) won't require much revision of existing contracts. Reason is that many of the features in Aug. 1954 contract to which Justice Dept. objected had been voluntarily modified by Philco last year. One of most important changes limited Philco's right to charge accounts of distributors and dealers for transhipped merchandise. Philco spokesman said that only relatively minor changes in wording are required to bring existing contracts into line.

Production: TV output totaled 62,657 sets week ended July 13, compared to 48,115 during July 4 holiday week and 98,597 week ended June 29. It was year's 28th week and brought output for year to date to about 3,510,000, compared to 4,000,000 in corresponding period year ago. Radio production totaled 105,560 (42,748 auto) in week ended July 13, compared to 92,751 preceding week and 199,017 the week before. Radio output for 28 weeks was about 7,100,000 vs. 6,800,000 in same 1955 period.

Trade Personals: Donald P. Rohrback resigns as Westinghouse TV-radio planning mgr. to become asst. mgr. of Motorola's expanded marketing research dept., reporting to research director Thomas P. Golden; Edward G. Reitz, ex-Raytheon TV-radio market research mgr., to be responsible for Motorola sales, production & inventory statistics; Edward A. Fox, ex-Monsteller, Rickard, Gebhardt & Reed Adv., Chicago, named mgr. of consumer market surveys . . . A. M. Doyle promoted to mgr. of Canadian GE's Ottawa office, succeeding Gilbert J. Doane, retired . . . Samuel J. McDonald promoted to eastern distributor sales mgr., Sylvania electronic product sales dept., N. Y. . . . John M. Sanabria, ex-v.p. of former set-&-tube maker American Television Inc., headed by his brother, Ulysses A. Sanabria, joins Majestic International as gen. mgr. in charge of sales engineering & technical research . . . Morgan A. Gunst Jr. promoted to v.p.-gen. mgr. of Chromatic's west coast development lab, Emeryville, Cal. . . . Jack Levin promoted to Sonora asst. sales mgr. & sales promotion director, reporting to sales v.p. Charles Robbins . . . Donald H. Stover, ex-Sentinel, joins RETMA as service coordinator, replacing Al Coumont, recently resigned to join Sprague Electric . . . Julius Fine, ex-Gabriel Co., named sales mgr. of new Tenatronics Ltd., Union Commerce Bldg., Cleveland, marketing own line of antennas & accessories . . . Edward S. White promoted to director of new Warwick Mfg. Co. research & development dept. . . . Milton Schindler, administrative asst. to Ben Snyder, pres. of Snyder Mfg. Co. (antennas), promoted to west coast sales director, Los Angeles . . . Wynne Stewart promoted to asst. sales mgr. of Dage TV div., Michigan City, Ind., in charge of closed-circuit equipment demonstrations . . . John M. McLean resigns as asst. gen. mgr. of Canadian Radio Mfg. Corp. to become v.p.-gen. mgr., General Instrument-F. W. Sickles of Canada, Waterloo, Ont. . . . Frank J. Moch resigns as pres. of TV Electronic Service Assn. (TESA-Chicagoland) to devote full time to presidency of National Alliance of TV & Electronic Service Assns. (NATESA). Joseph Blink, ex-v.p. of TESA-Chicagoland,

assumes his duties . . . Vinton K. Ulrich, ex-David Bogen, resigns as secy.-treas. of High Fidelity Manufacturers Inc.; he's succeeded as secy. by Walter Stanton, Pickering & Co., and as treas. by Charles Fenton, Fenton Co. . . . John Pomeroy promoted to Sylvania So. Cal. district mgr., electronic products distributor sales, Los Angeles . . . John E. McElfresh promoted to Mich.-Ohio district sales mgr., GE tubes & components, headquartering in Lansing . . . Henry J. Morley, ex-Bendix, named mgr. of Clarostat factory, Dover, N. H. . . . M. P. Fieldman, ex-Halldorson Transformer Corp., named sales v.p., Raypar Inc., Chicago.

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DISTRIBUTOR NOTES: Whirlpool-Seeger appoints RCA Victor Distributing Corp., Kansas City, for Springfield, Mo. distribution, replacing Ozark Motor Supply Co.; Whirlpool-Seeger also appoints Heald Supply Co., Billings, Mont. (H. N. Heald, pres.), replacing Treasure State Gas & Electric Co., Butte . . . DuMont appoints Independent Distributors Inc., 4303 Brighton Blvd., Denver (Glenn I. Payton Jr., owner) . . . GE Appliances Co. forms branch at 1891 Dewey Ave., Rochester, N. Y. (Frank Gudinas, mgr.) to take over TV-radio distribution from GE Supply Co., now handling electrical supplies . . . Philco Distributors Inc., Chicago, promotes Walter Eichelberger Jr. to sales mgr., Ira Brichta to merchandising mgr., Edward Germain to sales promotion mgr. . . . Kierulff & Co., Los Angeles (Motorola) elects Roy Maginnis as acting chairman, replacing C. R. Nissen, resigned as chairman and operations v.p. . . . Philco Distributors Inc., Newark, reports resignation of Sy Slater as gen. sales mgr.

Gov. Harriman has appointed RCA chairman David Sarnoff to head special advisory committee on industrial safety, set up to plan state-wide worker safety conference in Albany next fall. This week (July 21), Gen. Sarnoff was scheduled to address convention of Pennsylvania Dept., American Legion, on "The New Look in the Cold War"—his speech to be carried on Mutual Network for half hour.

Frank Folsom, pres. of RCA, currently on tour of Canadian branches, returns to N. Y. in mid-Aug.

Topics & Trends of TV Trade: More foreign radio-phono entries into American market, in addition to those reported last week (Vol. 12:28): London Records, N.Y., owned by British Decca, bringing in English-made hi-fi combination called Essex to sell for \$595; Metz radios & phonos, made by Metz of Nuremberg and marketed by newly formed Metz of America, 7403 Melrose Ave., Los Angeles (David Krechman, ex-Tele-Vue, pres.), at prices ranging from \$150 to \$400.

Both will demonstrate at NAMM's big Music Show at Hotel New Yorker and Trade Show Bldg., July 23-26—other foreign makes to be shown including Philips and the German Blaupunkt, Braun, Siemens and Grundig-Majestic brands. Show is essentially for the music makers, but among its more than 250 exhibitors will be these names mainly with TVs as well as radios and hi-fi: DuMont, GE, Guild, Magnavox, Motorola, Olympic, RCA, Westinghouse, Zenith—and Hotpoint.

Note: UP dispatch from Tokyo this week reports midget radios one of Japan's fastest-growing export items, says U.S. is taking 35,000-40,000 of estimated monthly exports. Cheapness of sets (exported at \$5.50 f.o.b. minus batteries) was reported to have led Trade Ministry to look into "dumping" charges and some portable radio makers to ask it to consider stiff inspection tests, requiring approval of tone quality, volume, tuning accuracy, etc.

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TV shipments to dealers totaled 2,386,108 in first 5 months, when production was 2,862,177, according to RETMA state-by-state and county-by-county tabulations released this week and available to members on request. They compared with shipments of 2,677,630, production of 3,238,820 in first 5 months of 1955. New York led as usual, with 268,472; California next, 230,354; Pennsylvania third, 162,134. May shipments were 326,979, compared to 356,893 in April and 348,181 in May 1955.

DuMont quality control mgr. Nicholas DeFalco last week came up with unusual report on test he dubs "Operation Tropics"—ten 21-in. TV sets surviving 7000 hours, or 5-6 years of average use, in humidity chamber at constant 104-degree temperature and 95% humidity. Sets were turned on for 8 hours, off for 16 to let moisture infiltrate chassis. One small tube failed; otherwise, says DeFalco, "all the sets came through with flying colors."

Novel promotion contests: Admiral offering 8 all-expense African big-game safaris this fall, plus weekly cash prizes, to distributor & factory branch personnel in sales promotion contest ending Sept. 27. Motorola has awarded 5 Ford Thunderbird sport cars, 5 Dodge Lancers, 5 Nash Rambler station wagons, plus various other prizes, to sales mgrs. and distributor salesmen for exceeding their quotas in \$100,000 "Spring Power Drive" promotion.

Westinghouse's buildup for political conventions, which it will sponsor on CBS-TV & Radio, kicks off with CBS closed-circuit telecast July 26, 5-6 p.m., linking consumer products distributors and salesmen in 52 cities for talks by key merchandising executives. Originating from N. Y., telecast will also feature Betty Furness and CBS commentator Walter Cronkite.

Phono sales by manufacturers in first 5 months totaled 975,747, of which 737,230 were separate units, 143,379 were in combination with TV-radio sets, 95,138 "attachments," reports RETMA.

Inventory statistical service is proposed by NARDA, which would compile monthly data from members for distribution to all levels of industry; members are being surveyed on plan.

Canadian RETMA reports 2,175,234 TVs sold to Dominion dealers from 1949 (beginning of TV in country) thru last May.

Network Color Schedules
(July 23 - Aug. 5, 1956)

- July 23—NBC: *Producers' Showcase*, "Rosalinda," 8-9:30 p.m.
- July 25—NBC: *Matinee Theatre*, 3-4 p.m.; *Kraft Television Theatre*, 9-10 p.m.
- July 26—NBC: *Matinee Theatre*, 3-4 p.m.; *Lux Video Theatre*, 10-11 p.m.
- July 27—NBC: *Matinee Theatre*, 3-4 p.m.
- July 28—CBS: *Gene Autry Show*, 7-7:30 p.m. NBC: *Julius La Rosa Show*, 8-9 p.m.
- July 29—NBC: *Zoo Parade*, 5-5:30 p.m.; *Goodyear Playhouse*, 9-10 p.m.
- July 30—NBC: *Matinee Theatre*, 3-4 p.m.
- July 31—NBC: *Matinee Theatre*, 3-4 p.m.
- Aug. 1—NBC: *Matinee Theatre*, 3-4 p.m.; *Jaye P. Morgan Show*, 7:20-7:45 p.m.; *Kraft Television Theatre*, 9-10 p.m.
- Aug. 2—NBC: *Matinee Theatre*, 3-4 p.m.
- Aug. 3—NBC: *Matinee Theatre*, 3-4 p.m.
- Aug. 4—CBS: *Gene Autry Show*, 7-7:30 p.m.
- Aug. 5—NBC: *Zoo Parade*, 5-5:30 p.m.; *Alcoa Hour*, 9-10 p.m.

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The 21-in. round color tube is "the best on the market today." So said Sylvania picture tube div. gen. mgr. W. H. Lamb in denying trade report that new Sylvania color set would be introduced this fall with rectangular single-gun tube. Said Lamb: "Sylvania is, of course, doing developmental work along many lines in color TV. However, we do not have a one-gun tube in production or under development. Sylvania uses the round 21-in. [shadow-mask tube], and manufactures these tubes for a number of other major set makers and for the replacement market. We have no plans whatsoever to replace this tube with a one-gun model."

"Color is our business," said Edward A. More, adv. mgr. of Formica Corp., Cincinnati, in announcing 17-week color TV saturation spot campaign starting July 16 on WITI-TV, Milwaukee, which calls itself "world's first independent color station." At 9:30 nightly, one-min. color film demonstrates new angles in kitchen or bathroom planning, ending with local copy on color slides. Recently, on WWJ-TV, Detroit, Cook & Dunn Paint Corp., Newark, began special paint dealer promotion using 5 color spots weekly.

Color accounted for 25% of all TV unit sales, 50% of total dollar volume in week of July 9, reports David Oreck, sales v.p. of RCA distributor Bruno-N.Y.

ELECTRONICS PERSONALS: Frank W. Godsey Jr. resigns as mgr. of Westinghouse electronics, X-ray & air arm divs., Baltimore (and as a RETMA director) to become pres. of Air Associates Inc., Teterboro, N. J. . . . Wm. L. Dunn, onetime Raytheon TV-radio div. v.p., recently pres. of Magnecord, named v.p. in charge of sales engineering, Emerson Radio govt. electronics div. . . . Jerome R. Steen, ex-TV-radio div., named quality mgr. of semiconductors, Sylvania electronics div., Woburn, Mass. . . . Thomas J. Riggs, ex-pres. of F. L. Jacobs Co., Detroit auto parts maker, elected exec. v.p.-gen. mgr. of Gabriel Co., maker of TV antennas and automotive supplies . . . Frank H. Slaymaker promoted from chief engineer, Stromberg-Carlson special products div., to mgr. of newly formed electroacoustics research group . . . E. S. Calhoun, Stanford Research Institute mgr. of electronic data-processing research, left July 13 on round-the-world trip to investigate recent developments in electronic computers abroad . . . Capt. Henry Bernstein, USN ret., ex-chief of Naval Research Lab, San Diego, reported for duty this week as RETMA military engineering coordinator . . . George H. L. Norman promoted to Sprague Electric Pacific div. sales mgr., replacing George S. Kartiotis, resigned.

Federal Telephone & Radio Co. (IT&T) has purchased Electromec Inc., instrument manufacturing subsidiary of Electronic Specialty Co., Los Angeles.

Financial & Trade Notes: Sylvania set new records for first half and second quarter sales & earnings, chairman-pres. Don G. Mitchell reporting to stockholders July 19: "Trends in Sylvania's markets are very favorable, and we anticipate a steady increase in our business. This will be a good year for the company and for industry as a whole."

First-half sales were \$155,116,676, up 12% from 1955 half's \$138,713,349. Earnings were \$7,323,515 (\$2.16), up from \$6,088,019 (\$1.90). Second quarter sales were \$71,827,000 vs. \$64,733,722; profits were \$3,000,429 (88¢) vs. \$2,840,364 (87¢)—but it's noteworthy that 3,295,601 shares of common were outstanding on June 30 as against 2,961,520 same date year ago. [Note: Total 1955 sales were \$307,371,315, net profit \$13,812,970 (\$4.29) vs. \$281,641,987 & \$9,480,941 (\$2.92) in 1954.]

Operating results, said Mitchell, demonstrate "vital importance of diversified operations"—and he reported sales "ahead" in lighting products, photoflashes, receiving tubes, tungsten & chemical products; "on a par with last year" in picture tubes; "unusually strong" in metal parts and plastics; "substantially ahead" at Canadian subsidiary, notably in fluorescent lamps, and in international markets generally. In atomic energy field, not much publicized, "extremely significant progress continues to be made in atomic fuel and related fields," he said, revealing construction will start soon on big new production & lab facility at site to be announced.

"The TV set business," he stated, "continues to be the most intensely competitive area in the entire electronics business." But despite dropout of some manufacturers in recent months, he reiterated: "Sylvania not only intends to stay in the TV set business, but to obtain a steadily increasing volume." TV sales were "soft" during first half, but outlook has "definitely improved" for rest of year—and Mitchell repeated his previous forecast that total industry unit sales will reach record 7,500,000, about 200,000 being color (Vol. 12:26).

* * * *

American Broadcasting-Paramount Theatres Inc., thanks largely to upsurge of ABC-TV operations, jumped net operating profit for first 6 months to \$4,202,000 (97¢ a share) from \$3,355,000 (77¢) for same 1955 period. With net capital gains of \$907,000 (22¢ a share) realized on sales and disposal of 22 theatres, consolidated half-year earnings were \$5,109,000 (\$1.19) compared with \$3,438,000 (79¢) in 1955 period. Second-quarter operating profit was \$1,632,000 (37¢) vs. \$1,438,000 (32¢). Said pres. Leonard Goldenson, in releasing report July 20: "Our ABC broadcasting division continues to show favorable improvement . . . Our theatre business paralleled general conditions in the motion picture industry with profits lower in the second quarter. A principal reason is that, with few exceptions, the pictures released during the period did not gain strong public response." He also disclosed that Technical Operations Inc., in which AB-PT has 22% stock interest, has signed research contract with Atomic Energy Commission in connection with reactor safety program, is planning new plant at Burlington, Mass. near that of Microwave Associates Inc., in which AB-PT also has stock interest.

Storer Broadcasting Co. second quarter net earnings after taxes were \$1,395,202 (56.4¢) compared to \$1,039,919 (41¢) for same 1955 quarter. For first half of year, net earnings were \$2,845,445 (\$1.15) compared to \$1,851,908 (72.7¢). Sales are not reported until end of year. For whole of 1955, Storer net was \$4,330,429 (\$1.73), up from \$3,680,779 (\$1.62) in 1954.

International Resistance Co. is subject of article in July *American Stock Exchange Investor*, published by ASE to inform investors about its listed securities.

GE reports record profits and sales in first half of 1956, with consumer products, distribution, apparatus & industrial products each increasing sales over first 6 months of 1955. Only defense products sales were down for period. Earnings in first 6 months this year were \$112,864,000 (\$1.30 per share) after taxes of \$114,000,000 on sales of \$1,958,974,000, compared to profit of \$107,799,000 (\$1.24) after taxes of \$102,500,000 on sales of \$1,673,012,000 in first half of 1955. For quarter ended June 30, net income was \$57,902,000 (67¢) after taxes of \$56,000,000 on sales of \$1,012,516,000, compared to \$54,962,000 (63¢) after taxes of \$58,000,000 on \$946,458,000 in same 1955 period. Pres. Ralph J. Cordiner said if present general business trends continue, sales for remainder of year should continue substantially ahead of 1955, with earnings ratio also showing improvement. He cautioned, however, that corporate earnings, employee salaries and purchases from suppliers might be adversely affected if current steel strike is prolonged.

Big Davega chain of 30 sporting goods-appliance stores in N.Y. area, whose 1954 fiscal year deficit ran \$181,000 and 1955 fiscal loss was \$331,000 on annual sales of about \$25,000,000, was reported in July 19 Chicago dispatch to *New York Times* this week to have received offer of \$7 a share for 135,000 of its 265,000 shares outstanding (\$945,000) from Mages Sporting Goods Co., Chicago. Mages operates 9 stores in Chicago area, plans 3 more this year. Abram Davega, v.p., was quoted as saying company has made no offer to sell to Mages, has indicated no desire to sell, is not engaged in any negotiations. Davega chain has been major TV-radio retailer. This week, another famous N.Y. specialty firm, S. Klein-on-the-Square, with branches in Newark, Levittown & Hempstead, announced it would begin selling TVs, tape recorders and major appliances as of Aug. 15. It will carry "all major lines at all prices," it announced, with Jerry Germain as merchandising mgr. of appliance div.

Pacific Mercury TV Mfg. Co. reports sales of \$13,799,789 and profit of \$382,455 (55¢) per share) for fiscal year ended March 31 vs. \$12,214,539 & \$255,817 (37¢) for preceding year. Los Angeles maker of Silvertone TVs for Sears, Roebuck, also Thomas electronic organ, is currently building plant at Joplin, Mo., plans to change fiscal year to end June 30, will borrow \$350,000 for added working capital.

One reason why Loew's Inc. (MGM) is "diversifying" into TV (Vol. 12:25, 28): Net earnings for 40 weeks ended June 7 fell to \$2,698,261 (51¢ a share) on operating revenues of \$127,992,000 from \$4,514,242 (88¢) on \$131,272,000 in corresponding 1955 period. Pres. Arthur M. Loew attributed decline to drop in theatre grosses generally.

Electronic Associates Inc., Long Branch, N. J., reports net income of \$581,690 (\$2.13 per share) in first 6 months of 1956 vs. \$122,866 (50¢) in same 1955 period; most of earnings were in June quarter—\$469,312 (\$1.72) vs. \$95,337 (39¢).

* * * *

Dividends: Hazeltine, 35¢ Sept. 14 to stockholders of record Aug. 31; International Resistance, 5¢ Sept. 1 to holders Aug. 15; Electronics Investment Corp. (San Diego), 3¢ Aug. 21 to holders July 30.

Fewer business failures among TV-radio-appliance retailers were reported by Dun & Bradstreet for first 6 months than in same period year ago. There were 163 failures in first half of 1956, representing liabilities of \$5,557,000, compared to 209 failures, \$6,213,000 liabilities, in first 6 months of 1955. In second quarter of 1956, there were 75 failures, \$2,536,000 liabilities, compared to 102 failures, \$2,455,000 liabilities, in second quarter year ago.

MINIATURE transistorized TV camera and portable transmitter for spot news telecasting and other TV field pickup functions was announced this week end by RCA. Described as "most compact, complete system yet designed for picking up and transmitting TV pictures," the gear includes 4-lb. camera equipped with new electronic viewfinder and 15-lb. back-pack transmitter capable of sending TV signals to base station more than mile away.

RCA's new camera and transmitter are entirely transistorized, with exception of transmitting and pickup tubes—using total of 70 transistors. Transistorized camera is built around new RCA vidicon tube only ½-in. in diameter and no longer than a king-sized cigarette, employs standard 8mm movie lens—but with sensitivity greater than that of standard 1-in. vidicon tube. RCA tube div. announced that developmental samples of new tube will be made available to other TV camera manufacturers within few weeks.

Camera's electronic viewfinder can be detached and hung around cameraman's neck, and displays scene as viewed by camera lens even when separated from camera. Exclusive of viewfinder, camera is 2½-in. high, 3-in. wide, 8¼-in. long. Transmitter is 12x13x3-in. Batteries in unit can operate system about 5 hours, contrasted with 2-hour life of batteries employed with tube-operated "peepie-creepie" portable TV equipment.

New camera-transmitter will be used experimentally by NBC-TV at political conventions—while CBS-TV will use new miniature camera-transmitter manufactured by French Compagnie Generale de TSF (Vol. 12:27).

RCA's low-light image orthicon, described for first time at last March's IRE convention (Vol. 12:12), is now in pilot production, available to customers on 30-day notice at about \$1200, same price as standard image orth. Developed for scientific and industrial uses, tube is said to operate successfully with as little as 1/100,000th of a foot-candle, amplifying signals about 500 times without proportionate increase in distortion. New tube differs from conventional pickup tubes in its greater spacing between screen and target, will operate in standard TV camera but requires special amplifying equipment.

Two new distribution amplifiers were announced this week by GPL—video distribution amplifier (PA-1002) designed for use in distribution and transmission of color & monochrome video signals within TV broadcast stations and equipment design labs. Pulse distribution amplifier (PA-1004) is claimed to provide greater output voltage, more rapid pulse rise and more complete pulse clipping, to meet sync distribution requirements of multiple camera chain installations.

Two applications for new TV stations were filed this week with FCC, bringing total pending to 120 (22 uhf). They were: For Salem, Ore., Ch. 3, by C. H. Fisher, owner of tower erecting service and part owner of KVAL-TV, Eugene and KPIC-TV, Roseburg, Ore.; for New Orleans, Ch. 32, by WWEZ (A. L. Chilton, pres.). [For details, see *TV Addenda 23-B* herewith.]

Two applications for microwave relays to serve community antennas were filed with FCC this week: (1) By Shirley Basin Transmission Co., 218 N. Wolcott St., Casper, Wyo., to carry 2 Denver signals via 3-hop microwave from Laramie to Rawlins Community TV Co., Rawlins, Wyo. (2) By Southern Bell Telephone Co. to relay signals of WTVJ, Miami, to Cable-Vision Inc. of Key West in 4 hops.

Nielsen reports 421 stations, 4 networks, 43 advertisers & agencies have subscribed to its upcoming county-by-county census of TV and radio homes and total homes as of March 1956. No date has been set for its release.

Legitimate stage recovers New York's Ambassador Theatre Oct. 2 after 6 years as a DuMont studio.

"Operation Alert," July 20 civil defense test, saw first fullscale use of Conelrad, with apparently 100% TV-AM-FM cooperation. Though results hadn't officially been appraised by press time, 1250 AM broadcasters participated actively in tests by shifting to civil defense frequencies of 640 & 1240 kc, while all other AM stations and all TV & FM stations went off air for the 15-min. Conelrad alert 4:10-4:25 p.m. From our own observation, Conelrad security in Washington was complete, with no programs on any TV or radio frequencies except the civil defense frequencies during the alert period. On the Conelrad frequencies, audibility of signal varied from excellent to non-existent with the every-30-second switches of transmitters. Conelrad stations broadcast national and regional civil defense information and march music. Immediately following the alert, Federal Civil Defense director Val Peterson issued this statement: "We in the civil defense and all of the people of America are deeply in debt to the broadcasting industry for making this system and this test possible." During Operation Alert, token contingent of FCC personnel moved to emergency govt. hideout several hundred miles from Washington, but for the most part FCC business went on as usual in Washington—not a single mimeograph machine being knocked out by enemy action.

KVIP-TV, Redding, Cal. (Ch. 7) expects to meet Aug. 1 programming target as NBC affiliate, reports asst. mgr. Russ K. Olsen, ex-KPTV, Portland, Ore. It has 5-kw GE transmitter wired and ready at site on Mt. Shasta-Bally and was to have 6-bay antenna installed on 60-ft. Fisher tower this week. Also on hand are two 50-kw diesel generators for standby in case power line isn't completed by air time. It has applied for increase to 117-kw maximum power, plans to use GE amplifier. Pres.-gen. mgr. & 19⅓% owner is Redding mayor George C. Fleharty, also publisher of *Anderson Valley News*. Ted Dooley, ex-KHSL-TV, Chico, is program director. Base hour will be \$225. Rep will be Branham.

Arizona Supreme Court, upholding original jury judgment and reversing lower court decision overruling it, has decided that John C. Mullins, who sold Phoenix's KPHO-TV (Ch. 5) with KPHO to present owner Meredith Publishing Co. for \$1,500,000 in 1952 (Vol. 8:18, 26), must pay \$75,000 commission to Los Angeles station broker Albert Zugsmith. Mullins now is half owner, with Wm. Zeckendorf's big Webb & Knapp realty firm, of KBTB, Denver (Ch. 9), purchased last year for about \$1,000,000 (Vol. 11:7, 13, 49).

Detroit Tigers baseball franchise was sold this week, as expected—fetching \$5,500,000 from 11-man syndicate heavily in TV-radio (Vol. 12:28). John E. Fetzer, pres. of WKZO-TV & WKZO, Kalamazoo, and KOLN-TV, Lincoln, Neb., will own 33⅓% and becomes chairman; Fred Knorr, operator of 4 AM stations in Mich., will also own 33⅓% and becomes president. Remaining 33⅓% will be divided among other members, including Paul A. O'Bryan, partner in Washington law firm of Dow, Lohnes & Albertson, who will be a v.p.

Walt Disney's \$17,000,000 Disneyland Park at Anaheim, Cal. (Vol. 11:30)—35% owned by ABC—passed its first anniversary this week, with these vital statistics: First year attendance, 3,700,000; gross from rides, admissions and souvenirs, \$7,300,000; gross from exhibitors & advertisers, \$1,400,000.

NTA continues to expand, returning to first-run series syndication with new series, *Sheriff of Cochise*, to be produced for it by Desilu in \$1,125,000 deal. Socony Mobil Oil has already been signed as 52-week sponsor in 67 markets in 16 midwestern states for more than \$500,000. NTA also reports 15 additional sales of its 20th Century-Fox feature film package, for total of 36.

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JUL 30 1956

Television Digest

with **ELECTRONICS REPORTS**

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SUMMARY-INDEX OF THE WEEK'S NEWS — July 28, 1956

MORE STATION SALES and/or transfers since last Feb. than new-station starters, new TV Factbook reveals; industry almanac off the presses (p. 1).

MANY STATIONS LOST MONEY last year, not all of them uhf, despite record revenues and before-tax profits of telecasting industry as whole (p. 2).

DEINTERMIXTURE BATTLE JOINED as first challenges to reallocation are filed. ABC submits top-200 market allocation. Dr. Baker backs move to uhf (p. 2).

\$10,000,000 OFFER for 2 Indiana stations and their radio adjuncts made by "Jock" Whitney firm. McConnell-controlled stations only about 2 years old (p. 3).

MAGNUSON ASSAILS syndicate and absentee ownership of TV stations, predicts strong acceptance of color in 3-4 years, opposes regulation of networks (p. 4).

TINY TV CAMERAS and transmitters announced for conventions: CBS using "world's smallest" camera, French transmitter; ABC using new Philco camera (p. 5).

IDEAS FOR TV PROFITABILITY advanced by several industry leaders, reflecting diverse approaches. Bendix Radio quits TV. TV-radio mart proposed (p. 9).

RCA's COLOR PROMOTION features \$495 model but step-ups, too; planners foresee "islands of color," plan ad copy accordingly. Notes on color (p. 12).

FINANCIAL REPORTS show sharp drop in Philco earnings & sales, RCA sales up but earnings down, DuMont losing, Westinghouse post-strike comeback (p. 13).

UNPRECEDENTED 5-YEAR SPOT TV campaign in top 100 markets announced by International Latex as result of Matty Fox's time-for-features barter plan (p. 6).

GOVT. INDIRECTLY ATTACKS TV-radio merchandising plans in complaints accusing 9 major grocery producers of giving illegal promotion allowances (p. 7).

2 MORE UHF's QUIT—in Kingston, N.Y. and Beaumont, Tex.—as new vhf's start in Redding, Cal. and Agana, Guam. Notes on upcoming stations (p. 8).

TV's HELL-FOR-BREAKFAST PACE SLOWS DOWN: It isn't a breakneck race any more -- the frenzy to get new stations on the air, for our new Television Factbook (fall-winter edition, No. 23), which should reach you around Aug. 1, actually shows a net gain of only 16 on-air stations in the 6 months since the last edition. The Factbook details data on the 478 operating stations in the U.S. and Possessions as of July 15 and on 18 more due to get under way by fall, whereas the Feb. 1956 edition had 462 on air, 11 due by spring, and the July 1955 edition showed 425 on, 15 due.

There were 5 that quit in the last 6 months, making total of 68 to date, so that in point of fact the new Factbook lists 21 starters. Currently, there are 178 CPs for new stations outstanding (all listed); 6 months ago, there were 153.

Thus the TV industry's almanac and prime reference book, which has grown with it from a 4-p. Supplement listing a handful of stations and applicants 10 years ago to a 456-p. compendium now, would indicate that the meteoric pace that began with the end of the station freeze in April, 1952 has steadied down to a walk. And it's also significant to note (in the Factbook's record of station sales and transfers) that there were actually more of those (31, as we count them among the many dozens since 1949) during the last 6 months than there were new-station starters.

Network and station personnel and rates have changed considerably over the last half year, and the multifarious changes in the Factbook's directories & tables would indicate that the business hasn't stood still by any means. Among the 70-odd updated departments: lists of TV-radio manufacturers (U.S., Canadian & foreign), community antenna systems, live & film program producers, foreign TV stations, stations equipped for color, consulting engineers, attorneys, laboratories, trade associations, research firms, unions, equipment makers, etc.; statistical tables on TV advertising expenditures, network revenues, TV-radio receiver production, sales, etc.

A 43x39-in. wall map in color, showing locations of all U.S. & Canadian stations, is inserted in each Factbook. One copy goes to each of our full-service subscribers. Extra copies are available at \$4.50 each.

40% OF TV STATIONS LOST MONEY IN '55: Everything isn't beer & skittles in the tele-casting business -- for despite record gross and profit of the industry as whole, about 2 out of 5 of the nation's TV stations closed their 1955 books with red ink.

FCC's official 1955 TV financial audit, released this week, tells this story: Of 377 TV stations reporting on full year of operation, 228 reported profit and 149 reported loss for the year.

It wasn't only the uhf outlets which lost money last year, the Commission's tables show. Twelve of the 108 pre-freeze stations were still in the red, and while 104 post-freeze vhf outlets reported a profit for year, another 80 operated at net loss. Of uhf group, 28 showed profit, 57 loss for full year.

* * * *

The industry-wide totals enumerated in FCC's tables confirm our exclusive report of 2 weeks ago (Vol. 12:28). Highlights of the TV statistics:

Total broadcast revenues for all TV networks and 437 stations: \$744,700,000, up 27% from the \$593,000,000 reported for 1954. Total profits before Federal income tax: \$150,200,000, a 67% increase over 1954's \$90,300,000.

Networks and their owned stations reported revenues of \$374,000,000 (up from \$306,700,000), before-tax profits of \$68,000,000 (up from \$36,500,000). The 421 other TV stations had revenues of \$370,600,000 (vs. \$286,300,000 in 1954), pre-tax profits of \$82,100,000 (up from \$53,800,000).

Post-freeze stations showed profit in the aggregate -- albeit a small one -- for the first time. Post-freeze vhfs registered \$4,800,000 before taxes (as against \$3,800,000 loss in 1954), uhfs showing net loss of \$4,500,000 (vs. \$10,000,000 year before). Pre-freeze stations (excluding network-owned) had gross of \$230,000,000 in 1955, profits of \$81,900,000 (vs. \$200,900,000 & \$67,600,000 in 1954).

Sources of TV revenue for the 437 stations and 4 networks: From network time sales, \$308,900,000; from national and regional spot, \$222,400,000; from local time sales, \$149,800,000. Deducting \$108,700,000 in commissions to agencies, reps, etc. left figure of \$572,400,000 for net time sales. Station-network revenues from talent totaled \$112,500,000, other miscellaneous broadcast revenues \$59,800,000.

The FCC financial analysis (Public Notice 25050) contains 4 tabular breakdowns of the TV figures, with other tables to be issued later. It's available from Commission, or we'll get a copy for you. Other breakdowns of official FCC financial figures are featured in our Fall-Winter TV Factbook, just off the presses. They include table showing TV-radio station financial figures from 1946 through 1955, and new table of financial figures for each network from 1953 through 1955.

CHALLENGES TO FCC ALLOCATION PROPOSAL: First of big batch of challenges to FCC's June 26 allocations blueprint (for full text, see our Special Report of June 30) began to descend upon the Commission this week -- even as 2 more uhf stations called it quits because of vhf competition (see p. 8). It's evident that even the Senate committee's high praise for the Commission's pro-uhf and pro-deintermixture plan (Vol. 12:29) isn't going to deter bitter opposition of those who would be hurt.

Claiming FCC didn't go far enough in its deintermixture rulemaking, ABC filed petition this week asking it to reconsider its refusal to cut minimum separations between vhf channels -- but only where there are already 2 existing commercial vhf stations and there's no other way to provide competitive 3-station service.

TV will have to live with FCC's "interim plan" for at least the next decade, said ABC -- "too long a period to wait for the minimum requirements of a nation-wide competitive TV service" which at the very least should afford 3 competitive services in the first 100 markets. To back up its conviction, ABC submitted a sample allocation plan for the first 200 markets, based upon deintermixture, reduction of minimum co-channel spacings to 130 mi. where necessary and moving some existing vhf stations to uhf. Nub of the ABC plan:

In first 100 markets, 50 would have 4 or more vhf services, 25 would have 3 vhf, 23 would be all-uhf, one would have 2 vhf, one 1 vhf. In second 100 markets, 17 would have 4 or more vhf, 49 would have 3 vhf, 29 would be all-uhf, 2 would have

2 vhf, 3 would have 1 vhf each. (Copies of the ABC plan are obtainable from office of its v.p. & general counsel James A. Stabile, 7 West 66th St., N. Y.)

Opening gun in what is certain to be a long and bitter fight against the deintermixture plan was fired this week by the recently inaugurated WISC-TV, Madison (Ch. 3), one of the 2 operating stations whose vhf channels would be taken away from them under FCC proposals (Vol. 12:26). In petition for reconsideration of the Commission's general deintermixture plan, counsel Arthur W. Scharfeld charged that:

Deintermixture proposal is "illegal and improper" because its purpose is to "insulate existing uhf stations...against competition from local vhf stations"; because FCC used new engineering standards of TV coverage without necessary prior rule-making procedures; because it is based on "unrealistic assumptions" of 1000-kw power and of maximum height for uhf stations "that unfairly discriminates against pertinent showings of actual operations by vhf stations."

Separate petition by WISC-TV asked for hearing on "any reallocation concerning Ch. 3 in Madison." Last week, it asked Commission to withdraw the proposal to remove the channel from Madison.

Two "frozen" vhf grantees, not permitted to build pending deintermixture action in their areas, this week petitioned FCC to throw out the reallocation as it applies to their areas: WTIC, Hartford, new Ch. 3 grantee, and WIRL-TV, Peoria holding CP for Ch. 8 there. Both areas are proposed as all-uhf.

This opposition is only the beginning. There will be plenty more, not only before FCC but in the courts -- and the best guessing is that the problem will be with us for years. (For other allocations petitions, see p. 4.)

* * * *

Praise for FCC's long-term proposal to move all TV to uhf came this week from RETMA pres. Dr. W.R.G. Baker, a GE v.p. "If we are to have a nation-wide competitive service," said he, "we must make effective utilization of the uhf channels, even if this ultimately involves having substantially all TV in the uhf spectrum." He asked for "an early decision by the FCC to move TV to the uhf channels."

Senate Commerce Committee published its interim report on allocations, as adopted last week. (Senate Report 2795, available from the Committee or from us.) In addition to majority report upholding FCC's effort, it includes the dissents of Sens. Wofford (D-S.C.), Daniel (D-Tex.), Purtell (R-Conn.); statement by Sen. Ervin (D-N.C.) objecting to whole idea of an interim report by the Committee which "could be interpreted as an effort on the part of the Committee to instruct the FCC how it should undertake to exercise its regulatory powers"; and text of FCC's rule-making.

Chairman Magnuson (D-Wash.), in letter of transmittal, calls attention to fact that the Committee "urges the effectuation of deintermixture as broadly and as rapidly as possible, not only in as many of [the 13 original] cases as may be found proper, but also in other cases now pending before [FCC] or to be filed hereafter."

OFFER OF \$10,000,000 for WISH-TV, Indianapolis (Ch. 8) with WINT, Ft. Wayne-Waterloo (Ch. 15) and their radio adjuncts—WISH (5-kw D, 1-kw N, 1310 kc, CBS) and WANE (250-w, 1450 kc, CBS)—was being considered at week's end by principals in Universal Broadcasting Co., headed by C. Bruce McConnell. Proposing to purchase the stations is J. H. Whitney & Co., the private investment group headed by John Hay Whitney, which recently was authorized to acquire 90% control of KGUL-TV, Galveston-Houston (Ch. 11) for \$4,250,000 (Vol. 12:28) and which first got into TV by buying KOTV, Tulsa (Ch. 6) for \$4,000,000 (Vol. 10:14).

Other offers are understood to have been made for WISH-TV—by Time Inc., CBS, others—but Whitney's "package offer" is highest and, if accepted, will constitute one of biggest station deals in history. Principals are maintaining complete silence, but some minority stockholders are understood to be pressuring McConnell to accept; he's pres. & 54.74% stockholder, with his son Robert, v.p. & gen. mgr., and his engineering v.p. Stokes

Gresham Jr. owning fractional percentage (.09% & .45%, respectively); Frank E. McKinney, former chairman of Democratic National Committee, 10%; Samuel R. & Dudley V. Sutpin, 6.56% each; P. R. Mallory & Co., big Indianapolis electronics components maker, 9.78%; Joseph E. Cain, 6.72%; Earl H. Schmidt, secy., 2.97%. Butler U also has .38%, and there are others under 1%.

The Ft. Wayne-Waterloo uhf recently was purchased for \$484,000 plus assumption of about \$200,000 obligations (Vol. 12:24), Universal surrendering its own CP for uhf there. Universal also owns radio WHBU, Anderson, Ind. (250-w, 1240 kc, CBS) but application recently was made to FCC to transfer it for \$50,000 to the McConnells personally, the father to own 55%, son 45%—and it's not believed to be involved in the Whitney proposal.

WISH-TV began operating in June, 1954 after competing parties got together to hasten construction, hence the diverse list of stockholders. It's reputed to be a substantial earner. WINT was started by R. Morris Pierce group in Sept. 1954, and its service area is definitely "uhf country" with no vhf intermixture in prospect.

SENATOR MAGNUSON (D-Wash.), chairman of TV-investigating Interstate & Foreign Commerce Committee, spoke out this week against syndicate-owned TV stations in letter to FCC Chairman McConnaughey, and gave his views on color, uhf & networks on NBC-TV's *Meet the Press*. In letter of transmittal to FCC accompanying Committee's interim report on TV allocations (see p. 3), Magnuson hinted at a possible future area of Congressional TV inquiry when he commented on these "current trends in the radio & TV industry" which he said concerned him greatly:

"I hear and read trade reports of the formation of syndicates with millions of dollars to invest in radio & TV . . . Radio & TV stations should be owned and operated by people who know the communities where they are located . . . Broadcasting stations should not be simply house organs grinding out the tune of big business which own them—and there is some evidence that this is a real danger today.

"The Commission should be on guard against the intrusion of big business and absentee ownership—such as film producers, aviation carriers, magazine publishers, insurance companies, or other large investors interested in the tax advantages offered by the broadcast industry—to dominate the field of station ownership."

In his July 22 appearance on *Meet the Press*, Magnuson was questioned about some TV matters. Some quotes:

On color: "Color TV we think will phase into the national TV picture in a period of 3½-4 years and we're suggesting and making a strong recommendation that the [excise] tax on color TV be taken off [for all-channel sets]. I think probably in 3½-4 years [a black-&-white set] will be like an old automobile. The color sets will be so attractive and low you'll probably want to trade it in. . ."

On networks: "I disagree with Sen. Bricker, in that [he] originally wanted to make the networks common

carriers which then would make them subject to regulation by the Congress such as any utility. I think, although there have been network practices that are subject to some criticism, by and large they have done a fairly good job in this country giving the people good programs. I think if we get the U's straightened around and the [all-channel] set problem straightened around so there can be competition, they serve a useful purpose."

On misleading ads on TV-radio: "I think we've been very successful in cutting them down. The FTC . . . has monitored over 7000 programs already. The Better Business Bureaus all over the country have been working in cooperation with us and I think it's well on the way to being cleaned up. . . . We don't need legislation."

Allocations petitions continue to pour in to FCC, though Commission won't meet again until Aug. 29. In addition to those listed in story on p. 2, these petitions relating to allocations were filed: (1) WICC-TV, Bridgeport (Ch. 43), urged Commission to modify its allocations proposal to permit reduction of vhf mileage separations in some cases. (2) WWLP, Springfield, Mass. (Ch. 22) asked FCC to reconsider its proposal to increase maximum uhf power to 5000-kw, or else authorize powers over 1000-kw on case-to-case basis only. (3) WMGT, Adams, Mass. (Ch. 19, off air) asked FCC to refuse to accept applications for Ch. 10 in Vail Mills, N. Y. until final decision is made on proposal to delete that channel. (4) Bayou Broadcasting Co., grantee of Ch. 40, Baton Rouge, asked that Ch. 18 be substituted for 40 in Baton Rouge, 40 for 18 in Jackson, La. One CP, granted by Commission last week, was not announced until this week. It was for Hartford's Ch. 3 to WTIC (Travelers Insurance) in decision over Hartford Telecasting, but grantee won't be permitted to build until disposal of FCC's allocation rule-making to move Ch. 3 to Providence. Another last-minute action by Commission, not yet officially announced, was approval of sale of Radio WQAM by *Miami Herald* (Knight) for \$850,000 to Todd Storz, by 4-3 vote, majority voting not to consider "cash giveaway" charges against Storz (Vol. 12:28).

Personal Notes: Eugene B. Dodson named acting mgr. of WKY-TV & WKY, Oklahoma City, while P. A. (Bud) Sugg assumes management of *Daily Oklahoman's* newly acquired WTVT, Tampa (Vol. 12:29); Sugg takes with him WKY-TV national sales mgr. John Haberman and newscaster Dick John—and as WKY Radiophone Co. exec. v.p. continues supervision of the 3 *Oklahoman* TV-radio groups, third being WSFA-TV & WSFA, Montgomery, Ala., managed by Hoyt Andres . . . Wilbur S. Edwards, who resigned as gen. sales mgr. of CBS-TV Film Sales to become gen. sales mgr. of Encyclopedia Britannica Films, Chicago, has been replaced by Thomas W. Moore, mgr. of Los Angeles office . . . George Fuerst, ex-TV spot sales mgr., NBC Spot Sales, San Francisco, named radio spot sales mgr. of western div.; Ed Macauley joins TV spot sales staff, San Francisco . . . Ewing Kelly, KRCA-TV, Sacramento, and John Hearne, TV-radio attorney, head new freedom of information committee of California Radio & TV Broadcasters Assn. designated to study what has been done about access of TV-radio to courtrooms, legislatures, etc. . . . Frank Oxarart elected pres. of Continental Telecasting Corp., owners of KRKD, Los Angeles, and KITO, San Bernardino, replacing Arthur Hogan, who has applied to buy KFOX, Long Beach . . . Timothy A. O'Connor, ex-publisher of *Durango* (Colo.) *Herald-News*, recently with May Business Engineering Co., Chicago, joins Chicago office of Allen Kander & Co., newspaper-radio-TV broker, under Richard Shaheen . . . T. H. Patterson, sales

mgr. of WITN, Washington, N. C. promoted to v.p. for sales . . . James W. Evans, ex-director of adv., promotion & merchandising, WNHC-TV, New Haven, joins WXEX-TV, Petersburg, in similar capacity . . . Robert J. McIntosh promoted to station mgr. of radio WWJ, Detroit . . . Wm. H. Melson Jr. promoted to mgr. of personnel & allied services, WBTW & WBT, Charlotte, and WBTW, Florence, S. C. . . . Greg Olberding, ex-WLWT, Cincinnati, named publicity mgr. of WKRC-TV & WKRC there, succeeding Don Edgemon, now asst. sales promotion mgr. of WBZ-TV, Boston . . . Henry H. Mamet resigns as mgr. of KRMA-TV, Denver (Ch. 6, educational) . . . George Faust, ex-DuMont, recently sales v.p., Roland Reed Productions, joins KNXT & CBS-TV Pacific Network . . . Manny Reiner, ex-Louis G. Cowan Inc., Warner Bros. & MGM, resigns as gen. sales mgr. of IFE Releasing Corp. to become European sales mgr. of TPA . . . Otis W. Murray promoted to exec. v.p., Pathe Laboratories Inc., a leading processor of TV & movie films; David J. Melamed named v.p. finance.

John T. Jones Jr., pres. of KTRK-TV, Houston and pres. of *Houston Chronicle*, receives bequest of \$300,000 in will of late Jesse Jones, his uncle, who left most of his \$250,000,000 estate to charities.

FCC Comr. Robert T. Bartley will be guest of honor at dinner of So. Cal. Broadcasters Assn. in Los Angeles, Aug. 2.

Telecasting Notes: Because every home is now a newsreel theatre, the Pathe rooster will crow no more on movie screens, and the entire Warner-Pathe newsreel library—25,000,000 ft., some of it dating back to 1898—will be sold to TV. Discontinuance of newsreel service, effective Aug. 23, is second in series of Warner Bros. moves to streamline movie organization for TV age—first having been sale of back feature films and shorts to PRM Inc. . . . Warners' announcement of Pathe's demise didn't specifically mention TV as the contributing factor, but noted that little more than half of the 19,200 movie houses now in operation still use newsreel service. As Warners negotiates with "several highly interested buyers" for sale of its backlog news footage, 4 theatrical newsreel companies continue serving nation's movie houses: Movietone (20th Century-Fox), News of the Day (MGM), Paramount, Universal . . . Way back in 1947, in our third year of publication, when there were slightly over 100,000 TV sets in use—under the caption, "Every Home a Newsreel Theatre," we made this forecast: "You can write this into your book of prophesy: that just as surely as radio introduced radical changes in news reporting, just as radio took over a goodly portion of the phonograph record business, TV is going to dominate the newsreels" . . . Another blessed innovation from Warner Bros.: Effective next fall, ABC-TV's *Warner Bros. Presents*, hour filmed show, will drop movie-plug segment called "Behind the Cameras" . . . First feature film sold to a network by a movie major is

MGM's 1939 "Wizard of Oz" (Judy Garland, Jack Haley, Bert Lahr, Ray Bolger), for which CBS-TV is paying \$500,000 for 2 showings—first one on *Ford Star Jubilee* next Christmas season, in color—with options for 2 more showings at \$225,000 each . . . 20th Century-Fox enters field of TV commercial productions through new affiliation with All-Scope Pictures (Gordon S. Mitchell, pres.), producer of TV and theatrical commercials since 1949 . . . Most talked-about program in week ending July 14 was *Steve Allen Show*, according to Sindlinger & Co.'s "People Are Talking About" survey, which estimated 26.9% of population recommended, or had recommended to them, the new NBC-TV Sun. night show; second was \$64,000 *Question* (CBS), third *Lawrence Welk Show* (ABC) . . . Hal Roach Studios v.p.-gen. mgr. Sidney Van Keuren claims it was No. 1 purchaser of raw film stock among Hollywood TV film producers in first half of year—utilizing 6,550,000 ft. of positive & negative film costing \$1,083,250.

Associated Artists Productions Inc. (Eliot Hyman, pres.), TV film distributor handling Warners backlog, is now controlled by PRM Inc., Canadian-dominated investment company headed by George R. Gardiner, Toronto investment broker, PRM confirmed this week. PRM also announced that the purchase of Warners' pre-1949 library of 750 features and 1500 shorts and cartoons (Vol. 12:9) has been completed, following favorable capital gains ruling on the deal from Treasury Dept.

TINY TV CAMERAS and transmitters and other portable electronic gimmicks have a way of making their broadcasting debut at the political conventions—and this year the networks are outdoing themselves on miniaturization and portability.

Fast on the heels of RCA's announcement of its miniature transistorized camera (4 lb.) and portable transmitter (15 lb.), which will be used by NBC-TV at the conventions (Vol. 12:29), the other 2 networks also announced midget pickup gear.

CBS-TV will use 2 different types of dwarf cameras in convention coverage. It announced this weekend it will press into broadcast service for first time the world's tiniest TV camera—Lockheed Aircraft Corp.'s ½-lb. miniature vidicon camera (Vol. 12:23). This vest-pocket camera measures 5x1¼x2-in., is smaller than flashlight and was designed for use in aircraft testing. It uses the new ½-in. vidicon tube (as does RCA's transistorized camera), is fitted with special pistol-grip so it can be held and aimed like revolver. According to CBS, it will be used to provide viewers with closeups of off-the-floor convention activities in places normally inaccessible to standard studio cameras. It will still require cable connection to control room, of course.

Requiring no cables, CBS will also use portable INTEC TV camera-transmitter, made by French Compagnie General de TSF and imported by Intercontinental Electronics Corp., Mineola, N. Y. (Vol. 11:27). Camera itself weighs 2 lb., measures 7x4x3¼-in., with lens and viewfinder adding another 2 lb. Associated transmitter, sync generator, and power supply are carried on back of operator and weigh total of 32 lb., batteries lasting about 3 hours. CBS showed both cameras during special closed-circuit telecasts for Democratic and Republican convention delegates this week.

ABC-TV's entry in miniature camera sweepstakes is brand-new Philco 4-lb. vidicon camera mounted on gunstock and trained on subject in same way as shotgun. Four will be used by ABC-TV in its Philco-sponsored convention coverage. They measure 3½x6¼x10½-in., have small built-in viewfinders.

CALIFORNIA NATIONAL Productions Inc. is new name for Kagan Corp., 100% NBC subsidiary originally acquired to exploit TV program by-products (*Howdy Doody* merchandising items and the like) but later expanded to embrace NBC-TV film div., theatrical activities, licensing and merchandising. In announcing change, ex-Kagan, now CNP pres. Alan W. Livingston, who will headquarter in Hollywood while gen. mgr. Robert D. Levitt runs New York activities, stated new name is in line with network's recent acquisition of film production facilities in Hollywood. Its California National Studios is currently filming *Life of Riley* and *Adventures of Hiram Holiday* for TV, soon starts 6 new pilot shows, has co-production arrangements under way with producers in U. S., England, Italy, Mexico. Under CPN now come the film syndication service, operating film exchanges in N. Y. & Hollywood, and administering NBC's big stock footage library; theatrical div., handling the NBC-TV Opera Theatre and the new RCA-NBC touring opera as well as network's investments in theatrical productions (first: 50% of new Lindsay-Crouse musical, "Happy Landing," with Ethel Merman); merchandising div., which started as Kagan and is expanding activities. Emanuel Sacks has been chairman of Kagan, with Livingston as pres.; George D. Matson, v.p. & treas.; Carl M. Stanton, v.p., NBC-TV film; Alfred Stern, v.p., theatrical; Francis X. O'Shea, mgr., licensing; Robert Levitt, mgr., films & merchandising. Note: Dropping of the Kagan name and new CPN setup are believed to be first fruits of management survey recently completed by Booz, Allen & Hamilton, which is understood to recommend other realignments of titles and responsibilities in the big network organization.

Live vs. film is not a factor in audience viewing, reports Pulse on basis of N. Y. survey, which found that while 51% said they preferred live to filmed shows, 7% favored film, 42% no preference, only 17% said fact that program was live or film played a part in determining whether they watched it. Check of top ten 30-min. programs disclosed as many as 49% of viewers incorrectly classified shows as live or film.

Network Accounts: Major reshuffling of NBC-TV evening programming this fall was set in motion this week when Goodyear and Alcoa, now alternating Sun. 9-10 p.m. for *Goodyear Playhouse* and *Alcoa Hour*, agreed to reduce number of their shows from 26 to 20 each to make room for monthly *Chevy Show*, starring Bob Hope, in that time period. Another monthly *Chevy Show*, starring Dinah Shore, will be scheduled Fri. 9-10 p.m. As result, Tue. 8-9 p.m. is left open. Also under consideration is switching *Big Surprise* quiz show from Sat. 7:30-8 p.m. to Tue. 8-8:30 p.m. . . . CBS-TV planning new cultural series, *Seven Lively Arts*, patterned on *Omnibus*, which is switching to ABC-TV this fall, for Sun 5-6 p.m., with Ford Motor as most likely sponsor . . . Camels to sponsor 30 min. of *Wire Service* on ABC-TV starting in fall, Thu. 9-10 p.m., thru Wm. Esty Co. . . . Pall Mall and Pearson Pharmacal have purchased from CBS-TV Film Sales reruns of *Navy Log* for sponsorship on ABC-TV starting in fall, Wed. 8:30-9 p.m., thru Donahue & Coe and McCann-Erickson . . . Campbell Soup buys one-third of *Impact* on NBC-TV this fall, Mon. 9-9:30 p.m., thru Leo Burnett Co., Chicago; Chesebrough Mfg. Co. (Vaseline) had previously purchased two-thirds, thru McCann-Erickson, N. Y. . . . Helene Curtis cancels as alt. sponsor (with Pall Mall) of upcoming *Stanley* on NBC-TV this fall, Mon. 8-8:30 p.m., reportedly because of a Pall Mall policy against sharing shows with deodorant sponsor . . . Edison Electrical Institute buys 26 part. on *Today* and *Home* on NBC-TV, thru Fuller & Smith & Ross . . . Broken ankle by the star has forced postponement of debut of *Danny Thomas Show* on ABC-TV to Oct. 1, Mon. 8-8:30 p.m.

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ADVERTISING AGENCIES: Kenneth E. Lee, pres. of Leeford Adv. Agency, N. Y., joins Paris & Peart Inc. Aug. 1 following dissolution of his agency; he will work on Sperry Rand (Remington div.) account, which Paris & Peart has taken over . . . Ted Gruenwald, TV-radio director, Hicks & Griest, elected a v.p. . . . Alfred R. Tennyson, director of Kenyon & Eckhardt commercial productions dept., elected a v.p. . . . Robert D. Wolfe, in charge of Grey Adv. west coast operations, Hollywood, elected a v.p. . . . W. Hugh Clark has resigned as Canadian Broadcasting Corp. TV sales supervisor to become TV-radio director, Young & Rubicam Ltd., succeeded at CBC by John R. Malloy . . . Carroll O'Meara named director of TV commercials, C. J. LaRoche & Co. . . . Wm. Corcoran, ex-CBS-TV, Hollywood, joins Benton & Bowles TV-radio dept., Hollywood, in charge of publicity & regional production promotions.

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NBC has adopted call letters WBUF for its Ch. 17 Buffalo uhf outlet, acquired as WBUF-TV last Dec. 31 following shift of WBEN-TV (Ch. 4) to CBS—and this week announced that construction of new \$1,500,000 TV Center on 3-acre plot at 2077 Elmwood Ave. is nearing completion; that WBUF becomes exclusive NBC-TV network outlet in Buffalo as of Aug. 14 (in lieu of Ch. 2 WGR-TV, which goes ABC-TV); that transmitter's 148-kw visual power is being increased to 500-kw, pending 1-megawatt installation; that new 740-ft. tower at studio site is currently going up; that next phase of construction will include second studio, 40x70-ft. Station is equipped for full NBC color schedules, according to gen. mgr. Charles C. Bevis Jr., and big drive is planned to obtain complete uhf conversion in area and to prove that vhf-uhf intermixture can be made to pay off in a major metropolitan area. CBS's only uhf o-&o to date is WXIX, Milwaukee (Ch. 19) acquired in early 1955 and shown in recent House Judiciary subcommittee figures to have suffered \$251,037 loss in 1955 (Vol. 12:28) but understood to be operating in the black currently.

FIVE-YEAR TV spot campaign—described as “heaviest spot commercial saturation in broadcasting history”—was announced this week by International Latex Corp. as result of deal involving purchase of time on stations in top 100 markets from Matty Fox's C&C TV Corp., which is distributing the 740 RKO features.

Though announcement didn't spell out financial details, it had been reported earlier that Fox has been accepting station time as part payment for the film package. Fox's deal with International Latex (owned by Stanley Warner theatre group) was understood to guarantee him \$20,000,000 over 5-year period, plus a percentage of International Latex's gross sales in markets where the commercials are televised, in return for Fox's guarantee to deliver time on stations serving 75% of TV homes in top 100 markets (Vol. 12:16). These details were announced by International Latex:

Agreement involves total of 1,820,000 spots—or 10 spots a day in each of 100 top markets, 7 days a week, 52 weeks a year, for 5 years. It's “an uncancellable 5-year spot commercial commitment, the longest of its kind ever made.” In some markets, radio will be used also, coverage ranging from 5-20 spots daily. While deal was made in connection with sale of RKO features, spots won't necessarily be used with the films.

The campaign beginning Aug. 1 marks International Latex's debut in TV on nationwide scale. All Playtex products will be advertised—baby pants, household gloves, girdles, brassieres, plus new Isodine Antiseptic, first in line of pharmaceuticals.

Note: Among innovations claimed by International Latex is new “ectoplasm” technique of producing filmed commercials “which results in the showing of girdles and bras in actual use on TV, in perfect taste.”

BBDO's National Children's Research Panel plans Aug. release of series of studies on children's influence on buying habits and entertainment of families. They cover effect of children's TV viewing on “family use of advertising brands”; TV preferences among families with and without children in order to measure children's influence on adult viewing; products children ask their parents to buy; what brands children would buy if they did family shopping.

Upsurge in bank and loan company sponsorships of syndicated film reported by Ziv TV, which says it now has 67 such advertisers sponsoring 5 different series in 54 cities, constituting annual billings of \$870,000 and “reflecting a swing away from newspapers and other local advertising media.”

American Newspaper Publishers Assn. Bureau of Advertising, 570 Lexington Ave., N. Y., has published handy 30-p. booklet, *Newspapers at Your Service*, tabulating scores of market research studies conducted by Bureau and by individual newspapers, and listing consultation services and other aids to newspapers offered by Bureau.

McCann-Erickson's TV-radio billings will run \$105,000,000 this fall, it has disclosed to July 25 *Variety*, which comments that this gives “Terry Cline's AM-TV division a kingpin status among all the agencies in the country.”

Look Magazine, as did *Saturday Evening Post* last week (Vol. 12:29), raises rates 10% with circulation guarantee up 5% to 4,200,000; black-&-white page as of Jan. 22, 1957 goes to \$16,570 from \$15,056.

National advertising lineage in newspapers went up 7.4% in first half of 1956, hitting all-time, according to ANPA and Media Records.

American Women in Radio & TV opens new headquarters office Aug. 1 at 501 Madison Ave., N. Y. (phone Plaza 3-2029).

GOV'T. ATTACKED another phase of TV-radio operations, albeit indirectly, when Federal Trade Commission issued complaints July 25 (Nos. 6592-6600) accusing 9 major grocery product manufacturers of having given unlawful promotional allowances in form of free TV-radio time to favored supermarket customers in exchange for promotion of their products. Though they're not named as defendants, ABC, CBS & NBC were called "intermediaries" by FTC and must answer the complaints within 30 days.

Complaints are not criminal actions, inasmuch as FTC's authority is limited to issuance of cease-&-desist orders, if justified, following hearings. If alleged practices are not stopped, defendants may be taken to Federal court, where maximum penalty is a fine.

Complaints cited "Mass Merchandising" plan of ABC-TV and "Radiodizing" plan of ABC Radio, "Super Marketing" of CBS Radio, "Chain Lightning" of NBC Radio. Promotion plan was said to operate this way:

"The networks, serving as intermediaries, enter into agreements with grocery chains whereby, for free radio or TV time, the chains agree to give in-store promotions to named products in their stores located in the area reached by the network station used. With this additional promotion as an extra inducement, the networks then solicit the named manufacturers to buy TV or radio time at regular rates. Included in the payments made by the manufacturers to the networks . . . is compensation for the in-store promotional services furnished by the participating grocery chains. In violation of the law, the participating manufacturers do not make this compensation available to competitors of the favored chains."

FTC chairman John W. Gwynne said this violated Robinson-Patman Act, commenting: "The Robinson-Patman Act outlaws discriminatory allowances, and the use of third-party intermediaries does not absolve the manufacturer of his duty under the law to refrain from giving such allowances." Sec. 2(d) of Robinson-Patman Act, which amended Clayton Anti-Trust Act, requires that if promotional allowances are given, they must be made available to all customers "on proportionately equal terms."

Complaints are first of their kind, and list these "examples of the amounts paid" to o-&o stations by defendants under network merchandising plans: WABC-TV, N. Y.—\$321,283 from Groveton Paper Co. between Aug. 1952 & Dec. 31, 1955; \$191,930 from P. Lorillard Co., Oct. 1953-Dec. 31, 1955; \$89,315 from General Foods, April-Dec. 1953. WBKB, Chicago—\$118,170 from Sunshine Biscuits Inc., July 15, 1954-Dec. 7, 1955. WCBS, N. Y.—\$177,817 from Coca-Cola Bottling Co., June 1, 1954-Dec. 31, 1955; \$99,018 from Hudson Pulp & Paper Corp., April 13, 1954-June 9, 1955; \$39,596 from Sunkist Growers, June 1, 1954-Oct. 29, 1955. WRCA, N. Y. (then WNBC)—\$133,500 from Pepsi Cola, Oct. 1952-July 2, 1954; \$109,440 from Piel Bros., Aug. 16, 1954-Dec. 31, 1955.

Consumer expenditures for TV-radio sets, records and musical instruments in 1955 totaled \$2.36 billion, with an additional \$664,000,000 spent for TV-radio servicing, reports Commerce Dept.'s July *Survey of Current Business*. Figures are somewhat under industry estimated total of \$3.28 billion spent by consumers for TV receivers, parts & servicing alone last year (Vol. 11:53)—and Commerce Dept. offers no explanation of its source.

New type of uhf waveguide for TV broadcast, scatter communications and radar use was announced this week by General Bronze Corp., 711 Stewart Ave., Garden City, N. Y. Said to be result of year's research in manufacturing techniques, it has corner joints which are claimed to provide perfect RF contact integrity. It is made as large as 21x10½-in.

Average earnings of fulltime employes in the TV-radio broadcasting industry last year came to \$6333, second highest among nation's employed persons, exceeded only by the \$8078 average of securities brokers. So reports Commerce Dept. in July *Survey of Current Business*, noting that average pay in all industries last year was \$3660. Average earnings in broadcasting industry rose from \$6029 in 1954, \$5889 in 1953, \$5559 in 1952. It said 74,000 persons were "engaged in TV-radio broadcasting production" in 1955, compared to 72,000 in 1954, 65,000 in 1953, 61,000 in 1952. Survey also showed that TV-radio broadcasting accounted for \$612,000,000 out of total "national income" of \$324,048,000,000 in 1955. Note: Commerce spokesman explained that "national income" for purposes of its survey includes such factors as corporate profits, compensation received by employers and employes, does not purport to include time sales, advertising revenues and other considerations which made telecasting alone a \$1 billion-plus industry last year (Vol. 12:6). National income, he explained further, is not synonymous with gross national product, which now amounts to annual rate of more than \$400 billion.

Canadian Broadcasting Corp., govt.-owned but supported by commercial sponsorships, 15% excise tax on TV-radio sets and broadcast license fees charged private stations, reported net operating deficit of \$1,358,621 on income of \$38,942,402 during 1955-56 fiscal year. CBC took in \$19,471,530 from TV-radio sponsors, paid out \$2,706,455 to private stations on its networks, \$3,261,870 for agency & network commissions, \$4,368,260 for direct production costs—leaving \$9,134,945 net revenues, with TV accounting for \$7,403,438, up from \$4,157,325 preceding year, and radio for \$1,731,507, down from \$2,105,865. Total CBC income from Federal Treasury was \$29,049,955, of which \$22,799,955 came from TV excises, \$6,250,000 from radio excises. Revenues from license fees and miscellaneous sources totaled \$757,502. Deficit was attributed largely to rising costs of all operations, TV costs going up to \$25,274,260 and radio to \$13,298,252—for total of \$38,572,512 as compared to \$29,103,587 in preceding year. Deficit was met out of accumulated surplus, now \$9,348,188—but grant of \$12,000,000 is proposed to meet this year's anticipated deficit due largely to TV.

Dispute over TV rights to Olympic Games in Australia reportedly has been settled, with pres. Paul Talbot of Freemantle Overseas Radio & TV Inc. (New York) named as exclusive agent for Australian Olympic Committee to arrange TV-theatre-newsreel coverage. Agreement for TV coverage conforms with proposals made originally by TV representatives, TV & newsreels being accorded same privileges as other media. News and sports shows, however, will be limited to 3-min. clips of Olympics, and special Olympic filmed TV shows will be offered for sponsorship in all commercial TV areas. Pooled film coverage will be handled by Cinesound Ltd. and Australia Movietone.

Admiral's biggest promotion campaign, using all media, involves expenditure of \$2,500,000 for TV-radio alone—including daily partic. on NBC-TV's *Today* and *Tonight*, and on ABC Radio's *Breakfast Club*. Full-page ads will run Aug. thru Dec. in leading national magazines, and in newspapers in all major markets. Outdoor ad campaign in 83 markets will start Aug. 15. Agency is Henri, Hurst & McDonald, Chicago.

Tele-Clubs—group TV viewing for rural adult education, highly successful in France—will be established in Japan by UNESCO. At least 40 viewing clubs will be set up this year in schools and civic centers, with 13 or more special programs prepared by Japanese educational and broadcasting authorities to demonstrate new agricultural techniques, etc.

TWO MORE UHF's QUIT this week—making 61 since TV began—as 2 new vhf stations were being added to the U. S. operating roster to keep total at 478 (96 uhf). Suspending July 25 was 27-month-old WKNY-TV, Kingston, N. Y. (Ch. 66). Notifying FCC July 27 that it was signing off Aug. 1 was KBMT, Beaumont, Tex. (Ch. 31), which also began operation in April, 1954.

WKNY-TV pres. Joseph K. Close informed FCC it was going dark until expiration of its CP next Dec. 24 in order to “analyze the future of uhf TV and make plans for the commencement of operation on uhf Ch. 21” for which it holds construction permit to locate in Poughkeepsie and go to higher power. He stated:

“National advertisers have been reluctant to add uhf stations, particularly in smaller markets . . . The 3 networks have tried to improve this situation [but] we have not been successful in selling sufficient announcements around these programs to national and local advertisers.” Kingston is on Hudson River 81 mi. north of New York City, gets vhf service from N. Y. and Schenectady stations.

KBMT's Walter Morris wired FCC station was leaving air temporarily, stating details would follow. He had not informed own Washington counsel of intention. But station's troubles also are traced to “intermixture”; though KBMT got NBC service, Ch. 6 KFDM-TV (Darrell Cannan-C. B. Locke) came on air just one year later and became dominant outlet.

The 2 new starters are KVIP, Redding, Cal. (Ch. 7) and KUAM-TV, Agana, Guam (Ch. 8). KVIP was all set for test patterns this week end, and on Aug. 1 takes over NBC from KHSL-TV, Chico (Ch. 12) which retains CBS & ABC. It has 5-kw GE transmitter, 6-bay antenna on 60-ft. tower atop Mt. Shasta-Bally, has ordered 20-kw GE amplifier for boost to 117-kw next Sept. George C. Flaherty, mayor of Redding and publisher of weekly *Anderson Valley News*, is pres.-gen. mgr. and 19 3/8 % owner; Russ K. Olsen, ex-KPTV, Portland, Ore., is asst. mgr. One of ownership group is Robert L. Hammett, San Francisco consulting engineer (9 3/8 %). Base hour is \$225. Rep is Branham.

Guam's first station has been testing for several weeks, plans Aug. 5 program debut with NBC kinescopes and film, according to radiogram from Harry M. Engel, pres.-gen. mgr. and 45 1/2 % owner. It uses 150-watt Adler transmitter and Prodellin antenna, bought as part of Kay Lab

package. Phil Berg, ex-Hollywood artist mgr., owns 45 1/2 %; John P. Hearne, San Francisco attorney, 5 %; Wm. B. Duce, Beverly Hills attorney, 4 %. H. Richard Maguire, from radio KUAM, is managing director; Donald Brown, operations mgr.; James Long, technical director. Base hour is \$120. Rep is Young TV.

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

WBIR-TV, Knoxville, Tenn. (Ch. 10) planning Aug. 12 start with CBS shows, has rescheduled test patterns for Aug. 1, reports John Hart, pres.-gen. mgr. & 10 % owner. RCA 50-kw transmitter is ready and 12-bay antenna is scheduled to be installed on 704-ft. Ideco tower July 25. Principals with 30 % each are Taft newspaper family, operators of WKRC-TV, Cincinnati & WTVN-TV, Columbus; Robert L. & Martha Ashe; Gilmore N. Nunn, who owns radio WLAP, Lexington, Ky., uhf grantee there and owner of 1/3 of uhf grantee for Baton Rouge. Base hour will be \$600. Rep will be Katz.

KOTI, Klamath Falls, Ore. (Ch. 2), formerly assigned call letters KFJI-TV, plans Aug. 13 start, reports Wm. B. Smullin, whose KBES-TV, Medford, Ore. (Ch. 5) acquired CP from the late W. L. Miller for \$30,000 out-of-pocket expenses (Vol. 12-20). It has 5-kw GE transmitter on hand and antenna is due in Klamath Falls shortly. It will be CBS affiliate, as are other Smullin stations, KBES-TV and KIEM-TV, Eureka, Cal., which also carry NBC & ABC shows. Base hour will be \$150. Rep is Hoag-Blair.

WAVY-TV, Portsmouth, Va. (Ch. 10) is hopeful of being on air by Jan. 1, reports v.p.-gen. mgr. Carl J. Burkland, onetime CBS executive. Tentative studio and transmitter plans have been drawn and RCA equipment is on order. Tower will be 1000-ft. Ideco. It will be 2nd vhf in area. Present outlets are pre-freeze WTAR-TV (Ch. 2), CBS affiliate; WVEC-TV (Ch. 15), NBC, and independent WTOV-TV (Ch. 27). Rates not set. Rep is H-R Television.

KILT, El Paso, Tex. (Ch. 13) is installing 5-kw Standard Electronics transmitter and expects to start Aug. 15 with test patterns, reports Gordon McLendon, of McLendon Investment Corp., operator of radios KLIF, Dallas; KERP, El Paso; WRIT, Milwaukee; WGLS, Decatur, Ga. It will operate as an independent. Base rates not reported. Rep will be H-R Television.

Equipment shipments and orders reported this week: By GE—35-kw transmitter shipped July 23 to upcoming WCYB-TV, Bristol, Va. (Ch. 5), due in Aug.; 3-bay antenna July 19 to upcoming KOTI, Klamath Falls, Ore. (Ch. 2), also due in Aug.; order for 20-kw amplifier for KVIP, Redding, Cal. (Ch. 7). By RCA—100-kw transmitter July 23 to upcoming KGW-TV, Portland, Ore. (Ch. 8), due next fall; 12-kw amplifier to WEHT, Henderson, Ky.-Evansville, Ind. (Ch. 50); 25-kw amplifier July 16 to WQED, Pittsburgh (Ch. 13, educational). By Standard Electronics—order for 25-kw transmitter for KOTA-TV, Rapid City, S. D. (Ch. 3).

Visual Electronics Corp. has completed installation of high-power Lambda-Pacific microwave equipment, replacing older low-power units on link between Fargo and KXJB-TV, Valley City, which feeds John Boler's other outlets, KBMB-TV, Bismarck and KCJB-TV, Minot.

Hearst's WISN-TV & WISN, Milwaukee, broke ground July 16 for new \$1,250,000 TV-radio center due for occupancy next Feb.; participating in ceremonies was FCC Comr. John Doerfer, of Wisconsin.

RCA's 23rd TV training seminar for engineers, featuring lectures on both monochrome and color TV, has been scheduled for Sept. 17-21 in Camden, N. J.

WTSP, St. Petersburg, Fla. (5-kw, 1380 kc, MBS) with WTSP-FM is being sold for \$200,000 to new equal owners Farris E. Rahall, N. Joe Rahall & Sam G. Rahall by Nelson Poynter, publisher of *St. Petersburg Times*, recent unsuccessful applicant for TV, according to application filed with FCC this week. Each of Rahalls also owns 8.7 % of WCHS-TV, Charleston, W. Va. (Ch. 8). They control CP for WQCY, Allentown, Pa. (Ch. 39) and radios WNAR, Norristown, Pa.; WWNR, Beckley, W. Va. Farris Rahall owns 100 % of WFEA, Manchester, N. H.

Radio licenses of 3 engineers were suspended for 90 days by FCC this week on charges of disabling transmitter and equipment of KPIX, San Francisco, during labor dispute in 1954 (Vol. 10:51-52 & 11:8, 14, 33). However, Commission refused to order suspension of 2 operators at KEAR, San Mateo, facing similar charges, saying case against them hadn't been proved.

Improved vidicon tube, 6326-A, announced by RCA this week, is designed for use in 3-V color film-live cameras and in monochrome broadcast & industrial cameras. RCA says it has improved focus, less deflection distortion, complete spectral response, 600-line resolution capability, requires illumination levels comparable to movie cameras.

ON IMPROVING TV PROFITABILITY—SOME IDEAS: Everybody seems to have his own idea on how to bring profits back to TV -- most urgent problem facing all levels of trade as it prepares for what promises to be an excellent fall-winter season for unit sales. Following RETMA's June convention, where problems of low profits and low prices were thoroughly aired (Vol. 12:24), we made informal survey of industry leaders to plumb their thoughts on specific steps that could be taken to bring profitability back to the business. This is gist of the comments received:

RCA Victor TV v.p.-gen. mgr. Charles P. Baxter: "There is only one answer -- color TV. As you know, we have been promoting color and will really go to town on it this fall. We believe that color TV will be profitable to manufacturers, distributors and dealers just as soon as everyone involved starts selling color. We believe that the public wants color, and there is an opportunity to sell color sets to most of the people now owning black-&-white."

Philco pres. James M. Skinner Jr.: "We believe the answer lies in pushing 24-in. and high-end 21-in. receivers where greater profit margins can be realized. The public can and must be educated to buy larger screen black-&-white sets. Color may be the answer to the problem eventually -- but not this year. Production costs are too high, and the retail prices are still above the average consumer's reach."

Motorola exec. v.p. Robert W. Galvin: "In general, the obvious solution to the problem is: (1) Each manufacturer and his process of distribution must become lower-cost operators. (2) There must be a little less reckless pricing done at all echelons of the trade...and in this framework each manufacturer is going to have to find his own solution."

Emerson pres. Benjamin Abrams: "There is no one single answer, as each set maker must assess the problem in the light of his own circumstances. Some things can be done, however. Among them is a more realistic production rate, tailored to consumer demand. We must do this as an industry because it doesn't mean a thing if I or another manufacturer cuts production and the rest of the industry doesn't. It is only natural that low profits would result in this transition period from black-&-white to color. It's a case of battling it out, and if you're a good businessman you'll survive. TV is still a great business with lots of opportunities, and I feel that in time it will straighten out its own problems."

Magnavox pres. Frank Freimann: "The industry is demeaning itself with low-level merchandising. Pick up the paper any day and you find only ads for low-priced TV sets. We have taught the public that there's no need to pay more than \$100 for any TV receiver -- and now we're suffering the consequences. As I see it, we have to learn all over again how to merchandise and advertise big pictures. We at Magnavox are cutting down on low-end receivers. We've reduced our table model business from 55% to 38% of our total volume in the last 3 years, and boosted our consoles."

NARDA managing director A. W. Bernsohn: "De-emphasize portables and provide special incentives for dealers to sell up beyond them. (2) Use special close-out sales as an opportunity for extra profits, rather than as extra low-profit business. (3) Early, hard selling of color. (4) Intensive training of salesmen for the top of whatever the manufacturer makes and the dealer sells -- the console with doors or the 24-incher and putting advertising and promotional weight behind these instead of price-only stuff. (5) Make dealers and salesmen more conscious of accessory sales, such as antennas, TV lamps, tuners, etc. (6) Sell credit terms, rather than price and discounts, on sets installed by the store."

There were others who declined to let us quote them -- but comments generally reflected anxiety about the promotion of color and the upsurge of low-priced portables. They considered these the factors most responsible for depressing the profit structure. We were unable to get comment from the company which started the

big swing to portables, GE, nor from such other leaders as Admiral, Westinghouse and Hoffman -- but H. Leslie Hoffman's recent talk as outgoing president of RETMA, discussing low profits, is still perhaps the most cogent exposition of the illness if not the cure (see Vol. 12:24, p. 12).

Bendix Radio Quits: Another casualty in TV set manufacturing field this week -- Bendix Radio, which announced July 27 that it was "withdrawing immediately from the manufacture and sale of home TV receivers." Announcement by E. K. Foster, v.p. of parent Bendix Aviation and gen. mgr. of its TV & communications divs. in Baltimore, stated: "Prior to making this decision, a long-term study was undertaken of the home TV business with its apparent continuing problems of profit, stability and distribution. The results of this study, together with consideration of the rapid growth of its other product lines, influenced the Bendix Radio decision." Nearly all personnel and production facilities will be transferred to communications div., concentrating on military and commercial aviation electronics, radar, mobile 2-way communications and auto radio. Bendix does not make home radios. Stressing growing importance of electronics in Bendix operations, announcement noted that 200,000-sq. ft. radar plant has recently been placed in operation and that a 100,000-sq. ft. lab will be opened in Aug. for engineering development. Note: Others who have quit TV this year were CBS-Columbia, Raytheon, Stromberg-Carlson, Sentinel, Sparton. Report also was going trade rounds this week that Webcor Inc. (formerly Webster-Chicago) is acquiring Trav-Ler -- but this was flatly denied by Webcor spokesman.

Own Show for TV-Radio? Tantalizing suggestion broached to us this week by D. Edward Weston Jr., gen. mgr. of the up-&-coming Hotpoint TV div.: That the TV-radio industry ought to sponsor its own show for introduction of new models to dealers. Said Weston: "We're submerged at the furniture marts in Chicago by the furniture people and at the music show by the musical instrument manufacturers. Why can't we have a show of our own where we can have the spotlight to ourselves? I'd suggest that such a show be held in Chicago the week before the opening of the summer marts." RETMA exec. v.p. James D. Secrest said RETMA would go along with the suggestion as a cooperating sponsor if its members approved. NARDA managing director A. W. Bernsohn said his group would support the idea, though he thought Weston's pre-mart timing would not be advantageous. "As a matter of fact," said Bernsohn, "our board has frequently toyed with the idea of just such a show."

Production: TV output totaled 94,866 week ended July 20, compared to 62,657 preceding week and 48,115 during July 4 holiday week. It was year's 29th week and brought production for year to date to about 3,600,000, compared to about 4,100,000 in corresponding period year ago. Radio production totaled 166,047 (51,827 auto) in week ended July 20, compared to 105,560 preceding week and 92,751 week ended July 6. Radio output for 29 weeks was about 7,265,000 vs. 6,950,000 in same 1955 period.

DISTRIBUTOR NOTES: Philco appoints newly formed Mountain Appliance Distributing Co. Inc., Denver, headed by J. A. Bilheimer, ex-gen. mgr. of its Chicago factory branch, replacing Boyd Distributing Co.; Russell Dawson named gen. mgr. of operations . . . Admiral appoints United Distributors Inc., New Orleans (J. L. Rosenblum, pres.) . . . Sylvania appoints Major Appliances Inc., Tampa & Jacksonville (Dan Rowlands, pres.), replacing Jones-Sylar Supply Co.; Sylvania also appoints Electric Constructors Inc., Birmingham (J. B. Clayton, pres.), ex-Capehart-Farnsworth outlet . . . DuMont appoints Charleston Electrical Supply Co., 312 MacCorkle Ave. SW, Charleston, W. Va. (Howard S. Johnson, pres.) . . . Packard-Bell appoints Jack Berryman as its San Francisco distributor, 1157 Post St., replacing Jack Frost Co. . . . Westinghouse Appliance Sales Co., N. Y., appoints Edward L. Lehrer and Aaron Weiskott, both ex-CBS-Columbia, as TV-radio district mgrs. . . . GE Appliance Co., Buffalo, appoints Edward L. Stehle as mgr. . . . GE Supply Co., Pittsburgh, forms new Pa.-W. Va. district for radios & housewares (Earl H. Teske, mgr.) . . . Stuart F. Louchheim Co., Philadelphia (Zenith) moves to 2929 No. Broad St.

Davega Stores pres. Herman Stein reported to stockholders meeting this week that big N. Y. area sporting goods-appliance chain, major outlets for TV-radio sales, earned net profit of \$173,402 (47¢ a share) on sales of \$24,643,049 for 11 months ended last Feb. 29; that year should be profitable, as against losses in 2 preceding fiscal years that ended in March; that March-May quarter sales were up 11%. Meeting saw personal appearance of pres. Irving H. Mages, of 9-store Chicago sporting goods chain bearing his name (1956 estimated volume: \$6,500,000), who arose to repeat offer of \$7 a share for 135,000 of the 265,000 shares outstanding (Vol. 12:29)—but Stein refused to enter bid into minutes, saying it wasn't germane and he believed an offer for bare control wasn't in good faith. At noisy meeting's end, Mages threatened to appeal directly to Davega's 1000 stockholders on grounds firm needs younger blood and more aggressive management. But Davega management, purportedly owning 72,000 shares and claiming they had proxies on total of 140,000, apparently has no intention of selling—not to Mages, at least.

Topics & Trends of TV Trade: Emphasis was strictly on hi-fi at NAMM's big Music Show in N.Y. this week, with TV drawing scant attention from music merchants. "It's as simple as this," explained one big retailer to us. "On TV we get a 25% markup at best; on hi-fi packages, we get 40% with no strain." Also contributing to the light traffic in the 10 TV exhibit spaces, of course, was fact that many dealers had already seen—and ordered—new TV models at distributor open houses in their localities.

Magnavox pres. Frank Freimann, who sells direct to dealers (including many music merchants), implored them during a panel discussion to push portable TVs—but as second sets, not as replacements. "The music merchant," he said, "is in an excellent position to sell quality. He does himself and his customer a disservice when he sells a small-screen set to someone who needs the superior visibility of a large-screen receiver." If low-priced portables are pushed as primary set sales, he said, entire price structure of TV models will be depressed.

NAMM chairman Earl Campbell of Washington, also on panel, predicted that sales of musical instruments (excluding TV-radio-phonos) will total \$410,500,000 at retail this year—up 8% from last year's record \$350,000,000. Sales in first half of 1956 were 15% higher than in first 6 months year ago.

Record manufacturers reported plenty of orders from the dealers, many of whom said they anticipated their biggest year in records as result of hi-fi boom. Note: One prediction reflecting record industry's high optimism came from RCA Victor Records v.p.-gen. mgr. Larry Kanaga, who told Los Angeles news conference that industry sales should hit peak of \$300,000,000 this year, due chiefly to "the growing teen-age population, hi-fi sound and modern record merchandising methods."

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Conference of RETMA and IUE committees to discuss automation's effect on TV-radio industry, as requested by IUE's TV-radio-parts conference board (Vol. 12:25), probably will be arranged during week of July 30, when RETMA pres. Dr. W. R. G. Baker visits Washington headquarters on return from vacation. Conference board report, calling on employers to set up fund to assist workers losing jobs as result of automation, was approved by IUE's international executive board at meeting in Estes Park, Colo., July 21.

"Our monochrome line is hotter than a pistol," was comment of RCA consumer products exec. v.p. Robert A. Seidel by way of explaining planned addition of 1100 employes to Bloomington, Ind. TV receiver factory by mid-Aug., bringing total employment there to 4200. "The primary reason is the extraordinary success of our black-&-white line, plus a normal seasonal increase in employment," he said. "Our color sales to distributors and dealers are just about on schedule, and it's a little too early to measure consumer reaction."

Admiral sold tools and dies of Raytheon's old private-label Belmont TV brand to Hallicrafters this week for undisclosed price. Confirming earlier reports (Vol. 12:29), Admiral stated it would not retain private-label business acquired as part of purchase of Raytheon TV-radio div. in May (Vol. 12:21-22). Public acceptance of Admiral's new line forced revision of plans, it was stated.

Magnavox has added 10 new models to its line and showed them at NAMM's Music Show this week: 14-in. portable, \$140; 17-in. portable, \$160; 21-in. open-face console, \$300; 21-in. combinations, \$300, \$360, \$400, \$450; 24-in. table, \$200; 24-in. consolette, \$280; 24-in. open-face console, \$400.

Trade Personals: Harold Dietz, gen. mgr. of Emerson-N. Y., appointed sales v.p. of parent Emerson Radio, succeeding Michael Kory, who becomes pres. of Emerson-N. Y. . . . Leonard Gross, appliance sales mgr. of Philco Distributors Inc., Philadelphia, named sales mgr. of Philco radio div., replacing John J. Moran, resigned . . . Parker H. Ericksen, veteran of 24 years in TV-radio-appliance industry, most recently as exec. v.p. of Crosley-Bendix, named v.p. of Murray Corp. of America, in charge of merchandising its newly acquired Easy washing machine line and headquartering in Chicago . . . Harry Schecter, ex-Emerson & CBS-Columbia v.p., has purchased Clinton Variety Shop, Clinton, N. J. (home furnishings) . . . Howard E. Riordon, gen. manufacturing mgr. of Sylvania TV-radio div., has retired after 25 years with Sylvania and predecessor Colonial Radio Corp. . . . Abraham Fischer promoted to sales & merchandising mgr., RCA Service Co. technical products service dept.; Benjamin F. Biben promoted to theatre service sales mgr. . . . David H. Kutner, Motorola merchandising mgr., elected a director of Advertising Federation of America . . . Wm. B. Mullen, ex-Ampro Corp., named Motorola sales training mgr. . . . Jed H. Long, ex-RCA & CBS-Hytron, and Edward Franiuk, ex-National Video Tube Co., join Pioneer Electronics as engineering executives in CR tube div. . . . John N. McCaul promoted to Sylvania supervisor of sales service engineering for electronic products, responsible for technical and sales training of dealers, headquartering in Teterboro, N. J. . . . Charles A. Reinbolt Jr., ex-Steel Kitchen Cabinet Mfrs. Assn., named gen. mgr. of Whirlpool-Seeger's newly formed kitchen div. . . . Gilbert S. McKean, ex-adv. & merchandising mgr., Columbia Records, joins Magnetic Corp. of America, parent of Audio-Video Recording Co. and newly formed Hotel TV Broadcasting Corp. of America (Vol. 12:28); with Paul Wexler, also ex-Columbia Records, as exec. v.p., Magnetics proposes shortly to enter commercial record field . . . Kenneth L. Jones, ex-Sylvania, named asst. chief engineer, Packard-Bell technical products div. . . . Philip L. Gundy, gen. mgr. of Ampex audio div. in charge of video tape recorder, elected a v.p., along with Robert Sackman, mgr. of instrumentation div., Frank Lennert named mgr. of manufacturing div., Walter T. Selsted director of research, Russell J. Tinkham mgr. of audio custom engineering . . . Don Miersch, ex-Sparton & Capehart-Farnsworth, rejoins Crosley-Bendix as marketing & distribution consultant on home laundry products . . . Floyd S. Anderson appointed Philadelphia area district sales mgr. for GE tubes & components, Robert P. Fisher concentrating on other Pa. metropolitan areas.

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Diversification: Sparks-Withington, which recently sold its Sparton TV business to Magnavox, buys up Houston Pipe & Steel Inc., Houston, pipe fabricator, will operate it in conjunction with Flori Pipe Co., St. Louis, which it acquired last Feb. Stewart-Warner, which got out of TV-radio last year, part of its distribution setup being acquired by Hoffman, buys facsimile business (including Hogan license) of Allen D. Cardwell Co., Plainfield, N. J.; it will be part of S-W Electronics div.

Paul E. Murphy, treas. of M. Steinert & Sons, Boston, elected pres. of NAMM, succeeding Earl Campbell, Campbell Music Co., Washington, who becomes chairman, succeeding Russell B. Wells, Charles E. Wells Music Co., Denver. Murphy's father, Steinert pres. Jerome F. Murphy, was NAMM pres. in 1937.

Westinghouse consumer products executives become "task forces" week of July 30 to make personal visits on distributors and dealers to inform them to ways to take full merchandising advantage of Westinghouse's sponsorship of conventions and other political broadcasts on CBS.

Color Trends & Briefs: RCA's huge color TV promotion campaign in the slick magazines and newspapers (Vol. 12:28) got into swing this week—and localized results, at least, ought to be made known soon after the vacation season ends. Copy necessarily varies, but the 3 consecutive 2-page spreads in July 22 *New York Times Sunday Magazine* indicate the line being taken. First spread, left page in color, right in black-&-white, was captioned: "Now for the price of black & white . . . living color every night!" Next spread, all in color, featured the low-end model (\$495 Aldrich) and pictured the 10 basic models in RCA's line of 21 color sets, their furniture variations, and the price step-ups—to the \$550 Stanwyck, \$595 Westcott, \$650 Dartmouth, \$695 Whitby, \$750 Asbury, \$795 Chandler, \$795 Stratmore, \$850 Arliss, \$850 Wingate. Third spread plugged RCA lines of monochrome sets.

That the RCA planners envisage "islands of color"—that is, its probable acceptance more quickly in some cities than in others, as happened to TV itself when it first came along—is also evident from the slant of the New York copy. It promises more color programs—every night, in fact, which isn't in the cards in most cities. But that's the plan for the cities where RCA has its own NBC stations: New York, Chicago, Philadelphia, Washington, Buffalo, Los Angeles. These may be expected to be main focus of RCA's merchandising attention at the outset.

But the national copy is designed to maintain RCA's lead in color, on which it's confident the near as well as long-term future of TV rests—thinking that isn't shared by too many other manufacturers. There's more than quick-selling purpose in the advertising theme: "And because RCA pioneered and developed compatible color television, your RCA Victor Big Color TV set receives both black and white and color programs—like having two sets in one!"

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NBC's New York flagship WRCA-TV, now carrying 4 hours and 10 minutes of color programs weekly, promises at least one major color show every night in the week starting this fall—these in addition to the 90-min. spectaculars. Besides network color, it will carry 11 hours of locally-originated color programs each week—mostly live but some film. A second color camera and film chain is being acquired, enabling local schedule to go up to about 2 hours each weekday and half hour each on Sat. & Sun. The color expansion is part of pattern laid out for all 5 NBC-owned stations since WNEQ, Chicago, last April became "the world's first all-color TV station."

Local color: KSTP-TV, St. Paul, claims it made TV history July 21 when its newsreel men shot 8 minutes of the Minneapolis Aquatennial Celebration on color film, ran it through high-speed film processor, had it on air as part of its top-rated *Today's Headlines* news show within 20 minutes of time it went into processor . . . WFIL-TV, Philadelphia, ABC outlet, this week quietly started local color programming on once-a-week basis, putting on part of its afternoon disc jockey show *Bandstand* July 24 without previous announcement . . . KOMO-TV, Seattle, having acquired its second color camera, is putting on local variety show titled *Color Fair*.

Magnavox's color plans call for production of at least 5000 sets this year, some to be marketed under Spartan label, said pres. Frank Freimann. All will be consoles, with first sets hitting consumer market about Sept., probably starting at \$595.

"Radar Ruler," designed by Motorola under Signal Corps contract, applies radar techniques to surveying, can measure 50 miles in single maneuver.

RCA shipped 3-V camera July 26 to WJBK-TV, Detroit, Mich. (Ch. 2).

Network Color Schedules (July 30 - Aug. 12, 1956)

July 30—NBC: *Matinee Theatre*, 3-4 p.m.
 July 31—NBC: *Matinee Theatre*, 3-4 p.m.
 Aug. 1—NBC: *Matinee Theatre*, 3-4 p.m.; *Jaye P. Morgan Show*, 7:30-7:45 p.m.; *Kraft Television Theatre*, 9-10 p.m.
 Aug. 2—NBC: *Matinee Theatre*, 3-4 p.m.
 Aug. 3—NBC: *Matinee Theatre*, 3-4 p.m.
 Aug. 4—CBS: *Gene Autry Show*, 7-7:30 p.m.
 Aug. 5—NBC: *Zoo Parade*, 5-5:30 p.m.; *Alcoa Hour*, 9-10 p.m.
 Aug. 6—NBC: *Matinee Theatre*, 3-4 p.m.
 Aug. 7—NBC: *Matinee Theatre*, 3-4 p.m.
 Aug. 8—NBC: *Matinee Theatre*, 3-4 p.m.; *Kraft Television Theatre*, 9-10 p.m.
 Aug. 9—NBC: *Matinee Theatre*, 3-4 p.m.; *Lux Video Theatre*, 10-11 p.m.
 Aug. 10—NBC: *Matinee Theatre*, 3-4 p.m.
 Aug. 11—CBS: *Gene Autry Show*, 7-7:30 p.m.
 Aug. 12—NBC: *The Sunday Spectacular*, "Atlantic City Holiday," 7:30-9 p.m.

ELECTRONICS PERSONALS: Rear Adm. Wm. H. Organ, USN ret., ex-director of Electronics div., Office of Chief of Naval Operations, joins Federal Telecommunication Labs (IT&T) as mgr. of electron systems planning . . . Arnold O. Beckman, pres. of Beckman Instruments Inc., Fullerton, Cal., elected a director of Marchant Calculators Inc., Oakland, Cal. . . . Dr. Hang C. Lin promoted to CBS-Hytron senior engineer in charge of semiconductor applications lab . . . Emo D. Porro, Stanford Research Institute, named exec. v.p.-gen. mgr. of newly formed Thermo Materials Inc., 1275 Harrison St., San Francisco, formed as joint project of Gladding, McBean & Co. and Provident Securities Co., San Francisco, with Frenchtown Porcelain Co., Trenton, N. J., to manufacture high temperature ceramic and electronic components, including resistors, capacitors, etc. . . . Lyle Keys, ex-DuMont TV transmitter dept., joins Visual Electronics Corp. as northwest district sales rep, Denver . . . Jerry P. Driscoll promoted to Sylvania mideast district mgr. of electronic products distributor sales, Pittsburgh, succeeding John Pomeroy, shifted to So. Cal. district mgr. . . . Rudolph G. Miller promoted to chief engineer of Stromberg-Carlson special products div., succeeding Frank H. Slaymaker, now mgr. of electro-acoustical research.

General Dynamics Corp., which year ago absorbed Stromberg-Carlson in share-for-share exchange of stock (Vol. 11:18, 27), will split stock 3-for-2 Nov. 10 for holders of record Oct. 10 and at same time will raise quarterly dividend to 75¢ on presently outstanding stock (equivalent to 50¢ after split). In Jan. 1955 there was 100% stock dividend. Pres. John Hay Hopkins reported consolidated net income for first 6 months of 1956 was \$11,135,145, equal to \$2.20 per share on 5,060,325 shares of common outstanding, on sales of \$414,443,947. In first half of 1955 net earnings were \$9,384,757 (\$1.85) on sales of \$342,989,927. Backlog of unfilled orders on June 30 was \$1,741,635,000, including recent orders from TWA and Delta for Convair jet airliners, and contracts under negotiation approximate \$427,000,000 more, said Mr. Hopkins, predicting 1957 sales "substantially in excess of \$1 billion with a consequent continuation of the current uptrend in earnings."

P. R. Mallory & Co. reports 6-month sales of \$37,735,532 and net income of \$1,232,993 (\$1.06) vs. \$32,326,945 & \$1,192,984 (\$1.05) in same 1955 period.

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Dividends: Television-Electronics Fund, 8¢ per share payable Aug. 31 to stockholders of record Aug. 2; P. R. Mallory & Co., 35¢ Sept. 10 to holders Aug. 10; Gross Telecasting Inc., 30¢ Aug. 10 to holders July 27; Westinghouse, 50¢ Sept. 1 to holders Aug. 6; WJR The Goodwill Station, 10¢ Sept. 12 to holders Aug. 29.

Financial & Trade Notes: Extraordinary drop in Philco earnings, reason for its recent weakness on the stock exchange (closed July 27 at 22; 1956 high 36½, low 20½) and probable reason for recent changes in high command, was disclosed this week in 6-month report showing sales of \$166,862,000 and net income of \$831,000 (17¢ per share) after preferred dividends as compared with \$178,041,000 & \$3,575,000 (90¢) in same 1955 period.

There was no comment from Philco, but second-quarter sales of \$74,386,000 and net loss of \$686,000 appeared to have been the main depressant, comparing with sales of \$81,216,000 and profit of \$1,128,000 (28¢) in same 1955 quarter. When first-quarter sales of \$92,476,000 and profit of \$1,517,000 (38¢) were reported (Vol. 12:18), the former down only 4% from the \$96,825,000 of the first 1955 quarter and the net down 38% from \$2,447,000 (62¢), joint statement by chairman Wm. Balderson and newly named pres. James M. Skinner Jr. said:

"Competition in the TV, appliance and air conditioning industries is more intense than at any previous time in recent years. At the same time, Philco is carrying forward its development programs in color TV, transistors, computers and home laundry equipment, new products which should contribute to sales & earnings in the future but which are not yet in a position to do so. The company is also currently absorbing the substantial costs of installing mechanized production equipment in its TV plants."

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Hoffman Electronics Corp. sales for first 6 months of 1956 were 31% ahead of same 1955 period, while profits increased 87%. In highly enthusiastic report July 25, pres. H. Leslie Hoffman disclosed that first-half sales were \$22,875,561 and profits after taxes \$858,018 (\$1.07 per share) vs. \$17,354,339 & \$419,179 (57¢) in same period last year. He added: "The present outlook indicates that sales & profits during the last 6 months of 1956 will exceed those of the first 6 months but not to the extent experienced in 1955 when sales & profits increased 55% & 172% respectively." TV orders at June marts were substantially higher than in 1955, he said, and production order for new portable model is much higher than originally anticipated. Defense business and semiconductor activities are also increasing. He concludes report: "At the present time the company's position and outlook are as good and favorable as at any time in the past. The personnel has been strengthened, acquisitions explored, the building program has been finalized, and future sales volume and profits are confidently expected to increase beyond current levels."

Allen B. DuMont Laboratories Inc. reports loss of \$484,000 for first half of 1956 after tax carryback credit of \$608,000, compared with loss of \$1,249,000 for the 24 weeks ended June 19, 1955. Sales for first half totaled \$22,471,000 compared to \$29,741,000 for 1955 period. Second quarter figures weren't available at press time, but it's apparent most of losses occurred then, for in latter March (Vol. 12:12) pres. David T. Schultz, who took over on Jan. 3, reported "small profit" for first 2 months of year—the 1955 annual report having shown net loss of \$3,674,000 (equal to \$1.56 per share) on gross income of \$58,801,000, exclusive of broadcasting operations which were spun off last year.

Packard-Bell sales for 9 months ended June 30 rose 29% to \$19,663,788 from \$15,267,973 in same 1955 period. Net earnings were \$487,848 (71¢ per share), up from \$361,131 (53¢). Fiscal year ends Sept. 30. Exec. v.p. Robert S. Bell reported increased business in all divisions.

Hazeltine Corp. reports net sales of \$18,624,000 for first half of 1956 vs. \$10,225,000 in same 1955 period; net income was \$918,000 (1.31 per share) vs. \$772,000 (\$1.10).

PENN-TEXAS CORP., which recently acquired Hallcrafters Inc. in 2-for-5 exchange of 332,000 of its shares (Vol. 11:47, 51), found itself in news spotlight this week as 2-man subcommittee of Senate Internal Security subcommittee issued subpoenas for appearance of chairman-pres. Leopold D. Silberstein, his son and several associates. Senator Olin Johnston (D-S. C.) and Sen. Jenner (R-Ind.) indicated they want to inquire about alleged use of "Swiss mystery capital" in the acquisition of firms in sensitive electronics, aircraft parts and heavy machinery fields—Hallcrafters, Pratt & Whitney, Colt's Patent Fire Arms Mfg. Co. being among those mentioned. Sen. Johnston also indicated he wanted to probe circumstances of Silberstein's entry into this country as a refugee from Germany in 1946, but the talk on Capitol Hill was that this was inspired by opponents in his recent effort to gain control of Fairbanks, Morse & Co. Silberstein maintained complete silence, meanwhile, and subcommittee counsel Robert Morris stated that there's no likelihood of hearing his testimony before end of Aug. or early Sept., if then, in view of adjournment of Congress and absence of committeemen and staff from Washington.

Highly diversified Penn-Texas Corp., comprising 18 subsidiary companies, includes among its directors Oscar L. Chapman, ex-Secy. of Interior, and Maj. Gen. Charles T. Lanham, USA ret., who was Gen. Eisenhower's chief of information at SHAPE. This week, an interim report to its stockholders showed gross income of \$60,296,000 and record net income of \$2,851,000, or 81¢ per share on average of 3,498,000 shares, for first half of 1956. There were no comparable 1955 figures because of last year's acquisitions, which included Niles-Bement-Pond Co., now Pratt & Whitney, but net earnings in first half of 1955 without the additional companies was \$670,083, or 55¢ per share on 1,218,926 shares then outstanding. June 30 backlog of orders was reported as exceeding \$72,000,000, net working capital \$36,404,000, net assets \$69,035,000.

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Westinghouse is back in the profit groove, showing net income of \$6,862,000 (38¢ per share) on sales of \$380,731,000 for June quarter after loss of \$18,575,000 in March quarter, which embraced nearly 3 months of the 156-day strike that started last Oct. 17 and ended March 20. Quarter ending June 30 compared with \$16,635,000 (98¢) earned on \$388,258,000 sales in same 1955 quarter, and brought 6-month figure to net loss of \$11,713,000 on sales of \$606,097,000 as against first-half 1955 showing of \$29,417,000 (\$1.73) profit on sales of \$755,963,000. But pres. Gwilym A. Price reported to stockholders this week: "Heavy non-recurring post-strike production and distribution costs experienced in the second quarter are now largely behind us, and with production and sales coming into balance we anticipate continued improvement in earnings." Consumer products (which include TV-radio & appliances, reported by consumer products v.p. Chris Witting to be going strong now) ran 24.3% ahead of 1955 quarter, defense products 12.6% ahead, industrial products 9.2% down—but Price stated the backlog of industrial orders is so large that it should soon exceed year ago. Directors declared usual 50¢ dividend maintained during strike.

Sales were up but profits down in RCA's first half, reported by Chairman Sarnoff July 28. Consolidated statement shows sales at new high of \$526,488,000, up 8% from previous record of \$488,510,000 in first half of 1955. Earnings after taxes were down to \$20,037,000 (\$1.32 per share) from \$22,061,000 (\$1.46) in 1955 half. Second quarter sales were \$251,640,000, or 8% ahead of the \$232,205,000 of second quarter 1955. Profits dropped to \$7,310,000 (47¢) from \$9,493,000 (62¢) in same 1955 quarter.

POLL-O-METER, instantaneous TV audience measuring device, is scheduled to be unveiled officially at press conference next week in New York. Developed and produced by Calbest Electronics Co., Los Angeles TV-radio chassis and electronics manufacturer and owned by Poll-O-Meter Corp., Beverly Hills, Cal., device is mounted in truck, automatically registering channel number to which each set in the neighborhood is tuned as vehicle proceeds down street (Vol. 11:42).

One such unit now in existence has been tested on West Coast. A Poll-O-Meter spokesman says Calbest is under contract to produce at least 10 more units in next 10 days. Developmental unit and first production models are mounted in Volkswagen truck chassis. Advantage of Poll-O-Meter, according to its backers, is that it delivers "fool-proof statistical sample immediately." Reports last year claimed at least 90% accuracy. In truck driven at 10 mi. per hour through heavily populated residential sections, Poll-O-Meter is said to be able to measure up to 2500 sets in 15 minutes.

Heart of unit is calculating-recording device, which gives direct reading of cumulative number of sets tuned to each channel, its gun-type directional antenna being aimed at houses and apartments on the route. It is said to work equally well with apartment-house multiple set installations and single sets in homes, and on vhf & uhf channels.

Poll-O-Meter's initial east coast effort was presentation July 20 in New York to agency, network and audience research executives, at which film was shown demonstrating operation of the device. Whether new research company will be set up to collect and distribute Poll-O-Meter viewing data, or whether device will be leased or sold to an existing company, apparently depends on industry reaction to exploration by Henry Monotor Associates, N. Y. investment house.

Poll-O-Meter Corp. is headed by Los Angeles builder Peter Gorman in association with Los Angeles businessman Samuel Nellis.

Big Los Angeles closed-circuit education project will begin next Feb., connecting 4 junior colleges by cable. Classroom lectures will be piped from City College to other 3. Experiment will seek to determine the subjects common to all 4 schools best suited for televising from one source, the possibility of teacher in-service training and physical problems of TV teaching. Los Angeles Board of Education voted \$50,000 for equipment and teacher training to initiate the experiment. Last week, Board's lack of unanimity killed far bigger educational TV project, involving \$750,000 Ford Foundation grant to exchange TV classroom education between New York, Chicago & Los Angeles schools. Board had approved project 8-1, but Foundation wouldn't go along without unanimous vote.

Closed-circuit color TV has been used to provide first close-up view of actual flash and flame variations at launching of ballistic missiles, GE announced this week. Demonstration was held at Army Missile Test Center, Cape Canaveral, Fla., using GE field-sequential color cameras and "monitors similar to, but of higher quality than, home-type receivers." During demonstration, cameras were mounted atop a concrete blockhouse 300 ft. from launching platform, while viewing room was within blockhouse. Despite extremes of light variation, GE broadcast equipment gen. mgr. Paul L. Chamberlain said color reception was "excellent, with great stability, true color and no noticeable sonic variation."

Gross Telecasting Inc. (WJIM-TV & WJIM, Lansing) earned net profit of \$422,801 in first 6 months of 1956, equal to \$2.11 on common stock only, \$1.87 on common & B combined—compared with \$374,672 (\$1.87 & 94¢) in same 1955 period.

George Storer has offered to build and finance fully-equipped educational TV station for U of New Hampshire at Durham, which has Ch. 11 assigned it under FCC allocations, or for State of New Hampshire at any other site (it has 12 unused channels allocated to as many towns, all save Ch. 11 being uhf)—contingent on FCC approval of his proposed purchase of WMUR-TV, Manchester (Ch. 9) whose transmitter would be moved 32 mi. southeast of Manchester, in Georgetown Township, Mass., or about 26 mi. north of Boston (Vol. 12:29). Offer was made personally July 24 to Gov. Dwinell, who called it "most generous" and referred it to Commission on Educational TV headed by Edward J. Kingsbury, of Keene, which has had TV plans under consideration since 1953. Plan was also endorsed by ex-Gov. Francis P. Murphy, who is selling the station for approximately \$850,000. Said Storer, who put figure for new station at approximately \$250,000: "Our company has adopted a policy of assisting educational stations in the area in which we operate . . ." Meanwhile, some opposition to proposed move of WMUR-TV to new site appeared to be developing, with counsel for one Boston station indicating he expects to protest on technical grounds.

Figuring in story of rescue of *Andrea Doria* passengers after it went down in collision with liner *Stockholm* July 25 were Morris Novik, onetime mgr. of New York's municipal station WNYC, now chief owner of Italian-language station WOV and part-time consultant on TV-radio for labor organizations, and Ernest Marx, director of DuMont international div. Mr. & Mrs. Novik were rescued from the ill-fated liner, Marx was en route to Europe on the *Ile de France* which picked up survivors, then returned to N. Y. and resumed voyage next day. ABC newscaster Edward P. Morgan had some rough emotional moments in reporting the story. His factual accounts, after being told his 14-year-old daughter had been lost, and his dockside interview with his divorced wife who was aboard the *Andrea Doria* with the child and her husband, *New York Times* Madrid correspondent Camille Cianfarra, were hailed in the press as examples of personal courage. The child, first missing, was later found alive but injured; her stepfather died in the collision.

Two applications for new TV stations were filed this week: For Wilmington, N. C., Ch. 3, by Richard Eaton's United Bcstg. Co., grantee of uhfs WACH-TV, Newport News, Va., WTLF, Baltimore, WOOK-TV, Washington, and owner of AMs in those cities as well as Hagerstown & Rockville, Md., Richmond, Va. and Cleveland; for Port Huron, Mich., Ch. 34, by WHLS there. Also filed were 2 translator applications for Ch. 70 & 76, Prineville, Ore., by Ochoco Telecasters, to relay programs of KOIN-TV & KLOR, Portland. Total applications now on file with FCC: 119 for stations (including 23 uhf) plus 7 for uhf translators. [For details, see *TV Addenda 23-C* herewith.]

Crowell-Collier Publishing Co., which has filed with FCC for \$2,225,000 purchase of radio KFWB, Hollywood (Vol. 12:22) and has stated it is readying to file \$16,000,000 "package" purchase of Consolidated (Bitner) group of 3 TV and 4 radio stations (Vol. 12:17, 21-22), entered record club field this week with acquisition of Concert Hall Society and 4 record clubs operated by David & Samuel Josefowitz. Clubs are Musical Masterpiece Society, Chamber Music Society, Jazztone Society, Opera Society—with more than 1000 recordings and mailing list of more than 600,000 LP buyers. Wm. H. Fowler, ex-Capitol Records v.p., has been named gen. mgr. of new subsidiary.

Smallest known 2-way military radio is new transistorized set entirely contained in combat helmet, unveiled this week by Signal Corps.