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TV EVALUATED by political campaign managers, who say it's here to stay but not whole show. Grass-roots precinct work still considered basic technique (p. 1).

TOP-LEVEL NETWORK SHIFTS continue, Bob Kintner becoming an exec. v.p. of NBC, Merle Jones succeeding Van Volkenburg as pres. of CBS-TV (p. 2).

HOTEL-MOTEL TV MARKET now parallels home market, though there's still sales potential of 1,000,000 or more sets, new survey of installers shows (p. 3).

NETWORKS ANGRILY RESPOND to critic Jack Gould's cry of "disgrace" and "mockery of public service obligation" in U.N. Suez crisis coverage (p. 5).

FREE-TIME SCRAMBLE among Presidential candidates touched off by President's address on Middle East crisis, underscoring shortcomings of FCC rules (p. 5).

TASO ALLOCATIONS OBJECTIVES accepted by FCC—limited to technical data-collection. Loughren declines job of executive director (p. 6).

UHF IN FAIRMONT, W. VA. plans resumption, continues efforts to get Weston's Ch. 5 commercialized. Reports on upcoming stations (p. 6).

CROSLY-BENDIX QUILTS production of TV-radio-appliances, touching off free-for-all among TV manufacturers eager to line up strong distributors (p. 10).

BASIC RETAIL TRENDS in TV-radio-phonos now being reported promptly to Sylvania by new national dealer panel, using data processing system (p. 12).

EXPANSION OF ELECTRONICS to \$22 billion industry within 10 years foreseen by Sylvania's Mitchell, who predicts 75% of TV sales in color by 1966 (p. 12).

PHILCO EARNINGS & SALES for first 9 months indicate slow improvement over first half of 1956, but company still lags behind first 9 months of 1955 (p. 13).

\$3,500,000 COLOR EXPANSION plan announced by NBC, aiming at 2 major color shows nightly next season; more origination facilities planned (p. 9).

20th CENTURY-FOX signs deal with NTA releasing "up to 390" features to TV for minimum of \$30,000,000, gets 50% ownership in Film Network (p. 9).

THEATRICAL INVESTMENT management group, registering public stock offer with SEC, includes TV principals, plans theatre-TV-movie investments (p. 12).

ELECTRONIC ELECTIONEERING — HOW EFFECTIVE? TV is here to stay as a major political campaign medium, but it isn't by any means the whole show some people expected it to be. That's the election-eve consensus of 2 people vitally concerned with the evaluation of TV -- GOP campaign director Robert Humphreys and Ralph Beck, asst. director of Stevenson-Kefauver campaign.

"I don't think it lost us any votes," Humphreys told us, "but it's not the cure-all campaign technique some people thought it is. Overestimating and underestimating has been going on, but there's more overestimating than underestimating."

One big miscalculation, Humphreys said, was based on fact that public has much greater choice of TV signals than in 1952. "Captive audiences were all over the country 4 years ago," he said. "We're reaching a bigger audience because there are more TV sets, but there's no captive audience and no novelty any more. We've had only one really decisive TV triumph; we won a Congressman in Texas in 1954 on TV" -- Republican Bruce Alger, who was "just terrific on TV."

GOP found newspapers most important medium in a 1954 survey, and Humphreys said he sees no reason to revise that finding.

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"TV still is a medium of entertainment -- but not of communication," according to Beck, who said "it's been disproven" that TV is the major force in politics. "You can't win or lose a campaign on TV," he said. However, he added that TV can't be beat for presenting some issues in "terms of intimacy."

"Radio is a surprisingly effective medium with enormous pull, even more effective than TV in some instances," Beck said. "I don't know why. If I did I'd make a lot of money." Conclusion of both spokesmen: Word-of-mouth politicking in precinct work is still the basic technique.

Foregoing are views of those who had hand in spending some \$3,000,000 on TV. In addition, throughout campaign, columnists and pundits of all kinds have done a lot of head-scratching, ear-pulling and nose-stroking as they analyzed impact of TV -- and they tended to agree on several points:

(1) Lack of interest in political telecasts reflected lack of excitement in most of campaign -- the absence of real conflict on issues, initially at least. When issues got hot in foreign crises, presidential candidates' TV appearances drew the public's tense attention.

(2) TV seemed a natural for President Eisenhower at first, a means to conserve his strength. Then it boomeranged when Stevenson's vigorous whistle-stopping forced Eisenhower to get out and demonstrate his good health.

(3) Eisenhower made better TV impression than Stevenson -- unquestionably.

(4) Both candidates were so well known to public after 4 years in forefront of news that public was no longer merely interested in their personalities, which TV can project as no other mass medium can.

(5) Public deeply resented 5-min. cow-catcher film appearances, which not only irritated viewers but cut viewing of normally high-rated programs.

(6) Size of audience was low, often embarrassingly so -- with the political headquarters sometimes very reluctant to release figures.

MORE HIGH-LEVEL CHANGES AMONG NETWORKS: New chapter in the continuing convolutions among network topkicks, begun in Sept. with resignation of NBC chairman Pat Weaver (Vol. 12:36), unfolded this week with these developments:

(1) Robert E. Kintner, who resigned 2 weeks ago as pres. of ABC (Vol. 12:42), joins NBC Jan. 1 as an exec. v.p. and member of new executive council, reporting directly to pres. Robert W. Sarnoff. It was stated that his job would be to coordinate color activities "in addition to other staff duties." Only a few hours after announcing Kintner's appointment, NBC revealed details of \$3,500,000 program to expand facilities for color programming (see p. 9).

The other 4 exec. v.p.'s, all reporting to Sarnoff, are: Thomas A. McAvity, for TV network programs and sales; Charles R. Denny, for operations; John Clifford, for administration; David Adams, for corporate relations.

(2) Jack L. Van Volkenburg resigned as pres. of CBS-TV, effective Jan. 1, when he will be succeeded by Merle S. Jones, his exec. v.p. Van Volkenburg will retire from business, joining his wife at their home in Venice, Fla.

CBS pres. Frank Stanton announced that "personal reasons" led to the resignation. It's understood that Mrs. Van Volkenburg, previously ill, has enjoyed excellent health since moving to Florida several years ago.

Stanton accepted resignation with "utmost regret," paid high tribute to Van Volkenburg's leadership in elevating CBS-TV to "the world's largest advertising medium," in helping CBS-TV to attain "No. 1 position in program popularity and advertising volume" and in broadening CBS-TV affiliations from 2 stations in 1948 to the current total of 156.

Van Volkenburg will continue on board of CBS Inc. and Jones is slated for election to board shortly after assuming presidency. Van Volkenburg, 52, joined CBS in 1932 and became first pres. for TV in 1948. Jones, 51, joined CBS in 1936 and had served as gen. mgr. of KNXT & KNX, Los Angeles; WCCO, Minneapolis; KMOX, St. Louis. He is also a member of NARTB board.

All 3 networks have thus seen top-level changes in last 2 months. Following Weaver's resignation, NBC has been going through a series of executive changes in line with recommendations by management consultants Booz, Allen & Hamilton. AB-PT appointed Oliver Treyz, ex-pres. of TvB, as head of ABC-TV network following Kintner resignation, and shifted John H. Mitchell to special asst. to Leonard H. Goldenson, pres. of AB-PT. More changes at NBC and ABC can be expected.

Assignment of Kintner to color duties at NBC and Kintner's own statement declaring that "color is the future of TV" startled some industry observers in view of fact that ABC, under Kintner, was only network without color programming. There were veiled hints, however, that Kintner did not initiate or support ABC's no-color

policy. Kintner himself won't return from Caribbean vacation until mid-Nov. and was unavailable for comment. His statement was released through NBC.

Kintner was said to have turned down CBS offer of vice-presidency to take NBC position. His statement on his choice of NBC declared:

"I have evaluated carefully the various positions in broadcasting and related fields that have been discussed with me recently. My decision to go with NBC was based on these reasons: First, I am interested in the future, and color is the future of TV. In its dedication to color, in its determination to develop it fully as a national service, NBC stands alone among the networks. Second, I believe this is a business for young men. NBC's young management team will, in my opinion, lead the network to new heights of achievement. I look forward to making my contribution toward that achievement."

'HOME AWAY FROM HOME' NOW MATURE TV MARKET: "TV has reached the stage where it is now considered part of the room furnishings" of first-class hotels and motels. So said one large supplier of hotel-motel receivers in response to questionnaire updating our Aug. 1955 survey of this growing set market (Vol. 11:32).

To the seasoned traveler, this scarcely needs saying -- and the only really surprising fact unearthed in our new survey is that large majority of the nation's approximately 3,000,000 hotel and motel rooms are still without TV. But when narrowed down to the so-called "better" or "first-class" establishments, estimates of TV-equipped rooms range from 50-80% for motels, 35-75% for hotels.

Though solid statistics are hard to come by -- due in part to lack of firm count, or even definition, of first class inns and need for up-to-date census of hotel and motel rooms -- all replies to our questionnaire confirm that TV in rooms is no longer a gimmick, but an expected accommodation in the "home away from home."

TV sets in rooms have kept abreast of what the consumer looks for in a home set -- virtually all are 21 or 17-in., generally depending on size of room. The old quarter-in-the-slot TV -- the original pay-as-you-see -- is fast disappearing, and no new installations of this type are being made. Guest merely pays for use of TV set as part of his room rent.

Most sets are table models, though consoles are generally used in more deluxe rooms and suites. One company -- Tel-Hotel Corp. -- is now pushing combination desk, chest of drawers and TV set for hotel rooms.

While they may look like home TV sets, receivers installed in hotel rooms are usually specially built ruggedized versions. RCA hotel sets, for instance, have a special alcohol-&-burn-resistant finish, tamper-proof back cover, volume limiter to prevent over-loud playing, heavier power cord to conform with Underwriters' Labs' "commercial" classification, 72-ohm lead-in cable to tie in to master antenna system.

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Most precise inventory of TVs in hotel rooms was made recently by American Hotel Assn. in N.Y. City area, pilot project for planned nationwide survey. In replies from 72 hotels with 44,775 rooms, AHA found 42 hotels with total of 30,695 rooms had 11,750 sets in guest rooms. Another 18 had TV in public rooms only. Mere 8 hotels (5135 rooms) were 100% TV-equipped, although 5 more will be by year's end.

In our survey last year, we estimated that perhaps 15% of motel rooms had TV, maybe 5% of hotel rooms. This figure has jumped substantially in the past year -- perhaps even doubled -- according to replies to our new survey.

What is the potential field? Commerce Dept.'s recently compiled 1954 Census of Business found slightly less than 25,000 hotels -- down from 30,000 in 1948 -- and nearly 30,000 motels, up from 26,000. Census, however, didn't count number of rooms. American Hotel Assn. estimates 2,000,000 hotel rooms and 1,000,000 motel rooms are now available. This week's National Motel Show in Chicago heard estimates that 56,000 motels are now in operation, averaging 21 units, for total of 1,176,000 rooms, with about 250 more being opened each month with average of 30 units, making total of 7500 rooms added monthly or 90,000 annually.

Heavy competition between hotels and motels -- and among motels for the high-way tourist -- is booming the value of "free TV in rooms" as selling factor, to the

point where it's almost as unthinkable to build a new motel without provision for TV in every room as it is to build one without bathrooms. Nearly all new hotels are being built with at least TV cable conduit in walls.

Most obvious conclusion which can be drawn from our survey is that reliable statistics on hotel-motel TV installations are badly needed. Our respondents -- who are the people best qualified to know the facts -- vary all over the lot in their estimates of the situation. For example:

Hotel installations -- Less than 10% have TV, according to Tele-Sound Inc. pres. Milton A. Diamond. But Arnold Wells of Wells TV Inc. says "first-&-second-class hotels" are "pretty well saturated." Master Video Systems Inc. places total at 20-35% of hotel rooms, and Radio-Matic of America says "majority of the leading hotels." A large manufacturer says 15-20% of hotel-motel market is equipped.

Motel installations -- Estimates run from "50% of all motel rooms" to "90% of all recently built motels of more than 25 rooms," with majority of respondents satisfied to say "most motels" are equipped. Consensus is that 75% of all new motels and hotels are being equipped with master antenna systems as they're built -- the figure being higher for motels alone.

Total 1956 installations -- Range of figures here is from 10,000-20,000 in motels, 10,000-50,000 in hotels, including full range of estimates in between.

Installation costs for TV master antennas, conduits, etc., generally run \$20-\$35 a room in metropolitan areas, as high as \$75-\$100 in fringe areas. One company estimates \$200 per room for 21-in. sets in place, including antenna.

While majority of installations are still made on lease basis, trend this year shows greater proportion of hotels and motels buying own sets. Under lease arrangement, hotel lays out flat sum per set, by year or by day of room occupancy, lessor taking care of installation, servicing, replacement, etc.

TV gets heavy use in guest rooms, all survey responses show -- with universal estimate of playing time being 2-4 hours per set per day in occupied rooms.

As to color sets -- nearly all respondents say their use in hotels is destined to be confined to bars and restaurants for at least a while. Only installer really pushing color for rooms is Wells TV Inc., which says it has installed more than 500 in guest rooms (Vol. 12:36).

[For list of major hotel-motel suppliers, most of whom cooperated in survey, see p. 351, TV Factbook No. 23. Also assisting were antenna system manufacturers.]

National ad expenditures of electronics firms in 1955, expressed in terms of percentage of total sales, generally ranked above other companies in home building & equipping industries—according to analysis in Oct. 26 *Printers' Ink*. Survey includes 81 companies in household field, where advertising-to-sales percentage averaged .7%, among the 521 major manufacturers in all industries (.67% average). Following are those firms with substantial TV-electronics production included in the tabulation, with respective advertising-to-sales percentages: GE, .98%; Westinghouse, .7%; RCA, .94%; Philco, 1.28%; Sylvania, 1.3%; Avco, 1.45%; Motorola, .66%; Admiral, 1.71%; Zenith, 1.29%; Emerson, .73%; DuMont, 1.14%; Raytheon, .37%; AT&T, .12%; IT&T, 1.17%. Among all industries, biggest percentages were in following groups: alcoholic beverages, 5.8%; soaps, drugs & toilet goods, 4.49%; tobacco & smoking materials, 4.41%.

New list of spot TV advertisers, number of schedules used by each, and tabulation of spot advertising carried by 294 stations in 197 markets, are contained in quarterly *Rorabaugh Report on Spot TV Advertising*, covering July-Sept. quarter and released Oct. 25 by N. C. Rorabaugh Co., 347 Madison Ave., N. Y. It will be used by TvB as source material for its upcoming quarterly report on spot TV expenditures by leading advertisers.

New reps: WNHC-TV, New Haven-Hartford, to Blair TV (from Katz); WUSN-TV, Charleston, S. C. to Weed (from James S. Ayers).

TV enlarging theatrical stakes: RCA-NBC, having made good money on investments in Ethel Merman's "Call Me Madam" and other Broadway productions, has \$200,000 share in her new "Happy Hunting," with big advance sale for New York run as soon as Philadelphia polishing-up is completed. American Broadcasting-Paramount Theatres has reported \$850,000 invested in Mike Todd's "Around the World in 80 Days," movie spectacular. And, of course, CBS is major shareholder in jackpot hit "My Fair Lady"—but try to get tickets from the network, whose own staff allotment is mere 4-a-performance! Reason for network plunges in stage productions, especially musicals, is story and recording rights as well as investment—and they will probably continue to be Broadway's and perhaps even Hollywood's biggest "angels" next to the banks.

Newly formed Broadcasters Promotion Assn., centering in midwest, holds organizational meeting and first seminar Nov. 16-17 at Sheraton Hotel, Chicago, under temporary chairmanship of Charles A. Wilson, sales promotion mgr. of WGN-TV & WGN, Chicago. Principal speaker will be Leonard Kent, v.p.-research director of Needham, Louis & Brorby.

TvB board meets Nov. 15, membership meeting following day, at Waldorf-Astoria, N. Y. Prior to membership meeting, TvB will preview for 2000 ad agency representatives new research projects in Cellomatic presentation, "Beyond the Motion Barrier."

NETWORKS were embroiled in bitter dispute this week with one of nation's most influential TV-radio critics over question of whether they were meeting their public service responsibilities to keep public closely informed of U. N. Security Council debate on Middle East crisis. In his most stinging criticism of recent years, *New York Times'* Jack Gould Oct. 31 excoriated the networks and most independent N. Y. TV-radio stations for failing to carry live coverage of Council session. He leveled these charges:

"The gigantic network broadcasting industry—radio and TV—disgraced itself yesterday . . . The national electronic communications system made an absolute mockery of its obligation to serve the public interest. It was stupid, selfish and irresponsible. When the chips were down the networks lived in their narrow, narrow world . . ."

Noting that only local radio station to carry Oct. 30 session was municipally owned WNYC, he commented: "If ever there was justification for the tax-supported municipal outlet, it came yesterday. Commercial broadcasting cannot be relied upon."

Urging network presidents to "search their consciences," he posed these questions: "How is a nation to appreciate fully the gravity of world affairs if nothing is allowed to interfere with broadcasting's subservience to the middle commercial? How can the President of the United States impress the world with our concern if we ourselves sit benumbed at home in front of our old movies?"

"TV broadcasters always excuse their inaction on the basis of cost," he continued. "It is time they stopped whimpering and acted as grown-ups. Every journalistic medium has high costs when an emergency occurs; it is part of the overhead that goes with the privilege of having access to the country's minds . . . If TV is to be only a parlor carnival, let it say so and stop its pompous proclamations about being in the field of communications. If TV

does want to be a branch of the Fourth Estate, let it act that way . . ."

Gould did have praise for *New York Daily News'* WPIX, which carried most of the Oct. 30 U.N. discussion live (and later even got Consolidated Edison as sponsor).

Networks were quick to react—and Gould printed their comments in full next day. ABC news & public affairs v.p. John Daly wrote that his department decided that in order to be fair, Security Council sessions would "have to be carried entire or not at all," and uncertainty as to scheduling, delays and postponement was contributing factor in decision not to cover debate live.

Basic reason for decision, he said, was that "the present Suez crisis is spread over half the world and not concentrated in the United Nations." He added: "In sum, we consider the Assembly sessions a story that vitally needs editing." He pointed out that *Times'* own AM station WQXR didn't carry full live coverage, and *Times* itself didn't print full text of debate.

NBC news & public affairs v.p. Davidson Taylor wrote that entire network news staff had been put on "emergency duty the world over" and "from 6 a.m. Tuesday until early Wednesday morning the NBC radio & TV networks devoted more than 3½ hours—a total of 227 minutes and 45 seconds to newscasts on the Middle East crisis and its repercussions in capitals around the world. During these newscasts more than 32,000 words were written and spoken by NBC commentators—the equivalent of more than 45 columns in *The New York Times.*"

In Nov. 2 column, Gould said "the TV networks made superficial gestures last night in the way of more respectable coverage of the United Nations, but they still did not allow the world's realities to disturb unduly their commercial habits"—referring specifically to fact that live coverage on CBS & NBC took in only the British presentation, and that Secy. of State Dulles' remarks were covered later on film only. He found radio situation "vastly improved" since his earlier column.

SHORTCOMINGS of political equal time rules of FCC stood out sharply once again this week in mad pre-election scrambling for free time touched off by President Eisenhower's address to nation on Middle East crisis—and in FCC's inability to render quick ruling on applicability of Section 315 of Communications Act.

Immediately following President's 15-min. report to nation Oct. 31 on all networks, Democrats asked free 15-min. period for Candidate Stevenson to answer him Nov. 1. ABC, CBS & NBC wired FCC for ruling whether equal-time rule applied in this case since President was using broadcasting facilities to deal with grave international crisis. (Mutual granted the time without appealing to FCC.) Commission majority replied that any decision on question "is dependent on such an involved and complicated legal interpretation that we are unable to give you such a declaratory ruling at this time." Comr. Hyde dissented, saying Stevenson was clearly entitled to the time. Comr. Lee was absent.

Not taking any chances, the networks gave Stevenson his time, only to be faced with demands from minority parties for their equal time. CBS, ABC & NBC announced they would honor requests from Darlington Hoopes of Socialist Party, Farrell Dobbs of Socialist Workers Party and Eric Hass of Socialist Labor Party for 15-min. segments Nov. 3. NBC & ABC said T. Coleman Andrews of Constitution Party would also be given time.

But that wasn't all. Republican chairman Leonard Hall, expressing "amazement" that networks gave Stevenson time to reply to President's "non-partisan report," wired for "equal time for the Republican Party to answer

Mr. Stevenson." NBC referred Hall's request to FCC for ruling; Mutual said it "possibly" would do the same. That's where things stood at week's end, as broadcasters held their breath and counted the mercifully few days until election.

Libel by Fulton Lewis Jr. was charged in \$7,000,000 suit filed Nov. 2 by Richfield Oil Corp. against the radio commentator, MBS and its Washington affiliate, WGMS. Richfield claimed "reputation, good name and goodwill" were damaged by Lewis broadcast that firm "has a very unsavory past history" and sought "stranglehold" on California oil production by supporting controversial state conservation proposal. Last week, FCC rejected complaint by Committee Opposed to Oil Monopoly that NBC permitted "biased news" broadcasts on issue by Richfield (Vol. 12:43).

Dismissal of Federal Trade Commission complaints charging that they gave unlawful promotional allowances in form of free TV-radio time to their favored supermarket customers (Vol. 12:30) was urged by the 9 defendants, all major grocery product manufacturers. In their answers filed this week with FTC, all acknowledged that they participated in area merchandising plans with network-owned TV-radio stations but denied there was anything illegal about them or even that networks acted as intermediaries. No date has been set for hearings.

Equal-time network demands by Lar Daly of Chicago as "legally qualified candidate" for Republican Presidential nomination were dismissed Oct. 31 by FCC. Daly had claimed he was entitled to same network facilities given President Eisenhower from Feb. 29 to nomination Aug. 22.

ALLLOCATIONS OBJECTIVES of industry's TV Allocations Study Organization were accepted by FCC this week, and next job of TASO is to find an executive director, now that IRE pres. Arthur V. Loughren has declined to accept position.

Three representatives of TASO—RETMA's Wm. Reynolds, AMST's John Hayes and CCT's Wm. Putnam—met with FCC Chairman McConnaughey and Comr. Craven Nov. 1, discussed TASO's resolution that its functions "shall be limited solely to technical fact finding, study and investigation and interpretation of technical data."

McConnaughey asked: "Is that what we wanted?" TASO representatives said they thought so, with exception that no product development was planned. Comr. Craven said Commission really wasn't asking for product development, that any impression to contrary was a misunderstanding. So TASO now has FCC's blessing.

With Loughren out of the picture, top staff job may be tendered formally to Bell Labs' Axel Jensen, despite fact he had previously said he was unavailable when his name was first suggested informally. Also a possibility is former FCC Comr. George Sterling, now retired. TASO plans to discuss question next week.

One uhf TASO board member—Putnam, of WWLP, Springfield, Mass. (Ch. 22)—showed he's not at all happy with NARTB's role in TASO by resigning from NARTB. He released copy of letter to pres. Harold Fellows, stating:

"It appears very clearly that the NARTB represents only a small, but powerful, segment of the industry and specifically it does not represent what we here regard as our best interests, nor those of a large portion of the industry, or for that matter the good of the entire industry. We do not want our resignation to be interpreted as a

disagreement with any of the fine ideals for which the NARTB proclaims an interest. We do, however, resign because those high ideals are being obscured in a rash of short-sighted and self-serving procedures by some of your more substantial members to the detriment of the long range interest of the industry."

Meanwhile, postponement of deadline for filing of deintermixture comments with FCC seems almost certain to be extended beyond Nov. 15. Commission meets on matter early next week, and it's expected new technical ground rules will be issued, with industry given 30-60 days to draft responses. Non-technical comments may be given shorter deadline.

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FCC continued to mop up minor allocations skirmishes: (1) Finalized addition of Ch. 19 to Nacogdoches, Tex. (2) Denied petition to move Ch. 9 from Monahans, Tex. to Hobbs, N. M. (3) Proposed shifting Ch. 6 from Butte to Bozeman, Mont., substituting Ch. 28. (4) Proposed shifting Ch. 19 from Altoona to Johnstown, Pa. (5) Added to Springfield, Ill. deintermixture rule-making the proposal that Ch. 2 be assigned to both Terre Haute and St. Louis. (6) Added to existing rule-making, which proposed to add Ch. 3 to Ainsworth, Neb., the proposal that Ch. 7 or Ch. 16 be assigned instead. (7) Proposed shifting Ch. 13 from Arecibo to Aguadilla, P.R.

Among other actions, FCC turned down petition of WSIL-TV, Harrisburg, Ill. (Ch. 22) requesting that decision in Paducah Ch. 6 comparative case be held up pending study of deintermixture for area. Matter of fact, Commission debated Paducah decision this week but couldn't agree on a winner; Columbia Amusement Co. holds initial decision over WKYB.

OFF-AGAIN, ON-AGAIN, J. Patrick Beacom's WJPB-TV, Fairmont, W. Va. (Ch. 35), dark since Jan. (Vol. 12:2), has started construction on new "Broadcast House" on Adams St., which will have 2 TV studios as well as offices for Beacom Broadcasting Enterprises. It's to be ready "soon after first of year" and WJPB-TV will resume operation at that time, according to Beacom, who is also acting Mayor and City Director. He also plans to apply for permission to move transmitter & tower to Adams St. WJPB-TV has petitioned to shift Ch. 5, Weston, W. Va. from educational to commercial use, plans to use Ch. 35 as Fairmont "satellite" of Weston's Ch. 5 if petition is granted.

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

Harriscop Inc., which got Casper, Wyo. (Ch. 2) grant Oct. 17, plans to order Kay Lab equipment and hopes to be on the air about Jan. 1, reports Burt I. Harris, ex-gen. mgr. of defunct XELD-TV, Matamoros, Mexico (Ch. 7). He's pres. & 40% owner of Harriscop, producer-packager of film & live shows for TV. Station will be supervised by Harris and Lawrence S. (Bob) Berger, pres. of Standard Television, Beverly Hills TV film distributor. Rep not chosen.

KBAS-TV, Ephrata, Wash. (Ch. 43), planned as satellite of KIMA-TV, Yakima (Ch. 29), hopes to be on the air about Jan. 1, 1957, writes Tom Bostic, v.p.-gen. mgr. of KIMA-TV. It has ordered GE transmitter, will have 150-ft. Fisher tower. KIMA-TV also operates satellites KEPR-TV, Pasco, Wash. (Ch. 19); KLEW-TV, Lewiston, Ida. (Ch. 3); and holds CP for Ch. 8 satellite in Walla Walla, for which equipment hasn't been ordered, but which is expected to begin operation early in 1957. KIMA-TV rep is Weed.

KGEZ-TV, Kalispell, Mont. (Ch. 8, being modified to Ch. 9), has 5-kw RCA transmitter due Feb. 1, but hasn't

set on-air target, according to chief engineer A. C. Moran. Studio-transmitter building is under construction and station will have 300-ft. Ideco tower with 6-bay antenna. Principal owner is Frank Reardon, who also owns 2.2% of KXLF-TV, Butte (Ch. 6) and controls radio KGEZ and Butte radio KBOW. Rep will be Donald Cooke.

WPTA, Roanoke, Ind. (Ch. 21, allocated to Fort Wayne) has ordered RCA transmitter, plans start in late spring of 1957, reports Robert Lemon, gen. mgr. of WTTV, Bloomington, Ind. (Ch. 4), also owned by Sarkes Tarzian. It's working on construction plans, will have 724-ft. tower. Rep will be Meeker.

WYES, New Orleans (Ch. 8, educational) expects to start early next spring, reports mgr. Duff Browne, ex-WUNC-TV, Chapel Hill, N. C. educational. It has 5-kw DuMont transmitter but installation awaits move of WDSU-TV from Hibernia Bank Bldg. to new site. WYES will have 12-bay RCA antenna on bank's roof; studios will be in separate building. Temporary offices are at 4920 Canal St.

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Equipment shipments reported this week: By GE—6-bay batwing antenna to upcoming KICA-TV, Clovis, N. M. (Ch. 12), without definite target; 50-kw transmitter to KSIX-TV, Corpus Christi (Ch. 10); 45-kw transmitter to WGBI-TV, Scranton (Ch. 22); 35-kw transmitter to WDSU-TV, New Orleans (Ch. 6); 5-kw transmitter and 6-bay batwing antenna to WJIM-TV, Lansing, Mich. (Ch. 6); 4-bay helical antenna to WSYE-TV, Elmira, N. Y. (Ch. 18). By RCA—6-section superturnstile antenna to upcoming KNAC-TV, Fort Smith, Ark. (Ch. 5), without target; 25-kw transmitter, including 6-kw driver, to KOOK-TV, Billings, Mont. (Ch. 2); 25-kw amplifier to KRCG, Jefferson City, Mo. (Ch. 13). By Standard Electronics—50-kw transmitter to WGEM-TV, Quincy, Ill. (Ch. 10); 25-kw transmitter to KSWS-TV, Roswell, N. M. (Ch. 8).

Telecasting Notes: Advertising agencies are getting back into driver's seat in programming field for first time since network radio's heyday—that's theme of lead story in first weekly issue of *Sponsor Magazine* Oct. 27. But the article notes that "agencies have learned that they don't have to do the packaging themselves to shape and control shows." Basic pattern, says *Sponsor*, is "co-production"—the agencies working with outside packagers on script selection and casting, but with definite voice in format, entertainment values, etc. . . . Most agencies don't want to go all out on show production, notes *Sponsor*—J. Walter Thompson maintaining largest TV creative staff of 85 men. Nor will they finance shows—too much risk. But they are working more closely than ever with independent packagers, says article, giving these reasons why outside-produced shows have better chance of getting on networks this year: (1) Networks are deliberately programming more independent packages, "apparently with an eye to Washington." (2) "The growing strength of ABC-TV offers advertisers an extra choice," leaving more good time for non-network-produced shows. (3) More time periods should be opening up in January, because of increased competition among networks, rating disappointments, lack of program innovations . . . At last—a giveaway show with a jackpot so high that Lloyd's of London will insure sponsor against going out of business by having to pay out top prize. That's trade report on new show proposed by General Artists Corp., in which contestant could win \$1,000,000 in one night—with electronic brains employed to select question and determine its cash value . . . Posthumous popularity of actor James Dean—subject of recent press-release battle between Steve Allen and Ed Sullivan—will result in repeat performances of 3 TV dramas in which he appeared, all in space of 6 days. *Robert Montgomery Presents* (NBC-TV) will show kind of "Harvest," 2-year-old Thanksgiving play Nov. 12; *Playhouse of Stars* (CBS-TV) will repeat film "Unlighted Road" for second time Nov. 16; *GE Theatre* (CBS-TV) contributes film repeat of 2-year-old "I'm a Fool" Nov. 18 . . . Unusual local spectacular is one-shot live Christmas Show being presented 11-12 p.m. Nov. 10 on all 7 Los Angeles stations, 2 in San Diego, 2 in Bakersfield and one in Santa Barbara by Riviera Sofa Co., at total cost of \$55,000, to be heralded by 700 spots on L.A. stations preceding week . . . RKO TV (General Teleradio) acquires 7-year worldwide distribution rights to *Screen Directors' Playhouse*, totaling 35 half-hour episodes produced by Hal Roach Studios and aired last year by NBC-TV . . . "Crusade for Children" telethon planned March 2-3 by Miami's WTVJ, with all South Florida social agencies which help children to share in proceeds . . . Election public service: Cincinnati's WKRC-TV Nov. 3 presents 30-min. program to instruct precinct workers and ballot-counters in their Election Day duties . . . Gold in oldies: *The Old Old Show* is new 12:30-1 a.m. program on NBC's WRCA-TV, N. Y., featuring silent shorts made from 1897 to 1927.

Radio station sales approved this week by FCC: WWPB, Miami, by Paul Brake to Wm. M. O'Neil (75%) and J. W. Lemon (25%) for \$160,000. O'Neil, brother of RKO Teleradio pres. Tom O'Neil, is to turn over to independent voting trustee the 2.26% of General Tire stock he owns with wife and children (Vol. 12:24). KBKI, Alice, Tex. by Givens A. Parr & George Prowse to new co-owners Jules Paglin & Stanley W. Ray Jr. for \$75,000 (Vol. 12:40). Paglin & Ray also own WBOK, New Orleans; WXOK, Baton Rouge; KAOK, Lake Charles; KYOK, Houston; WLOK, Memphis. KBUN, Bemidji, Minn. by Mr. & Mrs. Edward W. Butler to Ben H. Potter Jr. family for \$65,000. Potters control WHBF-TV, Rock Island, Ill. (Ch. 4) & WHBF, also publish *Rock Island Argus*.

Radio station sales reported this week: WDOE, Chattanooga, 50% by Norman A. Thomas for approximately \$175,000 to partner Earl W. Winger, who will own 100%. WGMA, Hollywood, Fla. by Ranulf Compton and associates for \$65,000 to co-owners Jack Barry and Daniel Enright, also owners of Barry & Enright Productions Inc., program packagers. WMOR, Moorehead, Ky. by State Senator W. J. Sample, Roy Cornette & Claude L. Clayton for \$30,000 cash and additional \$10,000 in notes to each of sellers. Buyers are 5 local businessmen, including former station mgr., Wm. M. Whitaker, who resigned last Aug. KLEE, Ottumwa, Ia. by David M. Segal's Mid-America Bcstg. for \$52,500 (including \$18,000 due on note) to co-owners J. William O'Connor and Jack Lester, NBC announcer-actor in Chicago. O'Connor, veteran Chicago broadcaster, recently acquired WPFA, Pensacola (Vol. 12:42) also has purchased WJVB, Jacksonville Beach, Fla. KWRN, Reno by Franz J. Robischon and associates for \$40,000 to local admen James Hadlock, Gerald Simons & William Welch, who will own 1/3 each. KWRN broker was Blackburn-Hamilton.

Much-litigated purchases of radio WGMS, Washington, and WMFJ, Daytona Beach, moved another procedural step this week when FCC told buyers to keep operating the stations pending hearings on protests over the sales. Commission said public interest demanded that buyers continue for the present because sellers had shown they were no longer willing and able to operate the stations. WGMS sale is being protested by stockholder Lawrence M. C. Smith, who said station was sold to RKO Teleradio despite better pending offer. Theodore Granik and Wm. Cook are protesting the WMFJ sale, charging that seller W. Wright Esch violated agreement to sell to them. In WGMS case, Comrs. Hyde & Bartley dissented in part, said they wouldn't permit buyers to continue operations; Comr. Lee dissented partially, said he'd dismiss protest right now, without evidentiary hearing; Comr. Doefer said Commission should keep hands off altogether, leave matter up to Delaware courts where Smith is now litigating sale.

CBC Board of Governors Oct. 26 recommended grant of Ch. 5 to Television de Quebec (Famous Players), to be operated as English-language adjunct to its CFQM-TV, Quebec City (Ch. 4), turning down Ch. 9 English-language application there by radio CJQC (Howard Wert, pres.). Quebec will be third Canadian city to have 2 TV stations, others being Montreal & Ottawa, where CBC operates separate English and French-language outlets. Also approved for grants: Ch. 6, Medicine Hat, Alta. to radio CHAT (J. H. Yuill, pres.); Ch. 4, Kamloops, B. C. to Twin Cities TV Ltd.; Ch. 4, Rouyn, Que. to Northern Radio-Radio Nord Inc. (David A. Gourd, pres.)—with proviso that majority of programs be in French; Ch. 10, Argentia, Nfld. to be operated as satellite by CJON-TV, St. John's (G. W. Stirling, pres.). Request by CKRV-TV, Barrie, Ont. (Ch. 3) to boost power to 26.7-kw and use higher antenna also was approved.

CP for WLAP-TV, Lexington, Ky. (Ch. 27) is included in sale of radio WLAP by Gilmore N. Nunn for \$346,000. New owners, each with 1/3, are Frederick Gregg, Young & Rubicam account exec.; Charles Wright, General Dynamics accounting exec.; Harry Feingold, owner of Superior Distributing Co., Kansas City. New principals say they plan to proceed with TV construction. Gilmore Nunn owns 30% of WBIR-TV, Knoxville (Ch. 10) & WBIR and 1/3 of WCNS, Baton Rouge (Ch. 40), planning start next March.

NBC's purchase of WKNB-TV, New Britain (Ch. 30) should be granted, examiners James Cunningham and Herbert Sharfman recommended in initial decision this week, finding no "monopoly" or "concentration" involved.

Personal Notes: Norman S. Livingston, ex-Telenews, named director of NBC Radio network programs, Albert L. Capstaff promoted to director of NBC Radio special programs and week end *Monitor*, both reporting to Jerry A. Danzig, v.p. in charge of radio network programs . . . Ralph Nimmons resigns as mgr. of WFAA-TV, Dallas, will announce plans after vacation in Mexico . . . Alan W. Livingston, head of NBC-TV programs originating from west coast, elected a v.p. . . . Walter Bedell Smith, member of RCA board, also elected a director of NBC . . . Robert Dressler promoted to program mgr. of NBC's WNBQ, Chicago; Richard Johnson promoted to WMAQ program mgr. . . . Jack Rayel resigns as exec. producer of CBS-TV's *Ford Star Jubilee*, which is slated to go off air shortly, to become v.p.-gen. mgr. of Four Star Films, Hollywood (*Zane Grey Theatre, Hey Jeannie*) . . . John H. Secondari, veteran newsman and author (*Coins in the Fountain*), named chief of ABC's Washington bureau, replacing Bryson Rash, now with NBC Washington . . . Lee Cooley, ex-TV director of McCann-Erickson & onetime TV-radio director of Ruthrauff & Ryan, serving since 1950 as producer-director of *Perry Como Show*, joins CBS-TV to produce and create new musical programs . . . William F. Brooks, onetime NBC v.p. in charge of public relations, news and special events, and William J. Thomas, former radio publicity v.p. of Young & Rubicam, elected v.p.'s of Milburn McCarty Associates Inc., New York public relations firm . . . Vincent Ramos, ex-U. S. operations v.p. for Cuban CMQ-TV network, named TPA rep for Latin American nations, headquartering in N. Y.; Jacques Brunet, formerly in charge of UNESCO multilingual film production, named European rep, in expansion of international operations of the TV film distributor-producer . . . Douglas MacLatchie, ex-Petry eastern TV sales mgr., joins Avery-Knodel, Los Angeles, as TV sales mgr.; David H. Sandeberg continues as Pacific Coast TV-radio sales mgr., San Francisco . . . Ray P. Jordan, managing director of WDBJ-TV & WDBJ, Roanoke, Va., and John W. Harkrader, asst. managing director & commercial mgr., elected v.p.'s of parent Times-World Corp. . . . Claus Wiese named production mgr. of WMTW, Poland Springs, Me., replacing Les Richards, resigned . . . Clinton E. Nangle named eastern sales rep of ABC Radio western network . . . Marc Daniels named program director of

Theatre Network TV Inc. . . . Adolph R. Dvorak, ex-KOLN-TV, Lincoln, Nebr., appointed chief engineer of Nebraska U's educational KUON-TV, Lincoln . . . David Schooler, ex-DuMont, named sales mgr. of Minot TV . . . Wells Bruen promoted to mgr. of Official Films' syndicated sales div. . . . Fred Stettner, ex-ABC, promoted to business affairs v.p., Barry & Enright Productions . . . David O. Alber, pres. of own N. Y. public relations firm, handling DuMont Labs among others, forms Digest Productions Inc., 44 E 53rd St., N. Y., as TV packager . . . Marcel Carter promoted to CBC comptroller, responsible for all financial & budgetary operations, Ottawa . . . Fred Beck named mgr. & operations supervisor of KVEC-TV & KVEC, San Luis Obispo, Cal.; Gary Ferlisi named operations director of KSBW-TV, Salinas, Cal., whose ownership interlocks with KVEC-TV.

C. E. (Bee) Arney Jr., 65, who retired July 1 as NARTB secy.-treas., died Nov. 1 at home of his daughter in Bakersfield, Cal. after lengthy illness. A native of Idaho Falls, Ida., he was a graduate of U of Washington Law School, entered broadcasting in 1926 as announcer at KPQ, Seattle, later became public relations director of KOMO, Seattle. He joined old NAB in 1940 as asst. to then pres. Neville Miller and became secy.-treas. in 1942. One of industry's most beloved figures, he was showered with gifts from broadcasting executives at time of his retirement this year. A widower, he is survived by twin daughters, Mrs. Norris Benson of Coeur d'Alene, Ida., and Mrs. C. W. Stephenson of Bakersfield, Cal., and a brother, J. Ward Arney of Coeur d'Alene.

Wilbur R. Albee, 40, chief engineer of WCSC-TV, Charleston, S. C., and Wm. M. Brantley, 27, station staff engineer, were killed Oct. 31 when an antenna Brantley was using for field signal strength tests near Georgetown, S. C., swayed against a power line. Albee apparently died while trying to extricate Brantley. Albee is survived by his wife and 4 children. Brantley leaves his wife, one child.

Dr. C. C. Morris, 71, chairman of KTEN & radio KADA, Ada, Okla., and KWSH, WeWoka, Okla., and noted Baptist minister, died Oct. 24 at Ada after long illness. He was a past pres. of Oklahoma Broadcasting Assn. and member of radio commission of Southern Baptist Convention.

ADVERTISING AGENCIES: Nathan Tufts named over-all supervisor of Philco account at BBDO, with Lee G. Offen handling TV-radio-phonos; Philip C. Carling, air conditioners, freezers, refrigerators & ranges; Thomas P. Keating Jr., home laundry; Edward R. Hanslip Jr., merchandising & promotion; John Bunch, co-op ads; Martin Ro-keach, account service for TV-radio . . . Thomas J. Maloney, onetime pres. of Cecil & Presbrey, resigns as exec. v.p. of Grant Adv. . . . Harold P. Gerhardt, ex-C. J. LaRoche & Co., named TV art director, Doherty, Clifford, Steers & Shenfield; David P. Lewis, ex-Cunningham & Walsh, named exec. film producer . . . George J. Jarrett, ex-Chicago Film Laboratory Inc., named TV-radio mgr. of Wherry, Baker & Tilden Inc., Chicago; Betty Hesse becomes asst. mgr. . . . Jonathan Yost, ex-west coast TV-radio director, Doyle Dane Bernbach, joins Ted Bates TV-radio dept., Hollywood.

Rate increases: KHJ-TV, Los Angeles, Oct. 15 raised base hour from \$1200 to \$1500, min. \$220 to \$300. KGLO-TV, Mason City, Ia. Nov. 1 raised hour from \$300 to \$350, min. \$60 to \$70. KHQA-TV, Hannibal, Mo.-Quincy, Ill. Nov. 1 raised hour from \$300 to \$350, min. \$60 to \$70. KLTW, Tyler-Longview, Tex. Nov. 1 added Class AA hour (7:30-9:30 p.m. daily) at \$300, min. at \$60, Class A hour remaining \$250.

TV courtroom dramatizations need technical advice from lawyers, *The BAR-fly* of Hartford County (Conn.) Bar Assn. says. Benedict M. Holden, attorney-editor of periodical, points out TV producers get professional help for shows involving medical & religious practices but "when it comes to court—anything goes!" Citing "misrepresentation" by TV of procedures followed by lawyers, judges & juries, he urges bar members to make complaints to stations—"for peculiarly enough, producers like to be accurate."

Sale of KWSM-TV, Joplin, Mo. (Ch. 12) with KWSM by Austin Harrison for \$591,000 to WSTV Inc., operator of WSTV-TV, Steubenville, O. (Ch. 9) and AM & FM radio adjuncts (Vol. 12:39) was approved by FCC this week. WSTV Inc. is owned by Jack N. Berkman-John J. Laux interests, which have interlocking ownership with off-air WFPG-TV, Atlantic City; applicant for Ch. 7, Buffalo; radio stations WPIT, Pittsburgh & WBMS, Boston.

NARTB membership committee (Kenneth L. Carter, WAAM, Baltimore, and J. Frank Jarman, WDNC, Durham, N. C., co-chairman) meets Nov. 8 in Washington.

Philco has donated about 30 TVs to San Francisco State College for use in Ford Foundation-sponsored experiment in broadcasting educational programs to gifted high school students on non-commercial local KQED.

Network Color Schedules (November 4-17, 1956)

Color Trends & Briefs: NBC's new \$3,500,000 color expansion plan, announced same day as appointment of ex-ABC pres. Robert Kintner as exec. v.p. and color coordinator (p. 2), "will put NBC in reach of a goal of 2 major color TV programs every night of the week during the 1957-58 season," NBC pres. Robert Sarnoff said. He called expansion "a major step toward our aim of ultimately telecasting the bulk of our live shows in color on a regular basis." All this, he stated, "is a further expression of NBC's faith in color TV."

New expenditure is in addition to last year's \$12,000,000 color expansion program which permitted 500% increase in NBC color programming. Major features of latest expansion: (1) Conversion of Studio 8-H, N. Y., to handle both audience and non-audience color shows. (2) Modification to color of Studio 3 in Burbank, Cal. through use of color mobile unit. (3) Remodeling of Colonial Theatre, in N. Y., "for broader use as an audience studio." (4) Expansion of Burbank color film chain and addition of 4-chain color film studio in New York.

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"Color adds a lot but it still has a long way to go," said Walt Disney while in Washington this week to accept award for safety films from American Automobile Assn. "I have a color set in my home," he said, "but the show has to be good or people will watch black-&-white—just as in movies."

Nov. 4—CBS: *Heckle & Jeckle Cartoon Show*, 1-1:30 p.m. NBC: *Zoo Parade*, 3:30-4 p.m.; *Alcoa Hour*, 9-10 p.m.
 Nov. 5—NBC: *Matinee Theatre*, 3-4 p.m.; *Robert Montgomery Presents*, 9:30-10:30 p.m.
 Nov. 6—NBC: *Matinee Theatre*, 3-4 p.m.; *Jonathan Winters Show*, 7:30-7:45 p.m.; *Noah's Ark*, 8:30-9 p.m.
 Nov. 7—NBC: *Matinee Theatre*, 3-4 p.m.; *Kraft TV Theatre*, 9-10 p.m. CBS: *Arthur Godfrey Show*, 8-9 p.m.
 Nov. 8—NBC: *Matinee Theatre*, 3-4 p.m.; *Lux Video Theatre*, 10-11 p.m.
 Nov. 9—NBC: *Matinee Theatre*, 3-4 p.m.; *Walter Winchell Show*, 8:30-9 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.
 Nov. 10—NBC: *Perry Como Show*, 8-9 p.m.
 Nov. 11—CBS: *Heckle & Jeckle Cartoon Show*, 1-1:30 p.m. NBC: *Zoo Parade*, 3:30-4 p.m.; *Goodyear TV Playhouse*, 9-10 p.m.
 Nov. 12—NBC: *Matinee Theatre*, 3-4 p.m.; *Producers' Showcase*, "Jack and the Beanstalk," 8-9:30 p.m.
 Nov. 13—NBC: *Matinee Theatre*, 3-4 p.m.; *Jonathan Winters Show*, 7:30-7:45 p.m.; *Noah's Ark*, 8:30-9 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.
 Nov. 14—NBC: *Matinee Theatre*, 3-4 p.m.; *Kraft TV Theatre*, 9-10 p.m. CBS: *Arthur Godfrey Show*, 8-9 p.m.
 Nov. 15—NBC: *Matinee Theatre*, 3-4 p.m.; *Lux Video Theatre*, 10-11 p.m.
 Nov. 16—NBC: *Matinee Theatre*, 3-4 p.m.; *Walter Winchell Show*, 8:30-9 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.
 Nov. 17—NBC: *Perry Como Show*, 8-9 p.m.

RCA shipped live color camera and 3-V color film camera Oct. 31 to WBRE-TV, Wilkes-Barre (Ch. 28); live camera Oct. 31 to WBAL-TV, Baltimore (Ch. 11); 3-V film camera Oct. 30 to KDKA-TV, Pittsburgh (Ch. 2).

ANOTHER MOVIE MAJOR tied its future firmly to TV this week as long-brewing 20th Century-Fox deal with NTA was consummated (Vol. 12:43). As announced by NTA pres. Ely A. Landau, the new alliance has these facets:

(1) NTA gets exclusive TV distribution of "up to 390" pre-1948 features in 20th Century-Fox vaults for minimum payment of \$30,000,000 over next 7 years.

(2) 20th Century-Fox becomes 50% owner of new NTA Film Network for undisclosed "nominal sum," though NTA retains operational control of the subsidiary.

(3) The movie studio will produce pilots of 4 new TV series by March 31, 1957, for distribution by NTA.

Under agreement, NTA gets 78 features this year, 78 next year—half of each group earmarked for NTA Film Network showing. Each package has minimum "license fee" of \$5,850,000, and it's understood 20th Century-Fox also will receive 45% of gross rentals received on films after specified amount has been reached. Agreement also gives 20th Century "the right to sell NTA 3 subsequent groups of 78 pictures each, totaling 234 features, for a minimum license fee of \$5,850,000 for each group and a participation in the gross receipts over and above a specified amount."

NTA's rights to the films run 5-7 years, cover TV only for U. S. & possessions, Canada and Puerto Rico. Landau said NTA will pay for the films through private financing. The movie company will be represented in NTA Film Network management through a treasurer who will be appointed soon, and will name 2 directors.

Among the 20th Century properties to be distributed by NTA and the NTA Film Network are such top features as "Laura," "Guadalcanal Diary," "Gentlemen's Agreement," "Blood & Sand," "Forever Amber," "Bell for Adano," "Lillian Russell," "Alexander's Ragtime Band," "Snake Pit," "The Razor's Edge."

Earlier this year NTA released to TV first 52-film group of 20th Century-Fox features.

Meanwhile, Loew's Inc. this week officially acquired 25% stock interest in its third TV station—independent KMGH-TV, Minneapolis, formerly KEYD-TV (Ch. 9) — and sold the station its MGM feature film library backlog.

Other stations with 25% MGM ownership are KTTV, Los Angeles and KTVR, Denver.

Another "film network" type of arrangement is strong possibility under aegis of RKO Teleradio Pictures, which still holds limited-time TV rights to 150 top RKO features, to be shown on General Teleradio stations. RKO film div. v.p. C. Robert Manby told us 3 advertisers are interested in sponsoring the films in other markets on national basis, "and this very likely will happen."

Meanwhile, there were these other developments this week in the movie-TV relationship:

(1) Associated Artists Productions, the PRM Inc. subsidiary distributing Warner Bros. features, reportedly is seeking to enter station ownership a la MGM—and is said to be negotiating to swap feature films for part ownership. One report had AAP currently negotiating with upstate N. Y. and New England stations, having been turned down by DuMont's WABD, New York.

(2) TV-movie cooperation in form of nationwide "talent hunt" reportedly has been proposed by interests representing AB-PT pres. Leonard Goldenson to Motion Picture Industry Council. Plan would provide for weekly talent auditions to be held in Paramount Theatres, with semi-finalists to be showcased in big live ABC-TV talent-hunt spectacles, winners getting movie contracts.

(3) ABC-TV chief Oliver Treyz revealed in Chicago, meanwhile, that network eventually plans to discontinue showings of feature films (*Famous Film Festival*, *Afternoon Film Festival*), expressing belief that network should supply only programs which individual stations can't provide by themselves.

(4) Biggest plunge into feature films by a network-owned station has resulted in payoff to ABC-TV's WBKB, Chicago, in form of \$1,500,000 sellout for 10 p.m.-1 a.m. *Movietime USA*, which doesn't even begin until Dec. 3.

(5) NBC subsidiary California National Productions is currently negotiating its first theatrical movie production deal with unusual TV overtones. Under the arrangement, CNP would finance production in England of "Captain Horatio Hornblower," the film to be shot so that it could be broken down to 3 TV film pilots. If series were sold to TV in U. S., feature film would be released overseas only.

HEAVY IMPACT OF CROSLLEY-BENDIX FOLDUP: A massive distribution free-for-all was set in motion this week with formal announcement that Avco had decided to discontinue operations of Crosley & Bendix home appliance divisions. Though it came as no surprise, despite vigorous denials by company and its public relations counsel, the action had immediate effect of leaving 78 distributors, many with full-line experience, without a brand to handle. With TV industry plagued by lack of adequate independent distribution, some of the wholesalers found themselves romanced by TV set manufacturers, particularly those with substantial number of factory branches.

Admiral was able to reduce its 17 factory branches by one, with appointment of Independent Distributors Inc., Grand Rapids, and was dickering with several more in effort to cut down expense of operating own branches. Philco eliminated branch in Cleveland with appointment of Frankelite Co. -- but this was offset by creation of a factory branch in Detroit to replace Buhl Sons Co.

Trade assumed aspect of an auction block, as bidding ran high for the handful of full-line distributors with adequate capital. By comparison, the distribution shifts following Whirlpool-Seeger merger last year appeared minor. At that time, many distributors were left with only a TV brand, or only a white goods line, but rarely without both. But Crosley-Bendix drop-out left many distributors, as one of them ruefully explained to us, "with just a sewing machine line."

Crosley-Bendix had been liquidating its merchandise for some months in effort to clear its inventories. As a result, its factory inventory on Nov. 1 comprised 1400 vhf-only TV sets, 500 all-channel TV sets, 16,000 table radios, 3400 refrigerators, 85 freezers, no ranges.

Crosley brand was never a major factor in TV, though it had a brief period of glory with its "semi-portable" Super V sets in 1954 (Vol. 10:7), forerunners of now-popular portable TVs. In appliances, its Crosley Shelvador refrigerator enjoyed high consumer acceptance for much longer period.

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Dissolution of Crosley-Bendix was announced formally by Avco chairman Victor Emanuel, though his announcement was actually preceded by letter to distributors from Crosley-Bendix pres. Chester G. Gifford notifying them that their franchises were being cancelled Nov. 30. He said "we wished to give you advance information, which we trust you will keep in confidence."

Sale of Bendix brand name and assets to Philco is expected within 30 days. Emanuel said it would be for cash and "some short term obligations" but scoffed at reports that the sale had been consummated for \$14,000,000. "This figure is incorrect, although the sum involved is substantial."

Disposition of Crosley plant in Cincinnati was in doubt. Some said it would be converted to handle Avco's expanding defense electronics business. Others said it would be sold. Emanuel acknowledged that "we may sell the name, patents, tooling and related phases." He did not identify any prospective buyers.

Crosley Broadcasting Corp. is not affected in any way. Emanuel described its operating results as "highly satisfactory," said its outlook is "favorable." Also unaffected is Moffats Ltd., its Canadian appliance-making subsidiary (no TVs).

The decision by Avco to discontinue Crosley and Bendix consumer products is an outgrowth of an industrywide situation," Emanuel wrote. "Since 1953 competition in the major home appliance and radio-TV set business has become increasingly severe. The appliance industry is plagued with large over-capacities and has been rampant with price-cutting despite rising costs of labor, material and most other items that enter into the business. As a consequence, a large number of manufacturers has withdrawn from the field...

"Capital and manufacturing facilities which will be released will permit an acceleration of the growth and earning capacity of the company's industrial, commercial and defense operations, and broadcasting business which have made continuing progress. Profits from these operations, however, have been obscured in consolidated earnings, due to the increasingly severe losses from operations which are now being eliminated."

Note: Crosley's withdrawal from TV emphasizes anew the high rate of attrition among TV manufacturers. So far this year, Raytheon, Capehart-Farnsworth, Sparton, Sentinel, Stromberg-Carlson and CBS-Columbia had previously quit TV, though Spartan line has been reactivated by Magnavox, which purchased it.

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Production: TV output totaled 200,148 week ended Oct. 26, compared to 200,425 preceding week and 183,139 in corresponding week of 1955. It was year's 43rd week and brought production for first 10 months to about 6,081,000, compared to 6,520,241 in first 10 months of 1955. Radio production totaled 346,349 (144,547 auto) week ended Oct. 26, compared to 352,876 (162,159 auto) in preceding week and 386,523 (180,386 auto) in corresponding week of 1955. For 10 months, radio output totaled about 10,878,000 (3,607,522 auto) vs. 11,346,176 (5,450,082 auto) same 1955 period.

Trade Personals: Wm. H. Chaffee resigns as v.p.-gen. mgr. of Philco automotive (auto radio) div., succeeded by Lionel M. Searle, with headquarters in Detroit; Wm. A. McCracken resigns as manufacturing v.p. of IT&T's Kellogg Switchboard & Supply Corp. to succeed Searle as operations mgr. of Sandusky, O. plant (portable TVs, home radios) . . . James H. Carmine, ex-Philco pres., treated this week for duodenal ulcer at St. Francis Hospital, San Francisco, was due to return to Philadelphia home Nov. 3 or 4; he was on west coast business trip for Chrysler, one of his clients, as merchandising consultant . . . Frank M. Folsom, RCA pres., to receive 1957 Gold Medal of Achievement from Poor Richard Club at annual banquet in Philadelphia's Bellevue-Stratford Hotel Jan. 17 . . . Henry F. Argento, v.p.-gen. mgr. of Raytheon's TV-radio operations at time of sale to Admiral last spring, reassigned by Raytheon as v.p. in charge of commercial sales, Waltham, Mass. . . . Jules F. Maier promoted to administrator of RCA tube industry sales, Harrison, N. J.; R. C. Pontz promoted to mgr. of power, pickup & photo tubes manufacturing at Lancaster, Pa. plant; E. C. McFerrer promoted to succeed Pontz as personnel mgr. of Cincinnati tube plant . . . Robert L. Shaw promoted to gen. sales mgr., Sylvania TV-radio div., Buffalo, succeeding Bernard O. Holsinger, now sales promotion director . . . Frank A. D. Andrea Jr., son of founder-pres., named manufacturing v.p. of Andrea Radio . . . George de Rado, ex-CBS-Columbia, joins Pacific Mercury as contract rep, working with key Sears Roebuck account in 11 western states . . . Wm. J. Horn, adv. mgr. of Philco accessory div., named adv. mgr. of appliance div., succeeding Edward Bailey, who becomes asst. adv. mgr. of appliance div. . . . Edmund Wellington Jr. joins RETMA as staff asst. to military products div. . . . Les Schmidt, ex-Raytheon, named Magnavox district merchandiser in Philadelphia-So. N. J. territory for Spartan line . . . E. C. Buurma, asst. to RCA Service Co. pres. E. C. Cahill, appointed to new position of mgr., field marketing, govt. service dept.; M. E. Haas Jr., adv. & sales promotion mgr., adds duties of mgr., field marketing administration . . . James J. Welker, ex-Ford International, elected operations v.p. of Clevite Corp.

J. Benton Minnick, 48, Chicago mgr. of Motorola national defense dept., died suddenly Oct. 27 at his home in Evanston, Ill. He joined Motorola in 1948, having served with RCA from 1930 to 1945. He is survived by his widow, 2 daughters.

DISTRIBUTOR NOTES: Philco establishes factory branch in Detroit, its 6th, to replace Buhl Sons Co.; Stuart Falk, ex-gen. mgr. of Cleveland branch, which was discontinued following appointment last week of Frankelite Co., will manage new branch, with Harry Marko as electronic sales mgr. Philco also appoints California Electric Supply Co., San Francisco, ex-Crosley-Bendix outlet, replacing Dallman Co. . . . Sylvania appoints Major Appliance Distributors Inc., Charlotte (Charles M. Lowe, pres.) for western N. C.-S. C.; Carolina Sales Corp., Greenville (James T. Little, pres.) for eastern portions of both states . . . Du Mont appoints Fridley Bros. Inc., 6510 Page Blvd., St. Louis (A. M. Fridley, pres.), ex-CBS-Columbia outlet, replacing Schwander Co. . . . D&H Distributing Co., Baltimore (RCA) Jan. 1 takes on all Whirlpool-Seeger products except laundry line, which remains with Jos. A. Zamoiski Co. . . . B. T. Crump Inc., Richmond (Westinghouse) appoints Robert H. C. Seaton as acting pres., succeeding late L. McCarthy Downs . . . Westinghouse Electric Supply Co. appoints T. B. Newby as sales mgr., San Francisco, succeeding Jack O'Donnell, resigned . . . GE Supply Co. appoints J. D. Davis sales mgr. of Nashville district . . . GE transfers John T. Nee, ex-Hotpoint district mgr., Atlanta, to Jacksonville as builder appliance sales mgr.

Sylvania closed down tube plant in Hatboro, Pa. Nov. 2, plant mgr. David K. Elwell explaining that requirements for black-&-white picture tubes could be supplied by 3 remaining plants at Seneca Falls, N. Y., Ottawa, O. & Fullerton, Cal. Acquired from National Union Electric Corp. in 1954, Hatboro plant employed about 450, of whom about 150 will be retained for warehousing and shipping duties. No final decision has been reached on future plans for factory.

Appliance optimist: Herman F. Lehman, v.p.-gen. mgr. of Frigidaire, predicts record unit sales of 13,815,000 major appliances (excluding TV & radio) at retail this year, 14,750,000 units in 1957. At press conference in Dayton marking introduction of new Frigidaire line, he said rapid growth of newer appliances will more than make up for sales declines in refrigerators and food freezers.

More price increases: Admiral added a handle to its 10-in. portable and raised its price from \$90 to \$100. In addition, it increased price of 10-in. portable with handle from \$100 to \$110. It also added a handle to 14-in. portable and raised price from \$100 to \$110, and increased a 21-in. open-face console from \$300 to \$310.

Topics & Trends of TV Trade: Up-to-date information on basic TV-radio-phono trends at retail level is now being provided Sylvania promptly by a newly established national panel of 22 of its dealers, set up recently at behest of its highly efficient sales research dept. headed by Frank W. Mansfield. It's similar to, but not as large as, RCA's dealer panel.

Retailers report regularly via company's data processing system on Sylvania TV-radio-phono sales and inventories, in addition to a monthly summary on consumer reaction to specific product features; effectiveness of advertising & promotions; customer reaction to features of competitive lines; dealer recommendations on new designs.

"Under our plan, the dealer reports will be telephoned to the nearest point in our data processing system's communications work, where they will be relayed by private wire to the factory," said merchandise planning mgr. John H. Riddel. "We no longer have to wait on routine channels to determine what the buying public in a given market is readily accepting or rejecting."

Electronics Reports: More predictions on the future of the electronics industry and its branches by Sylvania chairman-pres. Don G. Mitchell—this time in address to West Branch Manufacturers Assn. in Williamsport, Pa. Oct. 31. He said electronics industry's total annual volume currently is at rate of \$11.5 billion and predicted that it will expand to \$22 billion within 10 years.

Color TV is "not quite the imponderable it was a year ago," he said, but it "still has a long way to go." He predicted that total 1956 color set sales won't exceed 150,000, but that by 1966 color will represent 75% of all sets sold. Uncle Sam is still electronics industry's largest customer, he pointed out, noting that electronics comprises about 8.2% of all military expenditures, or about \$3 billion in 1956. In 10 years he foresaw electronics constituting 11% of military costs, or about \$4 billion.

Mitchell saw development of computer as epitomizing advancement of electronics, and as one of "the great developments of all time." He cited these other areas of great potential in electronics: Aircraft navigation & communications; radar steering, anti-collision devices and other electronic equipment in highway travel; industrial TV; electro-luminescence.

* * * *

New 2-story, 40,000-sq. ft. research & development building is planned by Hoffman Electronics Corp., to be built in 3700 block of So. Grand Ave., Los Angeles, opposite present Hoffman Lab building. Hoffman is also breaking ground for 10,000-sq. ft. administrative building adjacent to present structure.

Granger Associates, Palo Alto, Cal., is new firm created to engage in development and manufacture of electronic systems for military and commercial applications. Pres. is Dr. John V. N. Granger, ex-director of engineering and head of Radio Systems Lab of Stanford Research Institute.

Neat roundup of electronics industry, including capsule reports on 41 companies, comprises *Electronics—A Limitless Future* (40-pp.), available from Merrill, Lynch, Pierce, Fenner & Beane.

Raytheon receives \$35,000,000 Army Ordnance Corps contract for electronic equipment developed by company. Andover, Mass. plant leased from Textron will be converted for production, employing 1000 in next year.

A \$25,000,000 contract for 6001 units of ARN-21, portion of Tacan equipment, awarded Hoffman Labs by Navy.

Motorola awarded \$1,000,000 Signal Corps transistor development contract.

Lowest-priced RCA TV set in its history—an 8½-in. "personal" portable, retailing at \$99.95 in ebony, \$110 in red, gray or ivory—was introduced this week, with shipments to distributors already under way. It's new version of earlier 8½-in. "personal" portable, which is continued in line (listing at \$125). New model (8PT701) weighs 20 lbs., has power transformer, matching fold-down handle and provides 36-sq. in. of viewable picture.

Puerto Rican TV sales will total 250,000 sets in next 5 years, insular Economic Development Administration estimates in survey which found nearly 150,000 already in use. It reports 4290 receiver imports in Sept., 2039 in Aug., 4162 in Sept. 1955.

Hallicrafters private label sets, bearing IGA brand, were shipped this week to Independent Grocers Alliance retail food chain for use as premiums with promotions.

TV-radio repair shops numbered 22,824 in 1954, with receipts of \$307,922,000, reports Census Bureau as part of its 1954 Census of Business, released this week.

NEW ENTERTAINMENT investment management group, Theatrical Interests Plan Inc., which this week registered with SEC a public offering of 52,000 Class A \$10 shares (\$250 minimum subscription), plans to "angel" legitimate productions initially, says it "may also invest" in movies and TV-radio packages.

TIP grew from partnership of 3 officers who invested for themselves and friends in Broadway stage hits of last 2 seasons, including "Cat on a Hot Tin Roof," "The Bad Seed," "The Lark," "A View from the Bridge," "The Most Happy Fella," "Mr. Wonderful." They are pres. Theodore J. Ritter, TV film and off-Broadway stage producer who owns small Victoria Publishing Co.; secy. John Gerstad, TV script editor and asst. producer of *Lights Out* and *The Clock*; treas. Dennis K. McDonald, *Billboard* news editor.

The closed-end, non-diversified enterprise has following directors: Kenneth Banghart, NBC-TV newscaster; Tracy W. Brown, pres. of Custom Displays; Elliott Nugent, author-actor-director-producer; Albert Selden, producer-composer; Alfred R. Stern, director of NBC international operations and v.p. of NBC's California National Productions; John F. Wharton of law firm of Paul, Weiss, Rifkind, Wharton & Garrison.

As TIP organizers, Ritter, Gerstad and McDonald together now have ⅓ interest in combine with stock investment of \$2982 apiece, SEC statement says. Registration also includes 28,000 Class B shares, but right to buy them at 5c par at rate of 7 shares for each 15 Class A shares, is reserved for 23 original stockholders, including officers & directors. As of Sept. 10, there were 11,200 Class A shares outstanding out of 260,000 authorized; there were 6030 Class B out of 140,000 authorized.

TIP assets as of June 30 were \$112,301, almost all in govt. securities. Prospectus says "no guarantee can be made as to the financial success of any selection for investment," pointing out stage returns have ranged from "total loss" to 500-600% profit. Offices are at 575 Madison Ave., N. Y., and registration lists no underwriters.

Nobel prize in physics will be awarded to 3 Americans for their work in inventing and developing the transistor. The winners, all of whom worked at Bell Telephone Labs, are Drs. Wm. B. Shockley, 46; John Bardeen, 48; Walter H. Brattain, 54. Shockley and Brattain are considered co-inventors of transistor; Bardeen did basic physical research leading to transistor's development. Shockley currently heads Shockley Semiconductor Labs of Beckman Instruments, Palo Alto; Bardeen is with U of Illinois; Brattain is with Bell Labs. They will share \$38,634 prize.

Financial & Trade Notes: Philco's 9-month report, released this week, indicates improvement over first-half results, but shows company far behind 1955 pace, especially in earnings. Net profit for 9 months was \$1,071,000 (21¢ per share) after taxes of \$1,289,000 on sales of \$254,322,000, compared to \$4,854,000 (\$1.21) after \$5,713,000 on \$269,218,000 in first 9 months of 1955 and profit of \$2,275,000 (53¢) after taxes of \$2,836,000 on sales of \$249,726,000 in same 1954 period, which included a 7-week strike at its electronics plants.

Earnings in third quarter ended Sept. 30 were \$240,000 (4¢) on sales of \$87,460,000, compared to net loss of \$686,000 on sales of \$74,386,000 in second quarter of 1956, and net profit of \$1,279,000 (31¢) on \$91,177,000 in third quarter of 1955. For first half of 1956, earnings were \$831,000 (17¢) on sales of \$166,862,000.

* * * *

Hoffman Electronics earned \$1,101,474 (\$1.51 per share) on sales of \$34,241,989 in 9 months ended Sept. 30, compared to \$934,292 (\$1.28) on \$29,220,714 in first 9 months of 1955. However, the report indicated that profit in third quarter ended Sept. 30 declined to \$317,502 from \$515,313 in corresponding 1955 quarter, and that sales declined to \$11,366,428 from \$11,866,375. Quarterly drop in earnings and sales was blamed by pres. H. L. Hoffman on rescheduling of a major military contract so that its completion date would tie in with a large follow-up order now in final stages of negotiation. TV market during third quarter was depressed by liquidation sales of brands now discontinued, he said, adding that market has improved in recent weeks. He also said that company is "back-ordered at the present time" on color receivers.

Magnavox earned \$790,333 (85¢ per share) on sales of \$17,037,158 in 3 months ended Sept. 30, compared to \$564,807 (67¢) on \$13,322,884 in same period year ago. Pres. **Frank Freimann** told annual meeting that Oct. sales exceeded \$10,000,000, highest month in company history, attributed largely to TV and hi-fi sales. He also announced that newly acquired Sentinel Radio plant in Evanston, Ill., had been completely converted to color-only production, with new line to be marketed in Jan.

Jerrold Electronics reports net loss of \$47,372 on sales of \$2,140,326 in 6 months ended Aug. 31, compared to profit of \$51,249 on sales of \$1,559,778 in corresponding period of 1955. Loss was incurred "to a large degree" in new community antenna system operations, pres. Milton J. Shapp telling stockholders that "all of these operations have moved into a rising trend of new fall business in September and October."

Earnings of TV-radio manufacturers, as represented by 5 unidentified companies, declined 21.1% in third quarter of 1956 from same period year ago, reports Nov. 2 *Wall Street Journal* in summary of profits of 504 corporations, whose profits declined average of 10%. The 5 TV-radio manufacturers reported earnings of \$11,772,000, compared to \$14,917,000 in third quarter of 1955.

Electronic Associates Inc. earned \$750,549 (\$2.75 per share on 273,170 common shares outstanding) in first 9 months, compared to \$264,479 (\$1.07 on 247,824 shares) in same 1955 period. Net income for quarter ended Sept. 30 was \$168,859 (62¢), compared to \$141,613 (57¢) in same 1955 quarter.

DuMont Labs reports net loss of \$923,500, after tax carryback credit of \$1,209,500, on sales of \$34,490,000 for 9 months ended Sept. 30, compared to loss of \$2,019,000 on \$51,964,000 for 40 weeks ended Oct. 9, 1955.

Dividends: Magnavox, 37½¢ payable Dec. 15 to stockholders of record Nov. 23; Westinghouse, 50¢ Dec. 1 to holders Nov. 9; Oak Mfg. Co., 35¢ Dec. 15 to holders Dec. 1.

Westinghouse continues to report progress in its comeback from results of 156-day strike at 30 consumer products plants which ended March 20. Net profit in third quarter ended Sept. 30 was \$10,314,000 (59¢ per share on 16,651,063 common shares outstanding) on sales of \$409,717,000, highest sales figure for any 3rd quarter in company history, and comparing with earnings of \$14,422,000 (84¢ on 16,641,591 shares) on sales of \$378,468,000 in third quarter of 1955. For first 9 months of 1956, a net loss of \$1,399,000 was reported on sales of \$1,015,814,000, compared to profit of \$43,839,999 (\$2.55 per share) on sales of \$1,134,431,000 in first 9 months of 1955. Improvement, however, is reflected in comparison with first 6 months this year, when net loss of \$11,713,000 was reported on sales of \$606,097,000. No breakdown was given for consumer products—but Chris J. Witting, v.p.-gen. mgr. of consumer products, stated last week in address to Assn. of National Advertisers convention that consumer products sales in 6 months ended Sept. 30 were up 16% over same 1955 period.

Motorola reports record sales of \$60,887,948 for third quarter ended Sept. 30, compared to \$60,685,113 in same period year ago. But profit for period was slightly down, totaling \$1,751,757 (91¢ per share) as against \$1,940,847 (\$1) in third quarter of 1955. For first 9 months, earnings were \$4,817,964 (\$2.49) on sales of \$162,689,182, compared to \$4,885,848 (\$2.52) on \$153,978,232 in first 9 months of 1955 and \$4,590,067 (\$2.37) on \$139,504,053 in same 1954 period. Pres. Paul V. Galvin said third quarter sales of own-brand auto radios, home radios & electronics were up from third quarter of 1955, whereas profit & sales declines were reported for contract car radios (Ford, Chrysler, Nash & Hudson) and TV receivers.

RKO Teleradio Pictures will earn about \$3,000,000 in fiscal year ending Nov. 30, despite expected loss of about \$1,250,000 from Mutual operations, estimates General Tire pres. Wm. O'Neil. Earnings of RKO Teleradio, which includes its TV-radio operations, totaled \$2,106,369 in preceding fiscal year. He said RKO Teleradio is gaining substantially this year from tax benefits resulting from merger with RKO Radio Pictures.

CBS losses from its discontinued TV-radio set manufacturing div. will be covered by 1956 reserve of 35¢ per share, with additional 9¢ set up in 1957 for final plant disposal, Sartorius & Co., 39 Broadway, N. Y., reports in review of network. Investment brokerage firm says CBS-Columbia receiver div., dropped in July, had been draining \$10-\$12,000,000 a year from CBS pre-tax earnings.

Collins Radio sales in fiscal year ended July 31 totaled \$125,141,055, compared to \$108,164,689 in preceding fiscal year. As previously reported, profit was \$3,042,528 (\$1.86 per share), as against \$2,538,212 (\$1.68) in preceding fiscal year. Backlog of orders totaled \$109,000,000 as of July 31.

Wells-Gardner earned \$264,000 (64¢ per share) on sales of \$9,677,000 in first 6 months of 1956, compared to \$388,000 (94¢) on \$10,252,000 in corresponding 1955 period.

P. R. Mallory earned \$1,978,086 (\$1.68 per share) on sales of \$54,918,236 in first 9 months, compared to \$1,626,530 (\$1.40) on \$47,564,194 in corresponding 1955 period.

Taylor Instrument Co. earned \$1,028,801 (\$5.45 per share) for fiscal year ended July 31, compared to \$1,190,690 (\$6.30) in previous year.

Electronics Investment Corp. filed SEC registration (File 2-11312) this week to offer to public 2,000,000 capital stock shares (\$1 par) at \$5.15.

Directories of microwave manufacturers and associations serving electronics industries are featured in Nov. *Electronic Industries & Tele-Tech Magazine*.

Seven applications for new TV stations were filed with FCC, record for any week this year. Together with 3 applications for translator stations, these brought total pending to 138 for stations (30 uhf), 25 for translators. Week's applications were: (1) For Greenwood, Miss., Ch. 6, by local radio WABG (Cy N. Bahakel). (2) For Gulfport, Miss., Ch. 56, by I. K. Corkern Jr., farmer and asst. engineer of WBRZ, Baton Rouge, La. (Ch. 2). (3) For Elk City, Okla., Ch. 8, by Video Independent Theatres, community antenna system operator, owner of 12½% of KWTW, Oklahoma City, and CP holder for Hot Springs, Ark. & Santa Fe, N. M. (4) For Reliance, S. D., Ch. 6, by owners of KELO-TV, Sioux Falls (Ch. 11) and KDLO, Florence, S. D. (Ch. 3). (5) For Salt Lake City, educational Ch. 7, by U of Utah. (6) For Kailua, Hawaii, Ch. 11, by radio KANI, Oahu. (7) For Ponce, Puerto Rico, Ch. 7, by WPAB. Week's translator applications were for Salmon, Ida., Ch. 70 & 73, both to rebroadcast signals from KID-TV, Idaho Falls, and for Winnemucca, Nev., Ch. 76, by Winnemucca Lions Club, to relay signals of KOLO-TV, Reno (Ch. 8). [For details, see *TV Addenda 23-Q* herewith.]

TV's daytime strength is underscored by TvB in special study based on Nielsen coverage data and released this week. Using March 5-9 period as base, TvB says: "It is significant to note that over 7 of every 10 TV homes view daytime TV in the average weekday, and each home spends 23% (2 hours, 45 minutes) of the 12-hour span (6 a.m.-6 p.m.) with TV. The figure for daytime viewing translates into nearly 25,000,000 daytime viewing homes, more than the total TV homes just 3 years ago. If there were any doubting Thomases about the strength of daytime TV, the figures should assist in dispelling their attitude."

Further cutbacks in magazine-concept shows are being considered by NBC-TV: The 11-noon *Home* show may be clipped to 30 min.; 11:30 p.m.-12:30 a.m. *Tonight*, recently cut back from 90 min., may be dropped altogether. At any rate, Steve Allen will leave show, having asked to be relieved because of pressure of his Sunday evening NBC-TV show; if program is retained, Ernie Kovacs may be permanent m.c., or show may operate with guest m.c.'s on rotating basis. No firm decisions have been made yet.

Unsuccessful TV applicants now have official assurance that they may deduct expenses of application prosecution from income taxes. In general guidance ruling on question raised in field, Internal Revenue Service affirms legality of practice. Outlays such as engineering, accounting & legal fees, travel expenses of witnesses, can be counted as deductible business expense. Applicants who win CPs must capitalize expenses as part of property value, however; IRS holds life of licenses is indefinite and can't be measured in advance for depreciation.

FM background music service to subscribers, via multiplex, is subject to 8% "wire & equipment service" tax, Internal Revenue Service has ruled, and FM operators are likely to appeal ruling to courts. FCC has authorized 62 stations to provide such service. IRS said question arose when company which had been providing the service with leased phone lines switched to FM multiplex. Ruling is included in *IRS Bulletin* No. 1956-43, Oct. 22.

Petry devises new confirmation form designed to simplify TV-radio timebuying on "good faith" without need for immediate signing of actual contract. New forms state that "the station has confirmed your order or revision, subject to the terms and conditions of the standard AAAA and NARTB contract and station rate card."

NBC's 30th anniversary will be celebrated with affiliates convention at new Americana Hotel in North Miami, Fla. Dec. 12-15.

KILT, El Paso (Ch. 13) has signed with ABC-TV, effective Oct. 31.

NBC dropped plans to enter British commercial TV at request of Independent TV Authority which ruled against non-British ownership participation in commercial program contracting organizations. Network had 5% interest in Walcs & West TV, which was awarded contract to operate commercial TV programming for Wales and West England when station goes on air in late 1957. Wales & West is headed by Lord Derby; member of board is American Herbert Agar, ex-asst. to U. S. Ambassador in London. Meanwhile, British commercial TV began to pay off when ABC (Associated British Cinemas), program contractor for Midlands station (week ends), for Lancashire and for upcoming Yorkshire station hit break-even point for first week end—first contractor to do so.

Breakdown of income & expenses of uhf WWLP, Springfield, Mass. (Ch. 22) for 6 months ended June 30, as disclosed by station which reported net profit of \$82,652 for period: Income—\$158,589 national spot, \$140,146 local, \$26,262 regional, \$58,473 from NBC-TV, \$12,403 from ABC-TV, \$29,863 from mobile unit, \$18,375 "other." Net income was \$409,542 after deduction of \$34,571 commissions. Operating expenses totaled \$324,025—comprising \$89,051 technical, \$108,963 program, \$67,748 sales, \$58,262 general & administrative; other charges were \$3417 interest, \$507 loss on sale of fixed assets. Miscellaneous income was \$1061. Cumulative deficit was \$193,327 as of June 30, down from \$275,979 Dec. 31, 1955, and about \$290,000 Dec. 31, 1954.

Combination translator-cable system for Gunnison & Doyleville, Colo. (Vol. 12:40) has run into trouble, grantee L. H. Faast informs us. He planned to build 3-channel translator at Doyleville, beam signals to Gunnison where they'd be distributed via community antenna system—but, he says, unauthorized booster operators have persuaded Gunnison city officials to reverse their previous decision permitting him to build wired system. In Ellensburg, Wash., meanwhile, translator K71AA (Ch. 71) is due to get on air shortly, according to secy. W. S. Vickersman. Workmen are now running power line, after being held up by weather.

Final recommendations for testing procedures in NARTB's TV set circulation study should be ready for NARTB's Feb. board meeting, research mgr. Richard M. Allerton told NARTB radio research committee meeting Nov. 1. Committee named subcommittee to work out all-industry standards for parallel survey of radio research methods in continuing NARTB circulation and listenership study. It also urged Census Bureau to include home and car radios in 1960 count.

Renewal of license of WMEX, Boston, was recommended by this week's initial decision of FCC examiner Hugh B. Hutchison, who found little evidence that horse race broadcasts had been used in illegal gambling; he accepted station's assurance that the broadcasts had been discontinued permanently. Recently, FCC refused to renew license of radio WWBZ, Vineland, N. J. because of horse race broadcasts, but station won another hearing.

TV football coaching by closed circuit is latest gimmick following National League agreement against use of radio instructions to players on field (Vol. 12:42). Los Angeles Rams coaches diagram plays in press box for transmission to 17-in. receiver on sidelines, where players can ask questions over two-way audio.

Salt on TV antennas, deposited by one of most sustained dry northeasters in New Jersey shore memory, has been cutting signal strength, plaguing area householders who use garden hoses to wash it off. Brine has also interrupted house current by shorting insulators on utility poles.

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WATCHFUL CONGRESS and laissez faire FCC seem certain for at least 2 more years as result of split Eisenhower-Democratic election victories (p. 1).

CRASH OF PLANE into WOR-TV's old tower could resound in Congress and in tower study group as weapon in aviation's fight against tall towers (p. 2).

GRADUAL INCREASE in TV station growth seen by most researchers. FCC considered key to expansion, with allocations decision to determine pattern (p. 3).

FREE HAND given parties in deintermixture computations; deadline extended to Dec. 3. TASO negotiating with Bell Labs' Axel Jensen for executive director (p. 4).

ELECTION RESULTS reported swiftly and smoothly by networks. Predictions by men and machines marked by extreme accuracy. CBS claims Trendex victory (p. 5).

TAX CASE WON by community antenna operators, U. S. Court of Appeals for 4th Circuit ruling that 8% excise is "utterly unreasonable" (p. 6).

TV DISTRIBUTION KEY to gaining increasing share of market, say middle-rung set makers. Sylvania announces 110-degree tubes (pp. 9-10).

EXCISE TAX RELIEF for set makers, reducing it to 5% on black-&-white and eliminating it on color, to be sought again by RETMA in testimony next month (p. 11).

ADMIRAL'S 9-MO. REPORT shows decline in earnings to \$1,792,029 from \$3,385,676 in first 9 months of 1955. Sales drop to \$134,204,988 (p. 12).

MORE PREDICTIONS on electronics' future—with emphasis on commercial and industrial fields—are made by 2 industry leaders before financial men (p. 13).

MOVIES' PULLING POWER on TV demonstrated again as first network showing beats competition. NTA planning station purchases (p. 8).

TV NETWORK BILLINGS slip from Aug. all-time record but Sept. continues well above year ago. Nine-month total hits \$353,961,824 (p. 14).

TV REGULATION—CONGRESS STILL HOLDS WHIP: The people's mandate to the Eisenhower Administration and a Democratic controlled Congress presages at least 2 more years -- and probably 4 -- of a status-quo FCC under the watchful and suspicious eye of an opposition legislature in an investigating mood.

Assuming the Democrats hold control of Senate, as seems likely at press time, the Congress-FCC picture looks like "more of the same." Commission certainly will be disposed toward less and less regulating, being content to let industry run itself more than ever -- but its actual actions may be tempered by prodding, nagging and even commands from Capitol Hill.

Chairman McConaughy, whose term expires in June, appears to be assured of re-appointment to Commission, if he wants it.

In Congress, there will be little change on committees which have been regulating or investigating FCC and the industry. Sen. Magnuson (D-Wash.), his confidence bolstered by resounding victory over Eisenhower's hand-picked candidate Arthur Langlie, is expected to continue and intensify his "we're watching you" attitude toward FCC, particularly with regard to deintermixture. (If GOP should organize Senate, chairman would be Ohio's Bricker, no friend of telecasting status quo.)

Lone election casualty on Senate Commerce Committee is Sen. Duff (R-Pa.), who served single term. Best bet as to his replacement is Sen. Cooper (R-Ky.), who will be back in Senate after absence of one term, and previously served on the Committee. Strom Thurmond (D-S.C.) is expected to return to the Committee post which was held after his resignation from Senate by his appointed replacement Sen. Wofford, best remembered for his strong views against deintermixture during his brief tenure.

Interesting aspect of Senate-FCC relationships is that Democrats are likely to hold Senate reins for full 4 years of second Eisenhower administration. They have inside track for 1958 because only 11 of the 30 Senators due to come up for election at that time are Democrats; of these 11, six are southerners and assured of reelection, and the other 5 are stalwarts Pastore, Symington, Mansfield, Jackson and Chavez, proven vote-getters who survived even 1952 GOP congressional sweep.

Rep. Harris (D-Ark.) is in line to head House Commerce Committee. Former chairman of its transportation & communications subcommittee, he's conversant with FCC and broadcasting industry matters and is well liked by Commission, as was his predecessor, the late Rep. Priest (D-Tenn.).

When Committee reorganizes, death, retirement and election defeats will have removed 5 Democrats -- including 3 of the 4 top-ranking members -- and 3 Republicans. Democrats missing from new line-up will be, in addition to Priest: Klein (N.Y.), who was elected to N.Y. Supreme Court; Carlyle (N.C.), scratched in primary; Granahan (Pa.), who died May 25 (and whose widow was elected to his former House seat), and junior Committee member Hayworth (Mich.), who lost in election. Among the Republicans, Hinshaw (N.J.), second ranking minority member, died Aug. 5; Dolliver (Ia.) was defeated, and Hoffman (Ill.) retired.

Rep. Celler's TV-investigating Judiciary anti-trust subcommittee lost one member -- Rep. Quigley (D-Pa.), from President Eisenhower's home district, defeated in election. Quigley, whose district was "uhf territory," was outspoken champion of uhf stations and sworn enemy of large area-coverage vhfs.

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Election results will make little difference in timetable for report of the Celler subcommittee's TV investigation -- still due late in Dec.

From Senate Commerce Committee, report is still due on network practices phase of investigation -- at least theoretically. It's possible, however, that the Senators now will choose to await results of FCC's own network study, due in mid-1957, and perhaps outcome of Justice Dept.'s anti-trust investigation of industry.

Justice Dept. probe of TV remains big question mark on Washington broadcasting scene. Capital cynics wonder if Justice was merely "sounding tough" in pre-election move to convince public the Administration isn't soft toward big business, whether investigation will be softened or quietly dropped now that election is over. On that issue, the best guess -- but it's still a guess -- is that it will not. Too much effort has been put into it, too much work is in progress, to drop it gracefully. Whether there will be indictments is another question, with no answer yet.

Note: Only Congressional TV-radio action which can reasonably be forecast at this time is strong drive to amend Sec. 315 of Communications Act -- the political broadcasting rules. Drawbacks of "equal time" having been drawn in sharp relief once more during recent campaign, chances of reform are best yet. Sen. Magnuson has already announced he wants his Committee to tackle problem.

TOWER CRASH COULD SPARK NEW ANTI-TV ACTION: Crash of private plane into WOR-TV's old 810-ft. tower at North Bergen, N.J. Nov. 8, killing 4 and injuring 15 people, throws new complications in the path of TV-aviation-govt. efforts to seek solution to industry's tall-tower conflict with the military.

Though the tower was marked and lighted, and plane was obviously flying off course at illegal altitude, incident is expected to become rallying cry of those who for last 3 years have sought to sharply limit height of TV towers. Sting of the disaster is sharpened by fact that North Bergen residents had long tried to force WOR-TV to demolish the tower, used since 1953 only as standby, and that last Jan. township lost suit to have it dismantled as safety hazard.

One TV industry member of Joint Industry-Govt. Tall Structures Committee (JIGTSC) expressed fear that the incident would cause redoubled efforts in Congress to enact laws limiting tower height. Several such bills died with last Congress. He added that the "psychology" of the incident might hamper TV industry's efforts to seek equitable solution to problem. Real problem pointed up by crash, he added, is need for better methods of marking and lighting towers -- a subject which is now under study by another industry-govt. committee.

An official of govt.'s top-level Air Coordinating Committee said he "hoped" the disaster would speed up efforts to resolve tall-tower dispute, but conceded it would "stir up a few 'I-told-you-so's.'"

Though JIGTSC members agreed "in principle" nearly a year ago (Vol. 11:41), the group is still working on specific criteria to guide govt. airspace subcommit-

tees in their consideration of tall TV towers. Final rules aren't expected to be drafted for some time. FCC is still considering one of major points in JIGTSC's agreement -- rule to encourage antenna farms and multiple antenna sites.

WOR-TV's tower has been an expensive white elephant. Located just across the Hudson from New York City, it was built in 1949 at cost of \$500,000 to become the largest self-supporting tower in U.S., with height of 760-ft., topped by 50-ft. antenna. In 1953, WOR-TV moved transmitter to Empire State Bldg. with other New York stations, maintaining North Bergen tower as standby and offering it to educators. Station had negotiated to sell tower to Army, was promised decision by Nov. 16. Its bolted construction would make possible removal and reconstruction at Aberdeen, Md.

Demolition workers were dismantling the damaged tower at week's end, but industry leaders felt repercussions of this week's tragedy would be felt long after the structure was permanently removed from Jersey landscape.

GAUGING THE GROWTH OF TV STATIONS: Any attempt to project growth of TV stations into the future is a mighty tough chore, and few organizations have essayed it in recent years. Lately, several companies in throes of planning have sought our judgment, so we've picked brains of those who have done the most thinking about it -- researchers of networks, FCC & NARTB.

Allocations -- it's generally agreed -- are heart of any projection, with FCC holding pattern of growth almost entirely in its own hands. Basic consensus is that the more fully competitive channels Commission allocates, particularly to the larger cities, the more stations there will be.

CBS doesn't go all the way with that, as was indicated in its study submitted to FCC last year (Vol. 11:42). Using prevailing economics, CBS economist Sidney Alexander said maximum supportable stations were about 600. Basic to his findings was fact that few stations could operate for less than \$200-\$250,000 annually and that smaller-town stations which are "overshadowed" by coverage of big-town stations just didn't seem to be able to prosper -- even if they were vhf.

Alexander says some people misinterpreted his findings to mean that U.S. could never support more than 600 stations. His point, which he believes is still valid, was that current costs and known revenue sources dictated that maximum. However, he says he has no doubt that gradual cost reductions and increased sources of attractive programming will produce continuous modest growth. But today's economics, he adds, don't indicate more than 600 stations even if every station went to uhf and had its radius of coverage cut from about 75 to 35 mi.

* * * *

There are 467 commercial stations operating today -- 377 vhf, 90 uhf. In addition, there are 156 CPs outstanding -- 43 vhf, 113 uhf -- but scarcely any of the uhf have intention of building now. It's a fair guess that only about 50 CP-holders will get going in foreseeable future.

There are 138 applications pending -- 109 vhf, 29 uhf -- many of them competitive, seeking total of 62 channels. We'd guess that no more than 50 of these would start building if granted today.

Rate of new station starts has tapered off since first rush to build after freeze ended in mid-1952. In 1953, first full post-freeze year, 231 stations were built; in 1954, there were 101; in 1955, industry built 59 more. So far this year, 40 have begun, and about 10 more are expected before year's end.

Current rate of applications is another side of the coin. This year, 85 have been filed -- 57 vhf, 28 uhf -- going into smaller and smaller markets, and seeking second stations in medium-sized markets, mostly in west and south.

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Cost of operating a station has dropped somewhat through the years. About \$300,000 annually used to be considered fair rule of thumb; now it's about \$200-\$250,000. Revenues have increased fabulously, of course, but they're available mostly in bigger cities where allocations pattern precludes new stations getting a bite of it -- except for the handful of big-city vhf channels still in hearing.

It's possible that deintermixture, as proposed by FCC, could encourage modest

increase in station growth. And the proponents of broad-scale deintermixture insist that their plans would spark big new spurt.

Attempts to weigh moving everyone to uhf will lead you almost anywhere you want to go. All-uhf advocates foresee station total doubling or tripling in 10 years or so. Opponents have grave concern lest whole fabric of TV economics be disrupted, with entire industry and public the worse for it. And, if Alexander is right, it wouldn't make much difference in total stations -- though he adds belief it could mean more in smaller cities, fewer in the larger markets.

Wide-scale vhf drop-ins could have substantial impact, producing new stations, probably frequently at expense of established vhf operators.

Our view is that Alexander tends to discount entrepreneurs' willingness to risk. For example, 160 new AM stations took to air last year and only 4 quit -- despite fact that some 20% of all AMs lost money.

We don't see big allocations changes in cards for near future. If deintermixture comes, it's likely to be rather limited. Any all-uhf move or start of extensive vhf drop-ins is lost in the mist of speculation.

Adding up the foregoing, we'd say that net gain of 30-50 stations a year is good possibility for next 5 years or so. This excludes uhf translators or other small, non-originating satellites. There could be big flock of these -- but with minor impact on the TV economy.

QUESTION of computing TV coverage when filing comments in deintermixture cases was answered by Commission this week with decision that parties can use any technique they choose as long as it "may be logically demonstrated as pertinent." In addition, Commission asked that coverage be computed by formulas currently in its rules. Assn. of Federal Communications Consulting Engineers and others had warned Commission that its previous proposals wouldn't be accurate when generally applied, particularly to uhf. Commission also extended deadlines for comments to Dec. 3, reply comments to Dec. 18.

Meanwhile, FCC-sponsored TV Allocations Study Organization board met at FCC Nov. 9 to discuss selection of an executive director, held parley with prospect Axel Jensen, the noted Bell Labs TV researcher who has participated in numerous all-industry activities--particularly those which selected TV standards. If Jensen and TASO reach agreement, his appointment will be confirmed at next board meeting Nov. 20.

Also on allocations front, FCC denied petition of grantee WWL-TV, New Orleans (Ch. 4) that Zone II-III boundary be changed so that Ch. 11 could be added to New Orleans. This week, City of New Orleans urged Commission to assign Ch. 4 "permanently and absolutely" to city--instead of moving it to Mobile, as proposed.

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Two CPs were granted this week, along with 3 uhf translators. CPs went to WLAN, Lancaster, Pa., Ch. 21, and KORA, Bryan, Tex., Ch. 3. The translator grants: Chamber of Commerce, Parker, Ariz., Ch. 70; Hill County T-V Club, Havre, Mont., Ch. 70 & 82.

Move of Stockton's KOVR (Ch. 13) to some 80 mi. east of San Francisco was also granted, thus assuring station ABC-TV affiliation because overlap with ABC's KGO-TV, San Francisco, will be minimized. This week, WPFH, Wilmington, Del. (Ch. 12) filed application to move from site about 10 mi. north of Wilmington to 3 mi. east of Pitman, N. J.--about 25 mi. from Wilmington, 17 mi. from Philadelphia, 43 mi. from Atlantic City. It also plans to increase tower height from 478 to 896 ft. above ground and move studio from present transmitter site to downtown Wilmington.

FCC compounded its own confusion over equal time law when it decided--the day before election--that Adlai Stevenson wasn't entitled to the equal time he received to answer President Eisenhower, after all. Last week, Commission had told networks that issue was too "involved and complicated" to give ruling on whether Democrats and other parties should be given equal free time to answer President's report to nation on Middle East crisis. So, to be on safe side, networks gave Stevenson the time (Vol. 12:44). At virtually zero hour--Mon. afternoon, Nov. 5--four-man Commission majority decided equal time rule didn't apply, and wired the networks. CBS, NBC & Mutual offered time to President, who turned it down, as he was due to speak on all networks that evening, anyway. Voting that equal-time rule did not apply when President addresses nation in international crisis were Comrs. McConnaughey, Doerfer, Lee & Craven. Sticking to Commission's original decision that there wasn't time to render ruling were Bartley & Mack. Comr. Hyde again dissented, repeating his view that equal time rule applies in any case where a candidate uses TV-radio facilities.

Pittsburgh's Ch. 4 hearing will be reopened for purpose of taking testimony relating to replacement of late TV City Inc. principal Irwin D. Wolf, FCC ruled. Chairman McConnaughey, in one of his rare dissents, argued that majority's ruling is out of line with previous decisions and that case is being unnecessarily lengthened. He would simply return case to examiner for new decision which would take into account Mr. Wolf's death.

NARTB membership now totals 2158, all-time high, having registered net gain of 137 in last 12 months, membership committee was told this week. Membership comprises 317 TV stations, 1358 AM, 334 FM stations affiliated with AM outlets, 23 FM-only, 119 associate members, 3 TV networks, 4 radio networks. In addition, it reported 294 subscribers to TV code and 32 "special service" subscribers.

With court breathing down its neck, FCC took steps to resolve one of oldest snarls on file--"temporary" operation on 770 kc of radio KOB, Albuquerque, for last 15 years. It ordered station to come up, within 10 days, with plan for directional nighttime operation that would protect clear-channel WABC, New York--or prepare to shut down at night.

WATCHING election returns on 3 TV screens simultaneously—which is what we did Tuesday night—can be a rather tiring experience, leading only to the conclusion that the 3 networks did an excellent job in bringing the 1956 returns and analysis to the public in a rapid, efficient and interesting manner.

Though we watched 3 sets, we turned up the audio on only one at a time—leading, of course, to some confusion when Dave Brinkley appeared to be talking with John Daly's voice or Betty Furness seemed to be referring to a kitchen stove as "the new Oldsmobile." After we accustomed ourselves to these phenomena, we were able to make the following observations:

Each network's coverage had a definite personality. ABC's was the most relaxed and informal, and also perhaps the most analytical, with Louis Harris's analysis of "barometer" districts adding to the interest. However, as John Daly remarked at one point, this type of analyzing would have been far more significant if the contest had been close. CBS distinguished itself with clear, easy-to-read figures. NBC used a regional coverage system, with returns explained by commentators in New York, Washington, Los Angeles and Kansas City.

Landslide nature of race put NBC at disadvantage at the outset, since its full-time coverage didn't begin until 9 p.m., when there was already very little doubt of outcome of Presidential contest (others began at 8:30)—though in special bulletin at 8:30 p.m., NBC commentator Chet Huntley announced that "it looks like a landslide." NBC's byword apparently was objectivity and lack of mechanical gadgetry on the screen. Early in the game, Huntley told viewers NBC "won't doctor returns by adding a million or two here or there, or adding 20% to appear

ahead of the other networks," nor would it make early predictions "and then back away majestically from our predictions."

Actually, there was no indication of watered figures, nor was there any need for anyone to back away from any predictions, as it turned out. The computers—ABC's Elecom 125 and CBS's Univac—both did themselves proud in predicting winner, popular vote and electoral vote before 9 p.m. Univac did fall down at one point—in giving 8-1 odds on GOP majority in Senate at 11 p.m. (at 12:50 it cut these odds down to 7-2). As it turned out, Senate contest was so close that the electronic predictions were still amazingly good—since several states whose Senate races appeared to be in Democratic column switched to GOP next day.

All 3 networks made extensive use of remotes—some of them pretty meaningless crowd shots at GOP or Democratic headquarters—with a surprising smoothness. NBC and CBS cut into returns now and then with foreign news and analysis—CBS at one point presenting transoceanic conversation between Eric Sevareid (on screen) and Edward R. Murrow, talking by telephone from Tel Aviv with "first uncensored telephone report from Israel."

Only ratings on election returns telecasts were 15-city Trendex figures released by CBS for 9-11 p.m., showing 25.3 rating for CBS, 13.8 for NBC, 13.1 for ABC.

Ozark TV producer Charles H. (Charlie) Brown, 35-year-old executive of Radio Ozarks Enterprises Inc., defeated veteran Republican Congressman Dewey Short, using modern TV techniques as opposed to Short's old-fashioned "country picnic campaigning." The new Democratic congressman's firm produces *Ozark Jubilee* (ABC-TV) from Springfield, Mo. Popular hillbilly singer Eddy Arnold entertained at all of Brown's campaign gatherings.

Radio station sales approved this week by FCC: KWIE, Kennewick, Wash. 60% by Clarence J. McCredie & Harold A. Clark to Cascade Bcstg. Co., which becomes 100% owner by paying \$96,615, including assumption of obligations. Cascade operates KIMA-TV, Yakima (Ch. 29) & KIMA and TV satellites in Pasco and Lewiston. WGAT, Utica, N. Y. by J. Eric Williams to Maurice R. Forman's Star Bcstg. Co. for \$85,000. Star operates radios WBBF, Rochester and WGVA, Geneva, and holds CP for WCBF-TV, Rochester (Ch. 15). KCLO, Leavenworth, Kan. by owners of WIZZ, Streator, Ill. (interlocks with Ch. 14 grantee WKYT, Owensboro, Ky.) to George B. Anderson for \$46,500. Anderson also owns KLIR, Denver; KJRG, Newton, Kan.; KJSK, Columbus, Neb.

Radio station sales reported this week: KOMA, Oklahoma City, by John T. Griffin interests for \$342,500 to partnership consisting of Myer Feldman, counsel for Senate Banking and Currency Committee; Burt Levine, principal owner of WROV, Roanoke; Arnold Lerner, sales mgr. of WCMS, Norfolk; Donald Rubin, Florida banker. Not included is the 50% interest KOMA Inc. holds in KWTN, Oklahoma City (Ch. 9). Broker was Blackburn-Hamilton. WFCB, Dunkirk, N. Y. 85% by group headed by pres.-gen. mgr. A. A. Schmidt for \$65,025 to owners of WJTN, Jamestown, N. Y. (Simon Goldman, pres.). WCHI, Chillicothe, O. by Glacus G. Merrill for \$65,000 to Norman M. Glenn, who is gen. mgr. of WJWL, Georgetown, Del.

New multiple-antenna tower is being constructed by Boston's WBZ-TV (Ch. 4) in Needham Heights, Mass. Due for completion Jan. 1, 1957, the 1200-ft. Ideco tower will be "tallest man-made structure in New England," and was designed to accommodate all vhf stations in Boston area, according to Westinghouse Broadcasting Co. pres. Donald H. McGannon, who announced that other stations had been invited to join in locating antennas on tower.

Control of KOOK-TV, Billings, Mont. (Ch. 2) & KOOK is being acquired by pres. Joseph S. Sample, according to application filed with FCC this week. J. Carter Johnson and 11 smaller stockholders are selling 1242 shares for \$403,650 to stations' licensee Montana Network, with these shares due to be retired to treasury. Sample is increasing his holdings from 10.8% to 93.28% by acquiring 406 shares for \$121,800 from C. L. Crist and 45 shares for \$14,625 from gen. mgr. V. V. Clark, who remains v.p. with .72% interest. His father John G. Sample is buying 41 shares (5.85%) from treasury for \$35,594. Aug. 31 balance sheet filed with application lists TV as having earned \$46,836, radio having lost \$21,712. Fixed assets represent \$261,505 out of \$371,053 total assets.

Westinghouse's purchase of WIND, Chicago, with CP for WIND-TV (Ch. 20) was approved by FCC this week. Sellers include members of Chicago's Atlass family, William Wrigley family, and *Chicago Daily News* (John S. Knight). Westinghouse is paying for station with 91,755 shares of its stock, worth about \$5,300,000 when deal was made Aug. 24, about \$5,000,000 now. Included is WIND's 1/3 of AM Radio Sales, rep firm also representing WMCA, N. Y.; WLOL, Minneapolis; KMPC, Los Angeles; KOOL, Phoenix; KOPO, Tucson.

First military uhf translator was started by Army Nov. 6 at Camp Irwin, Cal. combat tank training center, using Ch. 73 to rebroadcast KRCA, Los Angeles (Ch. 4). Remote Mojave Desert location of center, surrounded by mountains, prevented direct reception for 3500 personnel. FCC agreed to Army operation on condition it will be discontinued if commercial operator provides adequate signal to camp.

Translator K80AA, Center-Sargent, Colo. (Ch. 80) began operation Nov. 2, rebroadcasting programs of KCSJ-TV, Pueblo (Ch. 5), reports owner Eugene Strausser.

Network Accounts: Biggest success of fall season, CBS-TV's *Playhouse 90* (Thu. 9:30-11 p.m.), picked up additional sponsor this week on basis of steadily rising ratings—and *Billboard* speculated that its success probably would lead other networks to duplicate concept of regularly-scheduled 90-min. "spectaculars." American Gas Assn., in first network TV purchase, bought alt. 30 min. starting Jan. 10, thru Lennen & Newell, after program's Trendex rose from 22.4 on first show to 30.8 last week . . . Ford's realignment of TV sponsorship may go beyond expected substitution of *Zane Grey Theatre* for *Ford Star Jubilee* on CBS-TV every 4th Fri. 8:30-9 p.m. starting in Jan.; also considered in doubtful category are *Tennessee Ernie Ford Show* on NBC-TV Thu. 9:30-10 p.m. (competing with *Playhouse 90* on CBS-TV) and *Ford Theatre* anthology on ABC-TV Wed. 9:30-10 p.m. . . . NBC-TV reports \$2,000,000 in partic. sales on *Home, Today & Tonight* from: American Radiator, 18 on *Home* starting Feb. 13, thru BBDO; W. F. Young Inc. (Absorbine Jr.), 78 on *Today & Tonight* starting Jan. 4, thru J. Walter Thompson; Florida Citrus Commission, 55 on *Today* starting Dec. 5, thru Benton & Bowles; Firestone, 30 on *Home* starting Nov. 14, thru Grey Adv.; Carrier Corp., 30 on *Today* starting next March, thru N. W. Ayer . . . Sweets Co. of America (Tootsie Rolls) buys 15 min. alt. weeks for 26 weeks on 4 NBC-TV programs starting Nov. 15—*Cowboy Theatre* Sat. noon-1 p.m.; *Howdy Doody* Sat. 10-10:30 p.m.; *Tic Tac Dough* Mon.-thru-Fri. noon-12:30 p.m.; *Comedy Time* Mon.-thru-Fri. 5-5:30 p.m. . . . Miles Labs (Alka-Seltzer) to become alt. sponsor (with GE) of *Broken Arrow* on ABC-TV starting in Dec., Tue. 9-9:30 p.m., thru Geoffrey Wade Adv., Chicago . . . Carter Products buys one-third of *Caesar's Hour* on NBC-TV Nov. 3 & 17, Dec. 8 & 29, Sat. 9-10 p.m., thru Sullivan, Stauffer, Colwell & Bayles; Benrus buys one-third of 8 programs starting Feb. 2, thru Lennen & Newell . . . Pan American World Airways buys alt. Thu. of *News Caravan* on NBC-TV, Mon.-thru-Fri. 7:45-8 p.m., thru J. Walter Thompson . . . Colgate-Palmolive cancels sponsorship of *My Friend Flicka* on CBS-TV, effective Jan. 1; its alt. sponsorship of *Crusader* on CBS-TV ends on same date . . . Quaker Oats to sponsor Tournament of Roses from Pasadena on CBS-TV New Year's Day, 11:45 a.m.-1:45 p.m., thru Lynn Baker Inc., N. Y. . . Reynolds Metals to sponsor National Automobile Show in N. Y. on CBS-TV Dec. 9, Sun. 5-6 p.m., thru Buchanan & Co. and Clinton E. Frank Adv. . . Longines-Wittnauer to sponsor Thanksgiving Festival musical classic for 8th straight year on CBS-TV Thu. Nov. 22, 5-6 p.m., thru Victor Bennett Adv.

NBC Radio's newest programming plan, evolved at meeting of affiliates in N. Y. Nov. 9, consists of 5 min. network news shows on the hour from 7 a.m.-11 p.m. daily; establishment of "hot line" service linking affiliates with NBC news centers to improve speed of news; 3 blocks of daytime programs consisting of a strengthened *Bandstand* show, one-hour "personality" programming in the morning and 2 hours of drama in afternoon; improvement of week-end *Monitor*; 70-sec. station breaks, to permit one-min. local commercials; local sale of any open position in network programs, subject to network recapture. Lester W. Lindow, WFDF, Flint, chairman of affiliates executive committee, said plan will be explained to affiliates at regional meetings in N. Y. Nov. 15, Chicago Nov. 16, Atlanta Nov. 19, Dallas Nov. 20, San Francisco Nov. 26.

Soaring TV-radio business followed Cleveland newspaper shutdown which spread from AFL-CIO Newspaper Guild strike at Scripps-Howard *Press to News* and *Plain Dealer*. Spot sales by 3 TV and 8 radio stations jumped as much as 50% during blackout of dailies, particularly before election.

RESOUNDING VICTORY for community antenna operators was achieved Nov. 7 when U. S. Court of Appeals for 4th Circuit ruled that 8% Federal tax on installations and service should never have been imposed. It's now up to Internal Revenue Service to decide whether to appeal to Supreme Court or to delete the tax entirely.

Decision was unanimous, by Judges John J. Parker, Morris A. Soper and Simon E. Sobeloff. Sobeloff is former U. S. Solicitor General. Won largely through efforts of National Community TV Assn., decision states in part:

"No community TV antenna system was in existence when the statute first imposing this tax was passed, and such systems could not have been in contemplation of Congress. [The systems are] a necessary adjunct to a TV receiving set in those localities where the antennae ordinarily used for receiving sets are not sufficient.

"It is admitted that a booster station maintained by a transmitting station would not be subject to the tax; and we see no reason why owners of receiving sets should be taxed upon amounts paid for equipment analogous to a booster station to make their sets workable . . . It would be utterly unreasonable to impose a tax on those owners of receiving sets that are so situated that they cannot be operated without connections of this sort and impose no tax on owners of ordinary receiving sets who need not incur such expense."

Daytime TV gets little "undivided attention" from housewives, even if set is turned on, ANPA's Bureau of Advertising claims in new booklet *The 'Little Woman' Who Wasn't There*—which it calls "frankly a competitive study." In New York, for example, Bureau says that even though 10.5% of sets were in use, most housewives were out of room, doing something else at same time or someone else in house was watching—leaving only 2.8% of area's housewives giving TV full attention. Study was based on 25,866 Hooper phone calls in N. Y., Atlanta (3.2% "undivided attention"), Dallas-Ft. Worth (4.7%); Syracuse (8.1%); Milwaukee (5.9%); San Francisco (3.2%).

Puerto Rican educational TV is a "real challenge," said the man who is going to run it—Leopoldo S. Lavandaro, who is resigning as director of Yale Dramatic Assn. and asst. professor of Yale Drama School to go back home. Initial job, he said, is to give technical training to potential factory workers; average Puerto Rican has had only 4 years of school. He'll run govt.-owned educational WIPR-TV, San Juan (Ch. 6) and seek to increase educational content of the commonwealth's commercial stations.

Equipment shipments reported this week: By GE—35-kw transmitter and 4-bay batwing antenna to WRAL-TV, Raleigh, N. C. (Ch. 5), due in Dec.; 5-kw transmitter to KNAC-TV, Fort Smith, Ark. (Ch. 5), without definite target; 10-kw transmitter to KGGM-TV, Albuquerque (Ch. 13). By RCA—50-kw transmitter to WAVY-TV, Portsmouth-Norfolk (Ch. 10), due in Jan.; 50-kw amplifier to KLOR-TV, Portland, Ore. (Ch. 12).

Popular interest in art has been stirred by TV until it's "no more remote than baseball or jazz," critic Aline B. Saarinen said in review of *The \$64,000 Challenge* in Nov. 4 *New York Times*. She said art virtuosity of actors Vincent Price and Edward G. Robinson, who split top prize in quiz show, was "healthy service" which stimulated thousands of viewers.

Sarkes Tarzian's broadcast equipment div. reports shipment of TV studio package, including camera & film projector, to KGVO-TV, Missoula, Mont. (Ch. 13) and automatic slide projectors to NBC, Los Angeles, and KLYT, Santa Barbara, Cal. (Ch. 3).

WNHC-TV, New Haven-Hartford, erroneously reported changing reps last week, remains with Katz.

Personal Notes: Donald D. Davis, v.p. & commercial mgr., elected pres. of KMBC-TV & KMBC, Kansas City, and KFRM, Concordia, Kans., owned by Cook Paint & Varnish Co. (Lathrop G. Backstrom, pres.); John T. Schilling, v.p.-gen. mgr., moves up to exec. v.p.; George J. Higgins, v.p. & sales mgr., named v.p. in charge of TV-radio spot sales . . . H. W. Shepard, special projects director of NBC-owned stations, named business development director of NBC subsidiary California National Productions . . . Henry J. (Hank) Schaefer promoted to mgr. of operations & traffic for CBS-TV Pacific Network & KNXT, Los Angeles, succeeding Donald Rosenquest, reassigned in CBS-TV, Los Angeles . . . Michael Havas, Latin American sales supervisor for RKO, named gen. mgr. of Walt Disney Productions for Europe and England, supervising distribution of Disney's TV & theatrical films there, headquartered in Paris . . . William F. Craig resigns as TV director for Procter & Gamble Productions to join executive TV-radio staff of William Morris Agency . . . Jack de Mello resigns as gen. sales mgr. of radio KROW, Oakland, Cal., to become v.p.-gen. mgr. of Henry Kaiser's projected KHV-TV (Ch. 13) & KHV, Honolulu, awaiting FCC grant . . . Al Cahill promoted to program director of WPTZ, Plattsburg, replacing Carl Stohn Jr. . . . W. B. Pape, managing WALA-TV & WALA, Mobile, since death of exec. v.p. H. K. Martin, named v.p.-gen. mgr. . . . L. A. (Bud) Blust resigns as v.p.-gen. mgr. of KTVX, Muskogee-Tulsa, his duties assumed by managing director Mike Shapiro . . . Bernie Carey named production mgr. of upcoming KGW-TV, Portland, Ore. (Ch. 8), due in Dec. . . . Don Hardin, ex-WTVN, Columbus, O., named commercial operations director of WLWC, same city . . . Walter T. Rozett promoted by CBS Radio to director of administrative operations . . . H. Stillwell Brown, ex-WHCU, Ithaca, N. Y. & Laux Adv., named mgr. of Rural Radio Network, reporting to gen. mgr. Donald K. deNeuf; Donald E. Udey promoted to engineering mgr. . . . Martin H. Percival, ex-NBC Radio Spot Sales, named gen. mgr. of San Francisco office of reps Pearson . . . James H. Shoemaker promoted to membership manager of Radio Advertising Bureau station service dept.

Louis W. Schine, 63, secy.-treas. of Schine Enterprises, which operates more than 100 movie theatres in 5 eastern states and controls radio WPTR with CP for WPTR-TV (Ch. 23), Albany, died Nov. 6 in Presbyterian Hospital, N. Y. With brother, J. Myer Schine, he founded theatre chain in 1917 in his home town, Gloversville, N. Y. with \$1500 investment. He also held interests in Schine Hotel Corp., headed by nephew, G. David Schine. In addition to his brother, he is survived by his widow, a son, a daughter and 5 grandchildren.

James Randolph Adams, 58, chairman of MacManus, John & Adams, Detroit, died Nov. 6 at his suburban Bloomfield Hills home. Co-founder of firm in 1934, he was author of *More Power to Advertising* and other works. Early in career, he was on editorial staff of *South Bend Tribune* and had been copywriter for Critchfield & Co. and Campbell-Ewald Co. He is survived by a son and 2 daughters.

Ford Billings, 56, veteran radio executive who had served as west coast director of Hearst Radio Inc., mgr. of WLW, Cincinnati & WTIC, Hartford, and had been affiliated with KSTP, Minneapolis, WOWO, Ft. Wayne & WCKY, Cincinnati, died Nov. 4 of heart attack at home in Waterbury, Conn.

James H. Ballard, 51, chief of FCC budget & fiscal div., died of heart attack Nov. 5. He is survived by his wife and mother.

Network Color Schedules (November 11-24, 1956)

- Nov. 11—CBS: *Heckle & Jeckle Cartoon Show*, 1-1:30 p.m. NBC: *Zoo Parade*, 3:30-4 p.m.; *Goodyear TV Playhouse*, 9-10 p.m.
- Nov. 12—NBC: *Matinee Theatre*, 3-4 p.m.; *Producers' Showcase*, "Jack and the Beanstalk," 8-9:30 p.m.
- Nov. 13—NBC: *Matinee Theatre*, 3-4 p.m.; *Jonathan Winters Show*, 7:30-7:45 p.m.; *Noah's Ark*, 8:30-9 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.
- Nov. 14—NBC: *Matinee Theatre*, 3-4 p.m.; *Kraft TV Theatre*, 9-10 p.m. CBS: *Arthur Godfrey Show*, 8-9 p.m.
- Nov. 15—NBC: *Matinee Theatre*, 3-4 p.m.; *Lux Video Theatre*, 10-11 p.m.
- Nov. 16—NBC: *Matinee Theatre*, 3-4 p.m.; *Walter Winchell Show*, 8:30-9 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.
- Nov. 17—NBC: *Perry Como Show*, 8-9 p.m.
- Nov. 18—CBS: *Heckle & Jeckle Cartoon Show*, 1-1:30 p.m. NBC: *NBC Opera Theatre*, "La Boheme," 2-4 p.m.
- Nov. 19—NBC: *Matinee Theatre*, 3-4 p.m.; *Robert Montgomery Presents*, 9:30-10:30 p.m. CBS: *Our Mr. Sun*, 10-11 p.m.
- Nov. 20—NBC: *Matinee Theatre*, 3-4 p.m.; *Jonathan Winters Show*, 7:30-7:45 p.m.; *Noah's Ark*, 8:30-9 p.m.
- Nov. 21—NBC: *Matinee Theatre*, 3-4 p.m. CBS: *Arthur Godfrey Show*, 8-9 p.m.
- Nov. 22—NBC: *Lux Video Theatre*, 10-11 p.m. CBS: *Climax*, 8:30-9:30 p.m.
- Nov. 23—NBC: *Matinee Theatre*, 3-4 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.
- Nov. 24—NBC: *Perry Como Show*, 8-9 p.m.; *The Saturday Spectacular*, "High Button Shoes," 9-10:30 p.m.

ADVERTISING AGENCIES: Wm. W. Mulvey, supervisor of Texas Co. account, elected a senior v.p. & director of Cunningham & Walsh . . . Ralph E. Head promoted to BBDO marketing & merchandising director, replacing Lyle J. Purcell, now exec. v.p. of Select Magazines Inc., news stand distributor for 17 leading magazines . . . Verne Reynolds, ex-Goodman-Anderson Adv., named TV-radio director of newly formed Johnson & Lewis Adv., Los Angeles; Jean Replogle, ex-Kenyon & Eckhardt, named media director; Bonnie Quinn, ex-J. Walter Thompson, named exec. secy. . . . Christy Walsh Jr. transferred from Hollywood to N. Y. as Ted Bates supervisor of *Strike It Rich* (CBS-TV) . . . David P. Evans, ex-WOR-TV, N. Y., Richard Simon, ex-WATV, Newark, and Wm. Terry, ex-Bryan Houston, join TV dept. of Ogilvy, Benson & Mather.

Theodore C. Streibert resigned as director of U. S. Information Agency this week, citing "family responsibilities" as reason. He's succeeded by Undersecretary of Labor Arthur Larson, who has frequently been called "the philosopher of the Republican Party." Streibert, who was chairman of Mutual before joining USIA in Aug. 1953, said he wasn't free to disclose his next position, which is expected to be announced next week. Network spokesmen indicated he wasn't joining any of them. Accepting Streibert's resignation, President Eisenhower praised him for leadership in developing USIA into "a strong arm of our country in our struggle for world freedom." Streibert took charge of agency when it was under severe attack by Sen. McCarthy and others, charged with harboring subversives and carrying subversive books in its libraries. Originally planning to stay with USIA a year, Streibert remained for more than 3. Larson, who writes many of the President's speeches, is author of widely-quoted "A Republican Looks at His Party."

NBC pres. Robert W. Sarnoff handed out cigars this week. His wife, the former Felicia Schiff Warburg, gave birth to their first child, daughter Serena Warburg Sarnoff, in N. Y. Nov. 7. All were reported doing well. He has another daughter, Rosita, by a previous marriage.

Washington engineer George C. Davis changes firm to partnership, called George C. Davis Consulting Engineers—partners comprising himself, brother Walter L., Robin Compton, Julius Cohen, Ralph E. Dippell.

Leonard H. Goldenson, AB-PT pres., elected to third term as national chairman of United Cerebral Palsy Assn. Inc., which he helped to found.

MORE EVIDENCE of good movies' pulling power on TV was supplied this week in the Trendex ratings of first American-made theatrical motion picture to be networked as a spectacular—MGM's "Wizard of Oz," televised uncut Nov. 3 on CBS-TV's *Ford Star Jubilee*. It garnered 29.4 rating vs. average of 11.1 for NBC-TV (*Sid Caesar, George Gobel, GOP political speech*) and 14.3 for ABC-TV (*Lawrence Welk, Masquerade Party*) during same period.

Hearty reception given good movies is accelerating efforts to shake loose the post-1948 features made by Hollywood majors. While no quick solution is anticipated, executive board of Assn. of Motion Picture Producers this week held first full-dress meeting with Hollywood's top 3 talent guilds in effort to find formula for payments to talent for later movies released to TV.

Following Nov. 9 meeting, one of participants—Screen Actors Guild exec. secy. John L. Dales—refused to comment directly on negotiations for repayment formula for films made between 1948 and present time, but he said the Guild would seek to negotiate amendment to present contract with producers to cover TV rights of future theatrical movies. "Today it can be assumed that every theatrical feature eventually will end up on TV, even those produced by the major companies," he told his union's membership. "They have created competition for themselves, and therefore we, too, are forced into competing with ourselves."

Meanwhile, CBS-TV's flagship WCBS-TV, New York, got ready to expose the MGM features to New York audience—which is already viewing all other major movie packages—via daily 5:30-7 p.m. airings beginning Dec. 3.

There was activity on several fronts this week by National Telefilm Associates—parent of NTA Film Network which last week became 50%-owned by 20th Century-Fox, while NTA acquired rights to several new batches of 20th Century features (Vol. 12:44). The film network was understood to be seeking to buy its own group of owned-&-operated stations, and was getting ready to increase its network programming by offering half-hour TV film series in addition to features. It announced deal with Desilu for production of "not less than 6 new TV film series" to be offered for sale by NTA "on the NTA Film Network as well as on the other TV networks." Last week it announced 20th Century-Fox will produce 4 new series for it.

NTA's health was attested by financial statement released this week—showing net income of \$441,877 (68¢ per share) for fiscal year ended July 31, compared with loss of \$293,008 in 1955. Exhibition contracts written during year totaled \$5,793,975 vs. \$2,386,915 last year. Film rentals achieved \$3,818,627, compared with 1955's \$1,415,515.

Defense of news-&-music radio stations against charges that some have become "electronic juke boxes" came this week from Donald H. McGannon, pres. of Westinghouse stations, in address to N. J. Broadcasters Assn. McGannon, whose stations have dropped NBC affiliation, said he is "not at all reluctant to indicate that the music and news format is a completely sound and proper method, in my judgment, of operating a radio station," added that "nobody likes music and news but people."

GE's Latin American short-wave non-commercial radio service from KGEI, San Carlos, Cal., will end Dec. 1. Established in 1939 and used by Govt. during war, station is going off air because of development of standard TV-radio broadcasting in Latin America, according to Robert B. Hanna, mgr. of GE's broadcasting stations.

Staunch foe of networks, Sen. Bricker (R-Ohio) will address Radio & TV Executives Society luncheon Nov. 14 at New York's Hotel Roosevelt.

Telecasting Notes: Top-ten ratings for new season had a familiar look this week. Both ARB and Nielsen's Oct. rating lists were headed by *I Love Lucy* in the same old spot as of yore, and every show on both top-ten lists was a holdover from last season! . . . This same-old-story situation leads TV-radio editor George Rosen to write in Nov. 7 *Variety*: "With the lone exception of the Thursday night *Playhouse 90* on CBS-TV, it's generally conceded that, in terms of 'what's new?' it adds up to the dullest, most uninspired semester in perhaps the entire 10-year life span of TV program progression" . . . "As a significant corollary," continues Rosen, "and perhaps of more than casual coincidence is the fact that this is the season when the networks virtually abdicated program control, with practically every new entry acquired from outside vidfilmieries or package houses" . . . "The Year TV Laid a Bomb" is headline on Rosen's new-season critique, and article in somewhat similar vein in Nov. 10 *Billboard*, captioned "Replacements Hunt on for Net Turkeys," reports that as many as a dozen network shows are expected to get the axe in Jan. & Feb. . . . Those ubiquitous "oaters"—long the mainstay of movie business—are now becoming hardy staple of TV. The TV-filmed "adult westerns," which debuted last year, are almost all doing extremely well rating-wise, as are newcomers in same vein. For example: oldtimers *Gunsmoke, Wyatt Earp, Cheyenne*, and newcomers *Jim Bowie, Zane Grey Theatre, Broken Arrow*. And there are more coming—announced this week were Warner Brothers' *Colt 45* and Flying A's *Winning of the West* . . . Most-repeated show in TV: Menotti's NBC-TV Yule opera, "Amahl & the Night Visitors," gets its seventh performance Christmas Eve, this time on *Robert Montgomery Presents* . . . "How to Make a TV Film Commercial" is title of 28-min. color movie produced by Ford Motor Co. with help of Kenyon & Eckhardt and Van Praag Productions. Prints are available from Ford on loan basis . . . Special 60-min. show Nov. 11, 6-7 p.m., depicting nuclear attack on North America, will launch ambitious new 26-part CBS-TV film series, *Air Power*, to be aired thereafter Sun. 6:30-7 p.m. . . . Unofficial press agents: Group of Syracuse housewives this week circulated petition addressed to CBS demanding that Elvis Presley be barred from TV.

Quieting devices may be used legally by telephone subscribers for conversational privacy, Court of Appeals ruled Nov. 8. Unanimous decision upheld Hush-a-Phone Corp. in appeal from 1955 FCC ruling sustaining Bell System ban on cup-like attachments which snap on phones. Court returned case to FCC for "just, fair and reasonable" rule changes "to prohibit violation of subscribers' rights." Hush-a-Phone has sold more than 125,000 devices despite Bell warnings to sellers and users. Bell had argued that subscriber "could achieve [privacy] by cupping his hand" and speaking softly.

Anti-Defamation League of B'nai B'rith will present award at its annual meeting in Washington later this month to NBC-TV's *Alcoa Hour* and one of its productions of last season, Rod Serling's "Tragedy in a Temporary Town," which dealt with race prejudice and mob violence. Annual meeting will be televised Nov. 25, 2-3 p.m. by NBC-TV, and will feature kinescope of portion of play.

Experiments with magnetic TV tape will be conducted soon by BBC, engineering director Sir Harold Bishop announced recently, stating that "very promising results have been achieved."

Upcoming KONO-TV, San Antonio (Ch. 12) affiliates with ABC-TV Jan. 21, 1957.

SOME VIEWS ON FITNESS FOR TV SURVIVAL: Avco's decision to discontinue unprofitable Crosley-Bendix TV-radio-appliance operations (Vol.12:44) has stiffened determination of several well-known middle-rung TV manufacturers to increase their share of market by picking up additional distributors and, as one put it, "devoting a greater part of our engineering and sales effort to TV."

Emerson, Westinghouse, Sylvania and DuMont all told us they would redouble their fight for a bigger chunk of the TV market and agreed that strengthening their distribution was first and biggest step they could take. All acknowledged that they were negotiating with some former Crosley-Bendix outlets. Several other set makers told us much the same thing, but would not permit use of their company names.

Chris J. Witting, Westinghouse v.p.-gen. mgr. for consumer products, said his company's share of TV market for 1956 as a whole will be higher than last year, despite a 156-day strike at 30 consumer products plants which ended in March. He said Westinghouse's TV-radio factory at Metuchen, N.J. is one of finest in industry and has unused productive capacity which could handle increased TV output.

"We're quite pleased with our TV business right now," said Witting. "That doesn't mean, of course, that we're setting the world on fire -- but we're doing as well as we expected in TV. The big problem, as I see it, is to reduce the cost of distribution." He indicated that if strong independent Crosley-Bendix distributors could be found, some Westinghouse factory branches might be replaced.

Westinghouse is also seeking to broaden retail base in current negotiations with Montgomery Ward to place a full line of Westinghouse TV-radio-appliances in several additional stores in its chain. Witting denied reports that Westinghouse was trying to place its merchandise in all Montgomery Ward stores, whose TV sets are produced primarily by Wells-Gardner & Co., Chicago.

Emerson pres. Benjamin Abrams said "it's going to be pretty rough sledding for a lot of smaller manufacturers in the months ahead," but added that Emerson was prepared to sweat it out in the conviction that after the shakeout had run its course, TV production will be profitable for those able to survive.

"This industry is barely operating on a break-even basis," said Abrams. "I see no reason why TV must be so much less profitable than other industries. We have badly overproduced this year and we are paying for it now in high inventories."

Dr. Allen B. DuMont, who told Texas Electronic Assn. in Aug. that there would always be room for mass TV producers, fringe operators who merely assemble sets and smaller manufacturers who specialize in quality receivers (Vol. 12:34), said nothing has happened since then to change his mind. In fact, he said, "my views have really been strengthened in the light of what is happening in my own company."

"We have improved our distribution wonderfully since the first of the year," he continued, "and we're now in the process of acquiring additional strength in the form of Crosley-Bendix distributors. We're putting a lot more effort into TV now." He said Oct. was best profit month this year for DuMont, which recently reported a net loss of \$923,500 for first 9 months of 1956.

Sylvania is also strengthening its distribution in effort to maintain and improve its position in TV market, said spokesman. "Our receiver operations are considerably less profitable than our tube business, but we're in TV to stay," he said.

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RETMA statistical director Frank W. Mansfield took another look at his slide rules this week and came up with estimate of 42,000,000 TV sets-in-use by end of 1956, with total rising to 74,000,000 by 1966, when approximately 96% of all homes will have one or more sets. Addressing eastern regional convention of N.Y. Society of Security Analysts Nov. 8, he foresaw TV unit sales of 8,200,000 annually by 1960,

representing factory value of more than \$1.1 billion. By 1966, he figured that unit sales should rise to 10,600,000, with factory value of \$1.445 billion.

He predicted 150,000 color set sales to public this year, going up to 250,000 next year, to 2,200,000 by 1960, to 5,100,000 in 1963 and 7,900,000 in 1966. These estimates, he said, are based on assumption that the average price per receiver, at factory level, will drop to \$325 in 1957, \$220 in 1960, \$170 in 1963, \$150 in 1966.

Financial analyst Edgar N. Greenebaum Jr. of Chicago, another student of TV market trends, has revised his "guesstimate" of 7,400,000 TV production this year -- a forecast he presented to General Federation of Financial Analysts Societies in Boston last May (Vol. 12:20). He now figures TV output this year at about 7,250,000, including about 150,000 color sets. Furthermore, he revises his share-of-production forecasts to boost GE's share from 800,000 to 1,000,000, based on growing importance of portable TVs. RCA still leads in his estimates, with 1,150,000. Admiral is revised from 900,000 to 800,000, Philco from 750,000 to 700,000, Motorola from 675,000 to 650,000, Emerson from 380,000 to 350,000. Otherwise, he figures Zenith unchanged at 675,000, Silvertone brand 400,000, Magnavox 300,000, Westinghouse 200,000.

New 110-Degree Tubes: Era of shallower TV sets was brought step closer this week with announcement by Sylvania that it would have line of lightweight 110-degree tubes in production by year's end. W. Herbert Lamb, gen. mgr. of Sylvania TV picture tube div., said new tubes would be 20% lighter than conventional 90-degree tubes. Neck of tubes is 1½-in. in diameter, as against 1 7/16-in. for conventional tubes. The 14-in. 110-degree tubes have viewing area of 109-sq. in., compared to 104-sq. in. for 90-degree tubes; new 17-in. tubes give 155-sq. in., as against 149-sq. in. The 14-in. tube weighs 6½ lbs., 17-in. tube 10 lbs. (vs. 8½ and 13½ lbs.). The tubes have been sampled in 14 & 17-in., and 21-in. will be sampled shortly. RCA announced last month that its 110-degree tubes would be available later this year.

Production: TV output totaled 196,032 week ended Nov. 2, compared to 200,148 preceding week and 173,042 in corresponding week of 1955. It was year's 44th week and brought production for year to date to about 6,277,000, compared to 6,678,157 in corresponding period year ago. Radio production totaled 358,217 (152,139 auto) week ended Nov. 2, compared to 346,349 (144,547 auto) in preceding week and 382,527 (178,064 auto) in corresponding week of 1955. For 44 weeks, radio output totaled 11,236,000 (3,759,661 auto) vs. 11,718,157 (5,610,329) in same period year ago.

RETMA this week released revised production figures for first 9 months of 1956, showing official output of 5,259,271 TVs in that period, compared to 5,760,506 in first 9 months of 1955. Out of 894,211 sets produced in Sept., 96,785 had uhf tuning facilities installed at factory. Radio production in first 9 months was put officially at 9,535,896 (3,060,093 auto) vs. 9,949,620 (4,902,715) same 1955 period.

Retail Sales: Set makers had been complaining that despite such promotions as World Series and National TV Week, Sept. TV movement did not come up to expectations -- and RETMA report this week appears to confirm their fears. It placed retail TV sales in 5-week Sept. at 763,881 which, while up from 566,158 in Aug., was considerably below the 978,838 TVs sold at retail in Sept. 1955. For 9 months, TV sales were 4,603,599, compared to 5,149,977 in first 9 months of 1955. Radio sales continued at high level, totaling 8,465,145 (3,060,093 auto) in first 9 months, as against 8,845,391 (4,902,715) in same 1955 period. Here's RETMA monthly breakdown:

	<u>TV Retail Sales</u>		<u>Home Radio Sales</u>		<u>Auto Radio Sales</u>	
	<u>1956</u>	<u>1955</u>	<u>1956</u>	<u>1955</u>	<u>1956</u>	<u>1955</u>
January...	614,213	647,585	531,206	474,945	519,648	573,837
February..	530,554	626,613	454,867	317,908	437,611	597,742
March.....	544,411	669,794	527,649	448,488	478,272	774,025
April.....	347,630	411,748	471,193	367,841	299,253	567,876
May.....	392,080	416,908	566,357	398,449	282,611	563,369
June.....	439,362	430,347	839,830	421,387	296,256	584,567
July.....	405,310	381,567	576,453	303,965	198,565	404,443
August....	566,158	586,577	681,899	456,625	198,087	385,785
September.	<u>763,881</u>	<u>978,838</u>	<u>756,345</u>	<u>753,068</u>	<u>349,790</u>	<u>451,071</u>
Totals..	4,603,599	5,149,977	5,405,052	3,942,676	3,060,093	4,902,715

Topics & Trends of TV Trade: Another stab at excise tax relief will be undertaken shortly by RETMA, which has asked House Ways & Means subcommittee for permission to testify week of Dec. 3 during its hearings on wide variety of changes in excise tax laws.

Details of RETMA's testimony, including selection of a witness, will be thrashed out at meeting of tax committee, to be held in conjunction with RETMA quarterly meetings in Chicago's Sheraton Hotel Nov. 27-29, but basically its recommendations are expected to be same as in preceding years—i.e., reduction of tax from 10% to 5% on monochrome TV sets, radios, components, etc., and elimination of tax on color. It's not likely to initiate a request for tax relief on uhf sets, but will support any broadcasting groups which do.

RETMA's chances of persuading the subcommittee, headed by Rep. Forand (D-R. I.), to provide tax relief appear to hinge on presenting new evidence of hardship. In preceding years, its appeal was based largely on reasoning that TV-radio sets should be granted tax relief equivalent to the 5% cut granted on some other types of household appliances—but this has been rejected in past by same subcommittee. It's possible that RETMA may cite growing list of casualties among TV manufacturers as evidence that assistance is needed.

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Picture tube sales in first 9 months totaled 8,087,352, valued at \$146,995,480, compared to 7,680,781 worth \$147,072,146 in first 9 months of 1955, reports RETMA. Receiving tube sales totaled 347,436,000 worth \$279,237,000 in first 9 months of 1956, as against 347,668,000 at \$257,544,000 in corresponding 1955 period. RETMA's monthly breakdown:

	Picture Tubes Units	Value	Receiving Tubes 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
June (5 wk)	776,601	13,663,408	39,037,000	32,176,000
July	585,380	10,861,634	31,400,000	24,781,000
Aug.	1,099,605	19,628,837	43,948,000	34,507,000
Sept. (5 wk)	1,249,624	21,709,064	44,432,000	35,093,000
TOTAL	8,087,352	\$146,995,480	347,436,000	\$279,237,000

Dismissal of anti-trust suit charging that 12 major TV-radio-appliance manufacturers and distributors granted lower prices to 2 big Chicago retailers was urged in answer filed by defendants in Chicago Federal Court. Filed by 8 Chicago TV-radio-appliance dealers in Nov. 1955 (Vol. 11:48), suit alleged that Polk Bros. and Grossi Bros. received preferential price treatment and were furnished paid salesmen and demonstrators by manufacturers. Polk and Grossi were named as defendants, along with Philco, RCA, Westinghouse, Remco Inc., Magic Chef, Sampson Co., Graybar, RCA Victor Distributing Corp., Westinghouse Electric Supply Co., Maytag-Chicago, R. Cooper Jr. Inc., Central Appliance & Furniture Co.

Suit for \$30,000,000 treble damages charging anti-trust law violations and TV patent infringement was filed Nov. 7 by Transmirra Products Corp. against Owens-Illinois Glass Co. and Kimble Glass Co. Transmirra, manufacturer of plastic filters for CR tubes, alleged in N. Y. Federal Court that Owens-Illinois and Kimble conspired to eliminate competition with glass filters. Defendants were accused of participating in RETMA subcommittee moves to foster standards favoring glass filters. Suit also charged infringement of fluorescent screen filter patent granted to Robert Aronstein, who gave Transmirra rights to prosecute "practically the entire TV industry."

Admiral introduces new 21-in. TV-phono combination featuring "true" hi-fi with 20-watt amplifier, at \$500 in mahogany, \$520 in blonde, \$530 in maple or sierra.

Trade Personals: Harvey Williams, ex-v.p. & gen. mgr. of Avco international div. & onetime international v.p. of H. J. Heinz Co., appointed pres. of Philco International Corp., succeeding Sydney Capell, who has taken indefinite leave of absence due to ill health . . . H. Leslie Hoffman, pres. of Hoffman Electronics, elected v.p. of National Security Industrial Assn., non-profit organization of industries formed in 1944 to improve military-industry relations . . . Frank M. Folsom, pres. of RCA and prominent Catholic layman, will accompany Cardinal Spellman to Eucharistic Congress in Philippines Nov. 23 and then to Okinawa and Tokyo on prelate's annual pre-Christmas trip . . . Harley T. Litteral, in charge of Sylvania's Boston & Providence factory branches, named national radio sales mgr., reporting to gen. sales mgr. Robert L. Shaw . . . Claude B. Coddington promoted to district sales mgr. of GE tubes & components in upstate N. Y., headquartering in Schenectady . . . Jack S. Rosen, sales v.p. of RCA Philadelphia distributor Raymond Rosen & Co., who was shot and seriously wounded 2 weeks ago by a bandit during an attempted holdup outside his office, returned to work Nov. 4 . . . J. S. Gifford promoted to marketing planning mgr., RCA semiconductor div. . . Glen McDaniel, RETMA gen. counsel, left Nov. 5 on 2-week business trip to Venezuela for one of his law clients . . . James W. Shackelford promoted to southern zone mgr., DuMont receiver div., Atlanta; Charles J. Popeney, ex-Adleta Co., Dallas (RCA), appointed DuMont regional mgr. for Tex.-Okla.-Ark. territory, headquartering in Dallas . . . John L. Bricker elected marketing v.p. of Whirlpool-Seeger; Wm. E. Mahaffey, engineering v.p.; Robert L. Evans, Clyde (O.) div. v.p.; Jas. V. Baxter promoted to director of distribution for RCA Whirlpool home appliances; Juel M. Ranum, asst. to pres. Elisha Gray II, named to new post of public relations director . . . J. Gordon Millett, ex-Carson Pirie Scott, Chicago dept. store, named Stromberg-Carlson Chicago district mgr. . . Henry A. Browe, ex-Sylvania Chicago district sales mgr., joins Erwin, Wasey & Co., Chicago, in charge of electrical appliance accounts . . . Arnold Bromberger, ex-American Elite Inc., named asst. to pres. Leonard Ashbach of Majestic International Corp. & Wilcox-Gay Corp., replacing v.p. Harry Rich, resigned . . . Francis E. Blake promoted to asst. patent counsel, Stromberg-Carlson . . . James Roche, ex-CBS-Columbia, named adv. promotion mgr. of *Electronic News*, Fairchild weekly due to debut Jan. 21.

Independent service dealers continue to be wooed by Sylvania (Vol. 12:38). Capitalizing on opposition to factory servicing, Sylvania's trade ads proclaim: "End TV Smog with Sylvania tubes purchased from Sylvania's local independent service dealer." In *Sylvania News*, electronic merchandising mgr. George Isham tells servicemen: "The company is still showing concrete evidence of its belief that you are the most important man in Sylvania."

Dime-store merchandising of TV-radios may not be far off, in opinion of James M. Keller, TV-radio-appliance buyer for J. J. Newberry chain of 475 variety stores. He reports that 12-15 Newberry stores in recently-completed trial, have proven that TV can be sold, and plans are afoot to extend TV to other outlets. About 100 Newberry stores currently handle radios, also due for expansion.

Zenith's TV-radio receiver account, valued at about \$1,000,000 a year, was awarded to Earle Ludgin & Co., taking over from BBDO, now handling Philco. Zenith's hearing aids continue to be handled by MacFarland, Aveyard & Co., Chicago.

Philco adds new 14-in. portable at \$140 in aluminum cabinet with leather handle and fold-down antenna, and a 17-in. table model with "teardrop" design in metal cabinet at \$150.

Financial & Trade Notes: Admiral's 9-month earnings declined to \$1,792,029 (76¢ per share) from \$3,385,676 (\$1.43) in first 9 months of 1955 and \$4,382,175 (\$1.86) in corresponding period of 1954. Sales in first 9 months this year totaled \$134,204,988, compared to \$146,791,839 in first 9 months of 1955 and \$156,467,275 in same 1954 period. On basis of its report for first 6 months of 1956, Admiral thus had an indicated net profit of \$43,974 (2¢) on sales of \$48,370,663 for the third quarter, compared to net profit of \$1,439,484 (61¢) on sales of \$52,772,916 in third quarter of 1955 and \$1,823,325 (77¢) on \$51,265,777 in same 1954 period.

Admiral's report includes, for first time, operations of Canadian Admiral, which had net loss of \$78,556 on sales of \$15,281,365 in first 9 months, compared to profit of \$789,859 on sales of \$19,819,742 in first 9 months of 1955.

John B. Huarisa, Admiral exec. v.p., commented that unit sales of electronic products and appliances in first 9 months were higher than in same period of 1955, but that average selling price had declined. In fact, he added, average selling price of a TV set had declined each year since TV's introduction, comparing the \$350 paid for Admiral's first 10-in. set in 1948 with under-\$100 tag on current Admiral 10-in. portables. He said that profits were adversely affected by high pre-production tooling costs on 10, 14 & 17-in. portables, competitive conditions in TV industry and sharp slump in Canadian TV market.

* * * *

Tung-Sol earned \$2,060,810 (\$2.88 per share on 661,462 common shares outstanding) on sales of \$39,147,270 in 39 weeks ended Sept. 29, compared to \$2,286,511 (\$3.29 on 644,587 shares) on sales of \$36,051,818 in corresponding period of 1955.

Decca Records earned \$2,917,379 (\$1.82 per share) in first 9 months ended Sept. 30 compared to \$2,410,264 (\$1.50) in same period year ago. Figures include company's share of undistributed earnings of subsidiary Universal Pictures Co.

Amphenol Electronics earned \$874,891 (\$1.75 per share on 500,560 common shares outstanding) in first 9 months of 1956, compared to \$688,346 (\$1.72 on 400,560 shares) in same period of 1955.

Davega Stores lost \$92,175 on sales of \$12,764,671 in 6 months ended Aug. 31 compared to loss of \$27,114 on \$12,135,548 in 6 months ended Sept. 30, 1955.

DISTRIBUTOR NOTES: Olympic Radio appoints Sexton Distributing Co., 5605 Kingston Pike, Knoxville; Bond-Rider-Jackson, 1201 Smith St., Charleston, W. Va.; Mitchell-Powers Hardware Co., 24 Moore St., Bristol, Va. . . . DuMont appoints Graybar, St. Louis, and O'Donnell Distributors Co. Inc., 348 W. Fayette St., Syracuse (Edward M. O'Donnell, pres.) . . . Graybar Atlanta (Zenith) opens branch at 1341 11th Ave., Columbus, Ga. (H. A. Mote, mgr.) . . . Peninsular Distributing Co., Detroit (DuMont) promotes J. V. Darby to sales v.p. . . . Olympic San Francisco names Ed David as sales mgr.

NARDA increases annual dues to finance expanded program of member services, effective Jan. 1, when these rates will prevail: \$25 for all dealers joining through recognized and accredited local associations; \$36 for those doing yearly volume of \$50,000 or less; \$50 for those doing up to \$100,000; \$75 for those up to \$250,000; \$150 for those above \$500,000.

Limousines with TV are now available from Daimler Hire Ltd., London, which includes among its rental vehicles chauffeur-driven cars equipped with 9-in. Ekco (E. K. Cole) portable TV (Vol. 12:27) operated from auto battery.

Officers-&directors stock transactions reported to SEC for Sept.: American Broadcasting-Paramount Theatres—Herbert B. Lazarus sold 1000, holds 500. American Electronics—Warren H. Crowell bought & sold 1000 through Crowell Weedon & Co., holds 4995 personally, none in trust. Electronics Corp. of America—Jack F. Chrysler sold 100, holds 200. Emerson—Harold Goldberg bought 300, holds 300. General Dynamics—Earl D. Johnson exercised option to buy 10,000, holds 10,000; Frank Pace Jr. bought 21,000, holds 30,000. General Electric—John W. Belanger bought 3750, holds 11,270; William Rogers Herod bought 500, holds 8506; Roy W. Johnson exercised option to buy 925, holds 9951; Ray H. Luebbe bought 2070, holds 6390; Donald L. Millham bought 2100, holds 6609; Gerald L. Phillippe exercised option to buy 500, holds 3677; Warde B. Stringham bought 3150, holds 4893; Harold E. Strang bought 1350, holds 6663; Chauncey Guy Suits bought 2070, holds 4158. General Precision Equipment—Leon Alvin Kolker sold 2100, holds none. Hazeltine—James F. Harrigan bought 100, holds 311. Paramount Pictures—Y. Frank Freeman bought 1100, holds 4400. Raytheon—David R. Hull bought 1500, holds 1500. Skiatron—Frank V. Quigley sold 200, holds 1835. Sylvania—Arthur L. Chapman bought 500, holds 1166; Curtis A. Haines bought 260, holds 1100; Don G. Mitchell sold 200, holds 4931. Webcor—Titus Haffa bought 25,000, holds 58,175.

Ling Electronics Inc., 5120 W. Jefferson Blvd., Los Angeles (James L. Ling, pres.), manufacturer of vibration testing equipment, filed registration Nov. 5 with SEC for \$1,000,000 of 6% convertible debentures due Dec. 1, 1966 and 183,333 shares of common stock (50¢ par). Stock is offered on basis of one share for each 6 of record held in Ling Electric Inc., Dallas, parent company, which formed Ling Electronics from L. M. Electronics Inc. in May. Company showed net loss of \$21,000 on sales of \$192,000 for first 9 months this year, compared to net loss of \$66,000 on sales of \$237,776 in fiscal year ended Oct. 31, 1955. Underwriter is Perkins & Co., Adolphus Tower, Dallas.

General Dynamics derived net profit of \$2,186,598 from \$5,000,000 sale of WHAM-TV & WHAM, Rochester, N. Y. to Transcontinent TV Corp. in Aug. (Vol. 12:24, 26, 36), it's revealed in 9-month financial statement released this week. Consolidated net profit in first 9 months was \$21,076,298 (\$4.13 per share) on sales of \$691,009,401, compared to \$13,754,390 (\$2.69) on \$506,133,306 in first 9 months of 1955. Operations of Stromberg-Carlson Co., for which no breakdown was given, were included for full 9 months of 1955, though its merger into General Dynamics did not take effect until June 30, 1955.

Unitronics Corp. reports record sales & profits for Olympic Radio & TV in first 9 months and for David Bogen Inc. in first 8 months ended Sept. 30. Combined earnings of the 2 subsidiaries were \$326,860 (69¢ per share) on combined sales of \$18,433,453, compared to \$211,584 (47¢) on \$12,254,574 in same period year ago. Earnings of Presto Recording Corp., another Unitronics affiliate acquired July 2, were not included.

Paramount Pictures earned \$6,743,000 (\$3.37 per share on 1,999,816 common shares) in first 9 months of 1956, compared to \$7,680,000 (\$3.51 on 2,188,911 shares) in corresponding period of 1955. Third-quarter earnings were \$1,742,000 (87¢), as against \$2,515,000 (\$1.15) in same 1955 period.

Dividends: Tung Sol, 35¢ (increased from 30¢), payable Dec. 3 to stockholders of record Nov. 19, plus 5% stock, Dec. 10 to holders Nov. 10; Whirlpool-Seeger, 35¢ Dec. 31 to holders Dec. 14; Paramount Pictures, 50¢ Dec. 24 to holders Dec. 7; Erie Resistor, 20¢ Dec. 15 to holders Dec. 3.

Electronics Reports: More predictions on future of electronics industry and its various branches came from 2 industry leaders Nov. 8 in addresses to eastern regional convention of N. Y. Society of Security Analysts.

Sylvania director of marketing research Frank W. Mansfield, pointing out that electronics is now \$11.5 billion industry and predicting its revenues will exceed \$22 billion annually within next decade, said that there is now more than \$9 billion invested in the industry and this investment will grow to nearly \$15.5 billion by 1966. This means, he said, that over the next 10 years, the industry will have obtained more than \$6 billion in "new money."

Govt. expenditures for electronics will total about \$2.9 billion this year, rising to more than \$3 billion next year and more than \$4.1 billion in 1966, he said. Electronics equipment sales to commerce and industry will fall just short of \$1 billion this year, he estimated, with total increasing to well over \$1.6 billion by 1963 and approaching \$2.1 billion by 1966—or \$3.7 billion if distribution revenues are included.

This latter category of industrial and commercial electronics was broken down in detail by another speaker, Sperry Gyroscope research & development v.p. W. L. Barrow. Taking over-all computer field, he said current backlog of orders totals about \$600,000,000. "During the next 2 years we should see average yearly sales of about \$250-\$300,000,000, and within 10 years computers are likely to constitute a \$750,000,000 industry," he added. His projections of the various branches of industrial and commercial electronics were divided into these categories:

Electronics in industry—"About \$630,000,000 today, with a chance of almost doubling by 1965," not including data processing industry, atomic instrumentation or the \$45,000,000 market for marine and aviation gear. Main growth areas in industrial electronics are communication equipment, scientific instruments and automation.

Communication equipment in 1956 accounts for about \$200,000,000, with broadcast and mobile radio gear leading at about \$85,000,000 each. Communication equipment's annual dollar volume should grow to \$265,000,000 by 1960 and \$350,000,000 by 1965.

Scientific electronic instruments, not including industrial control devices, account for about \$150,000,000 in sales this year, due to reach "well over \$180,000,000" by 1960 and \$215,000,000 by 1965.

Automation today accounts for annual dollar volume of about \$115,000,000 (including \$3,000,000 industrial TV field). Market will reach at least \$185,000,000 by 1960 and \$340,000,000 by 1965—not including industrial TV, which should account for \$20,000,000 in 1960.

Commercial automation—"The present annual value for business data-processing, general purpose computers alone is about \$125,000,000. It is likely that this will grow to about a \$500-\$600,000,000 business within the next 10 years. At present, [there] is a backlog of orders of about \$450,000,000 for this type of equipment."

Field of atomic energy controls & instrumentation is also expected to grow rapidly, market for radioisotopes for industrial measurement & inspection growing from 1955's \$30,000,000 to at least \$60,000,000 by 1960.

* * * *

New 1957 pocket reference book on RCA tubes, semiconductor devices and electronic components is available from distributors. The 200-pp. edition includes data on test instruments, speakers, TV components, selenium rectifiers, lightning arresters, miniature lamps, batteries.

New rules covering emissions from low-powered devices—wireless microphones, phonograph oscillators, etc. were proposed by FCC this week, with comments by industry due Dec. 7. Full text, including formalities (Docket 9288), is available from FCC—or we'll get one for you.

ELECTRONICS PERSONALS: Rear Adm. Joseph N. Wenger, currently with Bureau of Naval Personnel, Dec. 1 becomes director, communications-electronics, Joint Chiefs of Staff, succeeding Maj. Gen. Francis L. Ankenbrandt, who is retiring after 30 years of military service . . . Brig. Gen. Haskell Neal, ex-director of communications & electronics, named to new post of deputy chief of staff, communications & electronics, Continental Air Defense Command, Colorado Springs, Colo.; he is succeeded by Col. James H. Weiner, ex-deputy director . . . L. L. Wait, v.p.-gen. mgr. of electronics div., North American Aviation Inc., elected a director of RETMA, representing military products div., succeeding F. W. Godsey, ex-Westinghouse and now pres. of Air Associates Inc.; Lawrence Haggerty, pres. of Farnsworth Electronics, elected to military products exec. committee, succeeding Dr. Harvard Hull, now v.p. of Litton Industries . . . Henry O. Wolcott, ex-gen. mgr. of Electromec Inc., appointed chief engineer & production mgr. of instrument div. of Federal Telephone & Radio (IT&T), Clifton, N. J. . . . Harry G. McKenzie promoted to gen. sales mgr. of Gray Research & Development Co. . . . Richard M. Fielding, from technical rep div., named public relations supervisor of Philco govt. & industrial div., replacing Ken Brigham, now with Sperry Rand.



Increased research in tropospheric scatter propagation, radio noise, modulation and navigation techniques will be undertaken by reorganized radio propagation engineering div. of National Bureau of Standards Boulder (Colo.) Labs. Kenneth Norton continues as chief. Asst. chiefs are J. W. Herbstreit, research & development, and Kenneth O. Hornberg, engineering & logistics. New section chiefs are Walter E. Johnson, data reduction instrumentation; Arthur D. Watt, modulation systems; Gifford Hefley, navigation systems; William Q. Crichlow, radio noise; Charles F. Peterson, tropospheric measurements; Robert S. Kirby, radio systems application engineering; Philip L. Rice, tropospheric analysis. Dr. Moody C. Thompson is new consultant for original research on microwave refractometers and special instruments. Dr. James R. Wait continues as consultant in theoretical physics.

Philco has purchased Sierra Electronics Corp., San Carlos, Cal., in move to expand research, engineering and development facilities. Organized in 1945, Sierra specializes in manufacture of electronic test equipment, radio navigation equipment and microwave relay links, also makes some TV studio equipment. It will be operated as Philco subsidiary under its current pres., Willard Feldscher. Company employs about 300, is currently constructing 35,000-sq. ft. plant in Menlo Park, Cal., to which it plans to move next Feb. Philco pres. James M. Skinner Jr. said number of employes will be increased substantially after the move.

"Department store of the future," using closed-circuit TV and electronic stock control, was opened Nov. 5 by Alexander's Dept. Stores in White Plains, N. Y. TV system uses 9 TV cameras covering every part of the 398,000-ft. 4-story store to maintain security during every hour of day and night. Monitors and camera controls are located in centrally located control room. Complete electronically controlled hidden railway can deliver merchandise automatically to any part of store.

J. P. Seeburg Corp., Chicago, world's largest manufacturer of juke boxes, and a supplier of electronics equipment to armed forces, was purchased for more than \$10,000,000 this week by Fort Pitt Industries, Pittsburgh. It will be operated as a Fort Pitt div., with no changes in policies or personnel. N. Marshall Seeburg, chairman-pres., continues as chief executive officer.

Network Television Billings

September 1956 and January-September 1956

(For August report see *Television Digest*, Vol. 12:41)

SEPTEMBER BILLINGS of all 3 TV networks fell below records established in Aug., but maintained fast 1956 pace to make 9-month total \$353,961,824 compared to \$290,562,262 in same period last year—up 21.8%—according to Publishers Information Bureau.

Each network dropped at least \$1,000,000 in Sept. from high marks a month earlier, reducing total for the 3 from \$42,596,589 to \$39,107,409, compared to \$33,044,766 in Sept. 1955. CBS had \$18,399,872, up 21.1% from Sept. 1955; NBC, \$15,069,161, up 9.8%; ABC, \$5,638,376, up 36.7%. Over 9-month period CBS gained 17.6%; NBC 15.8%; ABC, 72.7%. The complete PIB report:

NETWORK TELEVISION						
	Sept. 1956	Sept. 1955	% Change	Jan.-Sept. 1956	Jan.-Sept. 1955	% Change
CBS	\$18,399,872	\$15,188,805	+21.1	\$162,811,764	\$138,474,755	+17.6
NBC	15,069,161	13,720,643	+9.8	134,656,207	116,265,935	+15.8
ABC	5,638,376	4,123,780	+36.7	56,493,853	32,718,864	+72.7
DuMont*	—	11,538	—	—	3,102,708	—
Total	\$39,107,409	\$33,044,766	+18.3	\$353,961,824	\$290,562,262	+21.8

1956 NETWORK TELEVISION TOTALS BY MONTHS

	ABC	CBS	NBC	Total
Jan.	\$ 6,382,046	\$ 17,820,455	\$ 14,695,116	\$ 38,897,617
Feb.	6,418,210	16,928,361	13,845,000	37,191,571
March	6,747,928	17,884,976	15,955,688	40,588,592
April	6,173,922	17,668,950	15,136,596	38,979,468
May	6,639,132	18,260,894	15,710,403	40,610,429
June	6,119,917	17,935,789	14,186,929	38,242,635
July	5,532,030	18,481,719	13,733,765	37,747,514
Aug.	6,842,292	19,430,748	16,323,549†	42,596,589†
Sept.	5,638,376	18,399,872	15,069,161	39,107,409
Total	\$56,493,853	\$162,811,764	\$134,656,207	\$353,961,824

* Effective Sept. 15, 1955, DuMont changed from a national network to a local operation.

† Revised as of Nov. 8, 1956.

Note: These figures do not represent actual revenues to the networks, which do not divulge their actual net dollar incomes. They're compiled by Publishers Information Bureau on basis of one-time network rates, or before frequency or cash discounts, so in terms of dollars actually paid may be inflated by as much as 25%. However, they're generally accepted in the trade as an index.

Economee TV, Ziv TV's marketing outlet for "subsequent-run" TV films, was reorganized this week as full-scale division of Ziv. Pierre Weis, ex-gen. mgr. of Ziv's World Broadcasting System, becomes gen. mgr. of Economee, with Stanley Florsheim promoted to gen. sales mgr. of new division. Former national sales mgr. Dick Lawrence was elevated to gen. mgr. of World. In announcing realignment, Ziv said some 175 stations are now netting annual spot revenues of more than \$25,000,000 from sales of participations in Economee reruns.

Unauthorized TV showing of old movies was alleged in \$500,000 copyright infringement suit filed Nov. 7 in Los Angeles by Hal Roach and Onyx Corp. against NBC, Film Classic Exchange and George Bagnall & Associates. Defendants were accused of copying and re-editing "at least 138 old films," including "Our Gang" and Charlie Chase comedies, without permission. Suit demands \$250 damages for each TV showing, accounting of profits, and injunction to stop distribution of films.

Two applications for TV stations were filed this week, bringing total pending FCC action to 138 (29 uhf). Applications were: for New Bedford, Ch. 6, by group headed by George F. Wilson, and for Monahans, Tex., Ch. 9, by J. Ross Rucker, part owner of local KVKM and rancher-oilman J. B. Walton and wife. [For details, see *TV Adenda 23-R* herewith.]

Seminar on FCC's proposed changes in Part I of its rules—covering procedures—is planned by Commission and legal fraternity for Nov. 30. Meanwhile, Commission extended time for comments on proposals to Dec. 17.

ACTION AND ADVENTURE will be keystones of new ABC-TV programming ventures under Oliver Treyz, newly appointed head of TV network. He told newsmen that more westerns and action stories are on the drawing boards, similar to *Cheyenne* and *Jim Bowie*. Among other programming points:

Spectaculars don't figure prominently, though there's possibility that 2 special shows emanating from Disneyland may be used; new live 60-min. variety program and hour-long dramas are definitely in works; *Famous Film Festival* faces too much competition on Sat. night, probably will be switched to another time if it's kept at all.

Meanwhile, Nielsen report of Oct. 1 gives ABC-TV an over-all evening program rating increase of 20% this year over 1955. It was only network to show a gain in ratings.

Note: ABC grossed \$50,733,000 in first 6 months of 1956, exceeding theatre revenues of \$48,872,000 in that period, reports *Variety* on basis of "official corporate papers" and unconfirmed by AB-PT. ABC revenues for full 1955 were previously announced as \$81,000,000—but AB-PT doesn't announce breakdown in midyear.

Allocations of 890 mc and up will be examined by FCC in oral hearing some time next year, first such full-scale study in 12 years. This week, Commission listed 19 issues it wants to explore, said it would accept notices of appearances and outlines of testimony by Dec. 17, written statements by Jan. 7, replies by Jan. 22. "Policies relating to eligibilities have never been established," FCC said, noting that "some of the services anticipated 12 years ago have developed to a very great degree, some have failed to develop at all, and, in some instances, the shared uses permitted appear to be incompatible." Hearing shapes up as major battle, with various industries eager to operate own microwave and other facilities rather than buy service from common carriers.

Reenactment of Poznam riot trials as an hour-long *Kaiser Aluminum Hour* TV drama has been dropped in a flurry of press statements. Young & Rubicam, sponsor's agency, said show proposed by Unit Four Productions for Dec. 18 "did not measure up to the program's high dramatic standards." Director George Roy Hill, who planned to fly Nov. 7 to Poland with cooperation of State Dept. and Crusade for Freedom for interviews, protested: "If television sponsors get cold feet whenever they face controversial projects the TV medium will have no guts and be reduced to the level of kitchen drama." Unit Four spokesman said sponsor's objections to Poznam project included fears that it would make heroes of Communist nationalists in Poland.

Foreign TV advances: (1) TV made official debut in Spain last week as govt.-owned station in Madrid began regular programming to about 600 sets in area. (2) Australia's third TV station—Melbourne's first, HSV, owned by *Herald-Sun*—began commercial operation Nov. 4. Other 2 stations are operating in Sydney. (3) Fourth British commercial transmitter—Independent TV Authority's outlet at Emley Moor, Yorkshire—went into operation Nov. 3, serving area which encompasses about 5,000,000 people.

TV fosters mental lethargy, Dr. Franz Alexander, founder & director of Chicago Institute of Psychoanalysis, said in newspaper interview on retirement to head psychiatric research at Mt. Sinai Hospital, Los Angeles. "Thinking is an effort, and lots of people would rather watch TV," he said.

DuMont's Adelphi Theatre studio may return to the ranks of legitimate Broadway playhouses. Company currently is considering offers from producers interested in subleasing the theatre.

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with **ELECTRONICS REPORTS**

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SUMMARY-INDEX OF THE WEEK'S NEWS — November 17, 1956

STORER'S TRY FOR 6TH VHF blocked by 4-3 FCC vote, as Commission turns down arguments for waiver in Portland-Salem Ch. 3 case (p. 1).

NETWORK PROFIT participation in outside packages detailed in filings with Celler group. BBDO's Duffy urges agency reentry into production (pp. 2 & 6).

BIG NATIONAL ADVERTISERS—some also large network sponsors—now buying spot sponsorship of features. Triangle signs up \$1,000,000 in week (p. 2).

ARMED FORCES TV hit by program squeeze, cutting broadcast time in half. First U.S. stations on German soil receive official approval (p. 4).

TALENT CONTRACTS cover CBS & NBC performers making \$50,000 a year and more; each network has 3 pacted at "over \$200,000" (p. 6).

TV SPOT EXPENDITURES totaled \$83,863,000 in third quarter, down seasonally from \$105,584,000 in second quarter. Top spenders, products, agencies (p. 7).

TV's FUTURE ROCKY before stability sets in, say Philco's Skinner, Sylvania's Mitchell. Philco buys Bendix business. Distribution probe broadened (p. 11).

CBS PROFITS & SALES set new 9-month records, totaling \$9,368,073 (\$1.25 per share) on \$256,379,847; earnings up 7% from 1955, sales increase 13% (p. 14).

TV-ELECTRONICS FUND reports decline in net assets to \$132,618,446 as of Oct. 31, while outstanding shares rose to 11,083,609 (p. 14).

BASIC ELECTRONICS RESEARCH for defense requires more funds, Defense Dept. advisory committee reports, outlining specific areas for concentration (p. 15).

PADUCAH'S CH. 6 goes to WKYB in final decision reversing examiner. FCC wins court decision upholding continuance of Rochester Ch. 10 operations (p. 8).

PORTLAND, ORE. WITH 3 VHF, 1 UHF, as KGW-TV tests on Ch. 8. Several smaller-town vhf's plan winter starts, some with own microwaves (p. 9).

STORER MISSES 6TH VHF BY ONE VOTE: Storer's effort to get a 6th vhf station lost by narrow margin this week when FCC voted 4-3 against granting waiver permitting Storer to buy CP for KSLM-TV, Salem, Ore. (Ch. 3) and build it where it could cover Portland. Comrs. Doerfer & Craven dissented, favored waiver. Chairman McConnaughey had also dissented; however, when vote on final draft was taken, he was absent and was therefore listed as "not participating."

This week's action can't be taken as precedent, one way or the other, as to Commission's ultimate decision on whole multiple-ownership question when it takes up subject for reexamination in January.

In carefully worded decision, Commission took up Storer's arguments for the waiver, found them lacking. But there's still strong sentiment for hard, critical look at present formula -- which limits anyone's holdings to 7 TV stations (no more than 5 vhf), 7 AMs, 7 FM's -- and belief is that Commission majority favors some relaxation of rules, at least a change from fixed numerical formula. This, despite the strong opposition to any relaxation expressed by Asst. Attorney General Victor R. Hansen in testimony to Celler subcommittee (Vol. 12:37). Commission broke down Storer's arguments into 4 main categories:

(1) Public in Portland-Salem area would benefit from 4th vhf station. FCC said that this may be true, but it doesn't mean Storer has to be the operator.

(2) Sixth vhf would not give Storer any monopoly on the U.S. TV audience or have any adverse effect on "diversification of program and service viewpoints" -- particularly since Storer already operates uhf KPTV in Portland. First, Commission said, a waiver isn't the answer if Storer feels present formula is wrong; a change in basic rules, applicable to whole country, should be sought instead. Second, FCC added, fact that Storer is already in the market with a uhf doesn't change the picture -- because Storer had been given the uhf franchise in hopes it would help uhf.

(3) Stronger non-network multiple owners would act as "balance wheels" as against the networks. If this view has merit, FCC said, it should apply to everyone -- and general change in rules should be explored. Then Commission added:

"It may also be noted here that the present rules furnish no advantage to network organizations, which are not regulated as such by us. The same limitation applies to all licensees, and whatever services and leadership are provided by networks that other licensees do not provide are not the result of any financial resources accruing to networks by virtue of additional station ownerships which they are permitted above the limitation imposed upon petitioner. Whatever disadvantages may flow from the size of the present networks are not to be corrected by authorizing larger and larger aggregations of multiple ownership."

(4) Storer has an "equity" because it tried uhf in good faith, and it won't help uhf to let KPTV die. "The difficulty is," FCC said, "that it certainly will not help uhf to terminate [KPTV's] operation through the medium of a vhf grant."

One close legal point in case -- on which FCC attorneys split -- was whether Storer should have been given hearing on its petition for waiver. Some argue that Storer can go to town in the courts, if it chooses to appeal, by claiming that FCC gave it too short shrift in turning it away without hearing.

NETWORKS FILE DATA ON PROGRAM PROFIT DEALS: Extent of profit participation by the networks in outside-produced program packages was revealed for first time in data filed by the 3 TV networks with House Judiciary's anti-trust subcommittee at the request of Chairman Celler (D-N.Y.).

Committee requested the material as result of film distributor charges that networks often seek profit participation as price of carrying independently produced shows -- a charge vehemently denied at hearings by the presidents of all 3 networks. The data filed with subcommittee indicates that networks have some profit participation in 37 package shows currently or recently carried on the networks.

We've culled the lists supplied by the networks and digested them on page 6. In tabular form, they will be made part of the voluminous record of Celler subcommittee's TV hearings -- which will include mass of previously unreleased data supplied by networks. It's due to be available in printed form by end of Dec., probably in 3 large volumes. Subcommittee's TV report is expected in Jan.

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Another aspect of program production was explored this week, meanwhile, by BBDO pres. Ben Duffy in speech before Radio & TV Executives Society, in N.Y. -- in which he urged that ad agencies get back into field of production as co-producers.

"I think now is the time," he said, "for us to step into TV in order to protect our clients from preposterous prices and poor programming." The package producer himself will be helped, he said: "It stands to reason that if an agency is part of a show, it must be solidly behind that show," cutting risks of cancellation, getting bugs out of programs early, eliminating "most of the risk of buying into a product that never stands up to the pilot film."

Costs are making move mandatory, Duffy stated, noting that talent costs for half-hour film show ran about \$25,000 four years ago, will run over \$40,000 during 1957-58 season. Talent for good hour live dramatic program used to cost about \$40,000, but it will run \$60-\$80,000 for some planned for 1957-58.

Duffy asserted that "commercialism" would not push "art" into the background under agency co-production; that "it is the search for better programs, better entertainment and if you like, better art, that has necessitated the agency's re-entry into the field of production."

BIG NATIONAL SPONSORS FOR TV MOVIES: Top-grade pre-1949 theatrical features, whose initial TV ratings shook Madison Ave., are now beginning to attract some really big national advertisers -- some of them also large buyers of network time.

Advertising fraternity saw significant portent in disclosure that Triangle Stations had racked up more than \$1,000,000 sales in a single week for its high-powered library of MGM, RKO & 20th Century-Fox movies. Largest part of this deal -- perhaps \$750,000 of it -- was sale to Bristol-Myers of weekly feature show for full year on Philadelphia's WFIL-TV, Altoona's WFBG-TV & New Haven's WNHC-TV. This sum has been matched only by Colgate's purchase of MGM show on Los Angeles' KTTV.

Other national sponsors involved in Triangle feature spot sales are American

Tobacco, Pontiac, Raleigh cigarettes, Coca-Cola & Brylcreem, with Colgate close to finalizing sole-sponsorship feature film deal on WNHC-TV. One former network sponsor now buying movies on spot basis is Philip Morris, which reportedly is on verge of signing for half-sponsorship of new MGM show on KTTV as well as Saturday night Warner Bros. show on Providence's WJAR-TV -- for which station is dumping NBC-TV's "Your Hit Parade." Lever Bros., also hot on trail of feature sponsorships, is reportedly buying other half of WJAR-TV show.

Interest in WCBS-TV's projected weekly MGM Late Show on Saturday nights has been expressed by Colgate and Rheingold (not a national advertiser), despite the unprecedented price tag of \$42,500 a week (KTTV's MGM show costs about \$15,000).

If networks are worried about this trend, they're not saying anything about it -- nor does there seem to be any network feature film show contemplated (outside of the current ABC-TV British movie shows). Recent showing of Wizard of Oz on CBS -- and the ratings it garnered -- tended to prove that movie masterpieces can be top-notch network programming material. But except for ABC-TV's projected showing of Laurence Olivier's Academy Award-winning Hamlet in 2 parts on "Famous Film Festival" Dec. 1 & 8, there seems to be nothing in the wind network-wise.

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Riding crest of feature film wave, NTA is hurrying to put first batch of its new 20th Century-Fox films on the market. It promises them "very shortly" -- and best guess is that sales campaign will start by end of month, with first package containing perhaps 130 features.

NTA started feeding 20th Century-Fox features to its Film Network, meanwhile, but obviously is saving the good ones until it can get a national sponsor -- which it still doesn't have, despite contrary reports. Scheduled for rest of year on film network are such items as Margin for Error (1943 film with Milton Berle portraying a cop), Very Young Lady, Barricade, Manila Calling, Right to the Heart, Tonight We Raid Calais, Whispering Ghost.

NTA is serious about doubling Film Network programming first of next year, incidentally -- and plans to do it by offering its 100 affiliates a 90-min. "Kiddie Spectacular" for Sat. mornings. According to present plans, show will be produced by Martin Stone (ex-Howdy Doody), using freshly filmed material. Also featured prominently in NTA's plans is purchase of TV stations, and the company's spokesmen stress: "We're interested in full buys of stations -- and no film swaps."

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MGM continues to concentrate all its effort on top-market stations in peddling 7-year leases of full 723-film library. Last sale was to WSB-TV, Atlanta, at price reported to be close to \$1,000,000, and 2 more deals are virtually certain to be announced before Thanksgiving. MGM has made new negatives of 100 of the films in its Culver City lab (at cost of more than \$1000 each), is re-dubbing sound on every negative, is stressing film quality angle to all prospective TV purchasers. It's installing new equipment to double capacity of lab, hopes to turn out 20 new negatives weekly after first of year.

MGM hopes to go after smaller TV markets beginning early next year -- breaking up its library into smaller packages.

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One byproduct of feature film acceptance by TV audience is revitalization of subscription-TV arguments, particularly in movie trade press. For example, Hollywood Daily Variety, in lead story of its recent anniversary issue, remarked: "If old pictures can draw such vast audiences on the electronic medium, it's reasonable to assume that the public may be willing, indeed anxious, to pay to see the new films in the comfort of their homes."

Even more definite is the astute and authoritative Advertising Age, which predicted editorially in Nov. 12 issue: "In all probability, some method will be devised so that a fellow sitting at home can pay to get new movies or even top-grade reruns such as Gone With the Wind. It is, therefore, only touch-&-go as to whether new [post-1948] films will ever get on free TV."

ARMED FORCES TV IN PROGRAM SQUEEZE: American Armed Forces TV Network, with more TV stations than either Great Britain or France, is now rounding out its third year of service to military men and their families at isolated bases from Alaska to Saudi Arabia. Its morale & information value is recognized by commanders all over the globe; it has big expansion plans -- but its program service is fast deteriorating.

Uncle Sam's TV-in-uniform depends for its programming on handouts from the networks, sponsors, agencies and packagers. The Armed Forces service, which is non-competitive with any TV stations in the world, is programmed with borrowed kines and films of stateside telecasts, bicycled among the 19 military TV stations.

When sponsor-owned films or kines are contributed, commercials are telecast intact at the military bases -- providing advertisers with a plus audience of well over 100,000 viewers who have access to American products at post exchanges and ship's stores. Armed Forces TV chief Lt. Col. Mel Williamson estimates many of the stations serve 5000 TV receivers or more.

AFTV stations once received peak of 70 hours of usable programming weekly; supply has dwindled to 35-40 hours today. One reason for dip, says Col. Williamson, is increasing trend to film programming on the networks. "As a network series goes into syndication," he explains, "the distributors put the heat on us to buy." But AFTV has no budget for film purchase, and even rock-bottom syndication prices would bring cost of ordinary show to \$200-\$300 -- "way out of our reach."

Some film producers are extremely cooperative, Col. Williamson hastens to add -- naming specifically Desilu, Guild Films, Jack Webb. "Some stars insist on their stuff going to overseas bases," he says. "Wherever there's someone involved who spent time overseas, we usually get the program." He concedes that some distributors can make good point when they argue that Govt. pays for planes, trucks and artillery, and therefore should pay for TV programs -- but he adds that nothing short of congressional appropriation would put AFTV in position to buy.

Network cooperation ranges from excellent to non-existent, he says, singling out ABC for particular praise -- with CBS contributing some programming, too.

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AFTV's expansion continues, despite programming problems -- as result of strong demand from American troops stationed in remote parts of world. Final approval came this week for first 2 American military stations on German soil -- and first uhf stations in military TV network. They'll be located at Bitburg Air Force Base and Landstuhl Air Base, both near Kaiserslautern. Operating on American TV standards, they'll be on Ch. 20 & 24, and like other AFTV outlets will radiate about 150 watts, going on air early next spring.

Latest addition to AFTV network is station at Goose Bay Air Force Base, Newfoundland, which began operation Nov. 1. Its sister station, at Harmon Air Force Base, Stephenville, Nfld., is due to begin programming Christmas Eve, third anniversary of inauguration of regular TV service to Armed Forces. It will be 20th station in AFTV chain. Planned for future is uhf outlet at Ramey Air Force Base, Puerto Rico, beyond reach of existing stations there. Armed Forces station in Bermuda recently received permission to boost power to serve families of servicemen living off post.

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First AFTV translator station went into operation last week at Camp Irwin, Cal., rebroadcasting signals of Los Angeles' KRCA to isolated Mojave Desert combat tank training center (Vol. 12:45). As is case with all military stations in U.S. territory, Pentagon agreed to take translator off air as soon as commercial operator provides adequate signal to camp area.

AFTV actually has closed down 2 of its stations -- first being its pilot installation at Loring Air Force Base, Maine, discontinued when commercial WAGM-TV began telecasting at nearby Presque Isle. Other discontinued station was on aircraft carrier USS Badoeng Strait -- dismantled when carrier finished its assignment. Navy intends to install the station somewhere else. AFTV once had planned TV outlet on Guam, abandoned idea when local KUAM received CP for Ch. 8.

[For complete list of AFTV outlets, see p. 270, TV Factbook No. 23.]

Personal Notes: James M. Seward promoted to exec. v.p. of CBS Radio, Jules Dundes v.p. in charge of station administration; J. Kelly Smith, for reasons of health, resigns Dec. 31 as administrative v.p. after 30 years with company, will continue as consultant . . . Merle S. Jones, who becomes pres. of CBS-TV Jan. 1, elected a v.p. & director of CBS Inc.; Jack L. Van Volkenburg, retiring as CBS-TV pres., will become CBS consultant and continue on board . . . Theodore C. Streibert, who resigned last week as director of U. S. Information Agency amid kudos from all quarters, joins business staff of Nelson A. and Laurence S. Rockefeller, will help manage properties in which they have investments; he'll headquarter at 30 Rockefeller Plaza, N. Y. . . . Gordon Ewing, director of USIA-operated RIAS (Radio in American Sector), Berlin, appointed deputy director of Voice of America, Washington, effective in Jan.; Laurence B. Dalcher, U. S. information officer in Austria, succeeds him in Germany . . . Robert C. Wood promoted to national sales director of Storer stations, succeeding Tom Harker, retired . . . J. Leonard Reinsch, exec. director of Cox stations and TV-radio consultant for Democratic National Committee, left this week for Europe to confer with BBC officials and to observe Radio Free Europe operations . . . Thomas W. Sarnoff, director of business affairs for NBC's Pacific div., elected a v.p. of NBC's California National Productions . . . Wm. H. Grumbles promoted to gen. mgr. of General Teleradio's WHBQ-TV & WHBQ, Memphis, replacing John Cleghorn, who recently resigned to form General Advertising Co. there . . . James C. Richdale Jr., commercial mgr. of KOTV, Tulsa, promoted to v.p.-gen. mgr., reporting to pres. C. Wrede Petersmeyer, who will have management responsibilities for all J. H. Whitney stations; George Stevens, ex-Avery-Knodel, succeeds Richdale as commercial mgr. . . . Thomas S. O'Brien promoted to director of business affairs for NBC-owned stations . . . Frank W. Crane resigns as full-time pres. of 56-member So. Cal. Bcstrs. Assn., effective Feb. 1, to join group planning to apply for station in Santa Barbara . . . Jack Schacht, v.p.-gen. mgr. of KBET-TV, Sacramento, elected pres. of 95-member Cal. TV-Radio Bcstrs. Assn., succeeding George Greaves, KRCA, Los Angeles . . . Len Higgins upped to director of industry relations, KTNT-TV, Tacoma; Larry Carino promoted to station mgr. & sales director . . . Jerry Fitch, exec. v.p. of Western Slope Broadcasting Co., named station mgr. of its KREX-TV & KREX, Grand Junction, Colo. . . . Wm. A. Ekberg, gen. mgr. of KFYR-TV & KFYR, Bismarck, N. D., named pres., succeeding Mrs.

ADVERTISING AGENCIES: Hal Davis resigns as Kenyon & Eckhardt merchandising & promotion v.p., will join Grey Adv. Jan. 15 as TV-radio v.p. & member of plans board, reporting to Alfred L. Hollender who continues as v.p. in charge of broadcasting operations . . . Charles Chappell, onetime vice-chairman of Kenyon & Eckhardt review board and an ad consultant last 2 years, joins Joseph Katz Co. as v.p. & plans director for N. Y. & Baltimore offices . . . Robert Durham, ex-asst. to Kenyon & Eckhardt pres. Wm. B. Lewis, joins Ruthrauff & Ryan as senior v.p. in charge of business development . . . Wm. J. Nee, TV-radio director of Erwin, Wasey Co. of Minnesota, elected a v.p., serving under new pres. Wm. G. White . . . Thomas R. Blanchard, ex-WWJ-TV, Detroit, who later formed Thomas R. Blanchard Adv., Lansing, appointed TV copy supervisor for Grant Adv., Detroit . . . Lawrence Katz and Charles Russhon join TV-radio dept., Ted Bates & Co.

Charles C. (Bud) Barry, MGM-TV v.p., recuperating from appendectomy at Doctors Hospital, East End Ave. & 82nd St., N. Y.; before attack he had planned to leave Nov. 17 for England in connection with MGM's TV film production activities.

P. J. Meyer, who retains 51% interest; F. J. Fitzsimonds resigns as exec. v.p. . . . Harry Mason Smith retires Dec. 1 as radio v.p. of Crosley stations, after 25 years with company, will continue as part-time consultant . . . Wm. Kelly, ex-WTTG, Washington, appointed chief engineer of WABD, N. Y. . . . Mel Leavitt promoted to program director of WDSU-TV, New Orleans . . . Gar Meadowcroft, ex-radio WJBK, Detroit, named gen. sales mgr. of WJIM-TV & WJIM, Lansing . . . Tom Chauncey, exec. v.p. of KOOL-TV & KOOL, Phoenix, named to Ariz. Motion Picture Advisory Board, succeeding his late brother, George Chauncey . . . James Weathers promoted to national sales mgr. of Ziv's World Broadcasting System, reporting to new gen. mgr. Richard Lawrence; Ken Joseph promoted to asst. national sales mgr. . . . Aaron Beckwith, ex-MCA-TV v.p., named director of business development for NTA . . . Richard Dunlap resigns as producer-director of *Kraft TV Theatre* to become assoc. producer of ABC-TV's *Omnibus* . . . Thomas L. Young, ex-KOLN-TV, Lincoln, Neb., named sales mgr. of KBTW, Denver . . . Kit Spear named production mgr. of KING-TV, Seattle, succeeding Bernie Carey, transferred to KGW-TV, Portland, Ore. . . . Al Browdy promoted to chief engineer of KCOP, Los Angeles, succeeding M. F. Wentworth, resigned . . . Elmer O. Wayne elected radio sales v.p. of WJR, Detroit . . . Frank King, ex-mgr. of KABC-TV, Los Angeles, and onetime sales director of KTTV there, named gen. sales mgr. of radio KFWB, Los Angeles, now owned by Crowell-Collier . . . Morris Wattenberg appointed adv. & promotion mgr. of WABC-TV & WABC, N. Y. . . . James D. Hymes promoted to merchandising & sales development mgr. of KGO-TV & KGO, San Francisco . . . Joseph Ruggiero, gen. mgr. of Forjoe's N. Y. office, joins Select Station Representatives Inc., N. Y., headed by Tom Tinsley . . . John P. List named v.p.-treas. of Trendex . . . A. M. Herman, member of Ft. Worth law firm of Samuels, Brown, Herman & Scott, which has represented *Ft. Worth Star-Telegram* and its WBAP-TV & WBAP for more than 40 years, elected a director of parent Carter Publications Inc. . . . Robert J. Steinle, ex-Amos Parrish Co., joins NBC-TV as promotion mgr. of merchandising dept. . . . Raoul Kent named v.p. of MCA-TV film syndication div., Chicago, replacing John P. Rohrs, resigned.

Wm. C. Boese, chief of FCC technical research div., with Commission since July 1937, joins staff of Johns Hopkins U's applied physics lab, Howard County, Md., to work on missile systems analysis & development.

All TvB officers were re-elected at annual meeting Nov. 16: pres., Norman E. (Pete) Cash; chairman, W. D. (Dub) Rogers, KDUB-TV, Lubbock, Tex.; secy., Roger Clipp, Triangle stations; treas., Lawrence H. (Bud) Rogers II, WSAZ-TV, Huntington, W. Va. Also re-elected were these directors: Otto Brandt, KING-TV, Seattle; Ken Carter, WAAM, Baltimore; Gordon Gray, WOR-TV, N. Y.; Robert Lemon, WTTV, Bloomington, Ind.; George B. Storer Jr., Storer stations; Robert R. Tincher, WHTN-TV, Huntington.

New officers of TV-Radio News Directors Assn.: pres., Ted Koop, CBS Washington, succeeding Harold Baker, WSM-TV & WSM, Nashville; v.p. for programs, Jack Krueger, WTMJ-TV & WTMJ, Milwaukee; v.p. for TV, Ralph Renick, WTVJ, Miami; v.p. for radio, Lee White, KROS, Clinton, Ia.

Edgar Kobak, pres. of WTWA, Thomson, Ga., and ex-pres. of Mutual and Advertising Research Foundation, re-elected to third term as director of N. Y. State Assn. for Crippled Children Inc.

CBS 20-Year-Club inducted 31 new members Nov. 15, bringing membership to 373.

PROFIT PARTICIPATION by networks in outside-owned program packages is broken down in data filed by the 3 networks with Rep. Celler's anti-trust subcommittee at request of the chairman (see p. 2).

Only independent program packager in which CBS has ownership is Desilu Productions Inc. Network owns 24% interest with option to acquire additional 10%.

NBC supplied material showing it now owns 25% of Hope Enterprises Inc. (*Bob Hope Show*) and is negotiating for additional 25%. It also owns 17½% of stock in Max Liebman Productions Inc. It has "working arrangement" with Talent Associates Ltd. (but no ownership), and exclusive worldwide rights to exploit TV, radio & merchandising of all properties created by Talent Associates and accepted by NBC, with equal division of profits. ABC said it has no ownership in outside producers.

Here is breakdown of profit participation by the 3 networks in outside-produced shows, as submitted by the networks:

CBS (fall 1956 season)—*December Bride* (Desilu), network receives 23.75% of net profits for initial & subsequent runs and subsidiary (merchandising) rights. *I Love Lucy* (Desilu), network gets "100% of net profits up to specified amount, and thereafter 50% of profits" on first and subsequent runs, no merchandising rights.

The Brothers (Dallad Productions), 50% of net profits on all runs and merchandising. *My Friend Flicka* (TCF TV Productions), 100% of net profits on first run, 100% of net for first rerun of "limited number of films," no merchandising rights. *Playhouse 90* (filmed shows only, Screen Gems), 50% of net profits on first run, 50% of net "for first rerun only and contingent participation of 50% of net profits for reruns beyond first rerun," no merchandising rights.

Robin Hood (Official Films), 100% of net profits on alt. weeks only, 100% of net for first rerun of limited number of films, no subsidiary rights. *Beat the Clock* (Goodson-Todman Productions), 100% of net profits, 50% of net profits from subsidiary rights. *Herb Shriner Show* (Astronaut Inc.), 50% of net profits from program and from subsidiary rights.

What's My Line? (Goodson-Todman), 40% of net profits, 50% of net profits from subsidiary rights. *Captain Kangaroo* (Keeshan-Miller Enterprises), 100% of net profits, 50% of gross proceeds from subsidiary rights. *Garry Moore Show* (Red Wing Productions), *Stand Up & Be Counted* (Marjeff Inc.) and *Winky Dink & You* (Barry & Enright Productions), 50% of net profits from program and from subsidiary rights.

I've Got a Secret (Goodson-Todman), 50% of net profits from program only. *Big Top* (WCAU Inc.) & *House Party* (House Party Inc.), 100% of net profits from program only. *Valiant Lady* (Dancer-Fitzgerald-Sample), 100% of net profits from program only "specified number of days each week."

CBS also listed these network-produced film shows in which profit participation is shared with rights owners, talent and others: *Line-Up*, CBS has 60% participation in net profits on original showing and rerun & subsidiary rights. *Phil Silvers Show*, 50% in net profits on original, rerun & subsidiary rights. *Red Skelton Show*, 100% net profit from live shows, 50% from film programs, with 50% of net profits from film program reruns and 50% of net from subsidiary rights.

For following live shows produced by CBS, network listed these participations: *Arthur Godfrey Show*, *Talent Scouts & Arthur Godfrey Time*, "55% of net profits up to a specified point and then 100% of profits." *Person to*

Person, 33% of net profits. Regional pro football, 50% of net profits in certain instances and 100% in other instances.

Network also submitted list of 27 programs wholly owned and produced by CBS.

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NBC submitted table giving "type of NBC interest" and "extent of NBC interest" in all outside-produced shows (March 25-31, 1956). These are shows listed:

Children's Corner (Small World Enterprises) & *Uncle Johnny Coons* (CNC Productions), NBC handles merchandising, 50% of net profits. *Dragnet* (Sherry TV), handles syndication, 30% of net profits. *Frontier* (Outpost Productions), handles syndication, 40% of gross receipts plus 50% of net profits from syndication, merchandising & subsidiaries.

George Gobel Show (Gomalco Productions), 33½% of net profits, participates in merchandising & subsidiary revenues. *It's a Great Life* (Raydic), handles syndication, 35% of gross receipts, participates in syndication, merchandising & subsidiary revenues. *Pinky Lee Show* (Inter-video Productions & Oceanic TV Productions), 42½% of net profits, participates in merchandising & subsidiaries. *Medic* (Medic TV Productions), handles syndication, 35% of gross receipts, 20% of net profits from syndication, merchandising & subsidiaries.

People Are Funny (People Are Funny Productions), handles syndication, 35% of gross receipts. *Queen for a Day* (Raymond R. Morgan), 33½% of net profit, participates in merchandising revenues. *Martha Raye Show* (Melmar Productions), 50% of net profit participation in film series if ordered by NBC. *Roy Rogers Show* (Frontiers Inc.), handles syndication, 35% of net profits.

Tennessee Ernie Ford Show (TEF Inc.), handles "certain merchandising," 50% of net profits. *Loretta Young Show* (Lewislor Enterprises), 50% of net profits, participation in syndication, merchandising & subsidiaries.

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ABC submitted: *Ozzie & Harriett* (Ozzie Nelson), 40% of net profits from first run and reruns. *Danny Thomas Show & Ray Bolger Show* (Materto Productions), 33½% of net profits from first run and reruns (U. S. & Canada only). *Wyatt Earp* (Wyatt Earp Enterprises), *Jim Bowie* (616 Corp.) & *Wire Service* (Wire Service Productions), 50% of net profits from first run, reruns and merchandising.

TALENT CONTRACTS cover 51 CBS & NBC performers in the \$50,000-a-year-and-up bracket, according to information filed by the networks with Rep. Celler's anti-trust subcommittee at request of the chairman. Names of performers weren't mentioned in connection with the salary tabulations.

NBC reported it has 3 performers under contract at over \$200,000 a year, 5 at \$150-\$200,000 a year, 7 at \$100-\$150,000 and 16 at \$50-100,000. CBS has 3 in over-\$200,000 category, 3 making \$150-\$200,000 a year, 5 at \$100-\$150,000 and 9 at \$50-\$100,000.

In breakdown of long-term contracts, NBC listed Milton Berle as only performer signed for 20 years or more. Under 15-19 year contracts are Jimmy Durante, Eddie Fisher, Marlin Perkins, Martha Raye; 10-14, Sid Caesar, Perry Como, Dave Garroway, Paul Gilbert, Dr. Frances Horwich, Jack Webb. NBC said 32 performers are under 5-9 year contracts (including J. Fred Muggs).

ABC's only long-term performer contracts are 10-year pacts with Ozzie & Harriet Nelson, Don McNeil and John Daly; it has 5 year contract with Martin Block. "In the aggregate," ABC said it pays these performers \$650-\$700,000 a year. Only producer under contract to ABC is Walt Disney.

SPOT TV EXPENDITURES by national and regional advertisers declined seasonally in third quarter to \$83,863,000 from \$105,584,000, bringing 9-month total to \$289,656,000. For 12 months ended Sept. 30, total came to \$393,528,000—and ex-pres. Oliver Treyz's earlier estimate that spot would account for gross of \$400,000,000 in calendar 1956 would seem well on way to fulfillment. Figures cover expenditures for facilities only; after frequency discounts, but with talent & production costs added, total for 1956 has been estimated by Treyz at \$330,000,000.

Norman E. Cash, newly elected pres. of TvB, noted that tobacco and beer advertisers increased their expenditures on spot in third quarter, as exceptions to trend to reduce outlays. He also noted that publishing industry had biggest product classification percentage increase in spot expenditures, saying: "TV is delighted with this advertising endorsement from print media."

TvB said 2536 companies, of whom 1031 spent at least \$5000 during the quarter, made up the grand total. In third quarter of 1955, it was estimated that 2552 advertisers used spot, 2042 in third quarter of 1954. Of the \$83,863,000 total, \$49,360,000 (58.9%) was spent on evening shows, \$25,733,000 (30.7%) daytime, \$8,770,000 (10.4%) late-night. Also, \$37,122,000 (44.3%) went for announcements, \$18,628,000 (22.2%) for shows, \$17,963,000 (21.4%) for partic., \$10,150,000 (12.1%) for ID's.

Report is made up of 294 stations covering 197 markets, as compiled by N. C. Rorabaugh Co., and is projected on one-time rated basis. It lists estimated expenditures of top 200 spot advertisers, breaking them down also by product classifications.

Procter & Gamble continues in first place, followed by Brown & Williamson Tobacco, General Foods, Philip Morris, Sterling Drug. Among product classifications, food & grocery led with \$21,775,000 outlay in quarter; cosmetics & toiletries, \$8,950,000; ale, beer & wine, \$8,463,000; tobacco products & supplies, \$7,823,000; drug products, \$5,925,000; household laundry equipment, \$3,284,000.

Top 10 agencies handling spot billings: (1) Ted Bates & Co. (2) McCann-Erickson. (3) Leo Burnett Co. (4) Young & Rubicam. (5) Benton & Bowles. (6) BBDO. (7) Dancer-Fitzgerald-Sample. (8) J. Walter Thompson. (9) Lennen & Newell. (10) Wm. Esty Co. Lennen & Newell appears among top 10 for first time.

TvB lists these top 50 advertisers and their estimated total spot expenditures for third quarter:

1. Procter & Gamble..\$2,873,700	27. Harold F. Ritchie Inc. 485,800
2. Brown & Williamson 2,826,700	28. P. Ballantine 485,300
3. General Foods 2,440,200	29. Nestle Co. 474,600
4. Philip Morris 2,070,000	30. International Latex 467,900
5. Sterling Drug 2,040,500	31. Swift & Co. 467,100
6. Colgate-Palmolive 1,839,900	32. Charles Antell 467,000
7. Lever Brothers 1,502,300	33. R. J. Reynolds 465,000
8. Carter Products 1,391,700	34. Esso Standard Oil 444,700
9. Continental Baking 1,387,500	35. Revlon 435,000
10. National Biscuit 1,141,900	36. Better Living Enterprises 433,300
11. Liggett & Myers 1,129,800	37. Hamm Brewing Co. 417,900
12. Miles Laboratories 1,103,000	38. Ford Motor Co. 406,200
13. Bulova Watch 973,000	39. Anheuser-Busch 398,300
14. Robert Hall Clothes 943,200	40. Wesson Oil 393,300
15. Kellogg Co. 917,100	41. Northern Paper Mills 371,900
16. Warner-Lambert 853,400	42. Standard Brands 370,000
17. American Tel. & Tel. 786,600	43. American Home Foods 362,000
18. Coca-Cola Bottlers 783,900	44. Simmons Dealers 360,300
19. Corn Products 775,000	45. Florida Citrus 358,200
20. P. Lorillard 762,000	46. Gillette 356,200
21. Nehi Bottlers 733,900	47. Lee Ltd. 352,600
22. Helaine Seager Co. 681,100	48. General Motors 351,300
23. Pabst Brewing 640,400	49. Reader's Digest 350,600
24. Shell Oil Co. 630,200	50. Chesebrough-Ponds 350,500
25. Sales Builders 531,300	
26. Pepsi Cola Bottlers 488,800	

* Includes Toni and Paper-Mate.

Increase of 7½% in compensation to NBC Radio affiliates will be effective Jan. 1, or 2 weeks before start of new programming format involving 5 min. of news on the hour, creation of "hot line" service for top news breaks and extension of *Monitor* format (Vol. 12:45).

Network Accounts: Kraft Foods, in addition to renewing *Kraft TV Theatre* for 10th straight year on NBC-TV, this week bought Thu. segments of 4 daytime programs on NBC-TV in transaction estimated at \$1,900,000, thru J. Walter Thompson; Foote, Cone & Belding; Needham, Louis & Brorby. New program purchases are 12-12:15 p.m. portion of *Tic Tac Dough*; 3-3:20 p.m. segment of *Matinee Theatre*; 4:45-5 p.m. of *Modern Romances*; 5-5:15 p.m. of *Comedy Time* . . . Pan American Airways to replace Aluminum Co. of America as sponsor of Ed Murrow's monthly *See It Now* series on CBS-TV starting with Dec. 2 program on "Secret Life of Danny Kaye," thru J. Walter Thompson . . . Revlon to substitute *Can Do*, new audience-participation show with prizes up to \$50,000, in place of *Most Beautiful Girl in the World*, on NBC-TV starting Nov. 26, Mon. 9-9:30 p.m., thru BBDO . . . Coca-Cola to cancel *Eddie Fisher Show* on NBC-TV at end of Feb., plans to divert \$4,000,000 spent for show to local and national spot . . . Kellogg to be alt. sponsor (with Whitehall Pharmacal) of *Name That Tune* on CBS-TV starting Nov. 27, Tue. 7:30-8 p.m., thru Leo Burnett . . . Warner-Lambert (Emerson Drug and Richard Hudnut) to share 15 min. of *Your Hit Parade* on NBC-TV, Sat. 10:30-11 p.m., thru Lennen & Newell; Lucky Strike continues as co-sponsor . . . Pittsburgh Paint Co. buys alt. 15 min. of *Garry Moore Show*, Mon.-thru-Fri. 10-10:30 a.m., thru Maxon Inc., Detroit . . . Sherwin-Williams Paint Co. buys Wed. 10:30-10:45 a.m. segment of *Arthur Godfrey Time* on CBS-TV, Mon.-thru-Fri. 10:30-11:30 a.m., thru Fuller & Smith & Ross, Cleveland . . . Standard Brands buys Tue. 15 min. of *Queen for a Day* on NBC-TV, Mon.-thru-Fri. 4-4:45 p.m., thru J. Walter Thompson . . . American Can Co. buys alt. Tue. of *News Caravan* on NBC-TV, Mon.-thru-Fri. 7:45-8 p.m., thru Compton Adv. . . Ideal Toy Corp. and Sweets Co. of America to share sponsorship of Macy's Thanksgiving Day Parade on NBC-TV Thu. Nov. 22, 11 a.m.-noon, thru Grey Adv. and Eisen Adv.

Rate increases: WNHC-TV, New Haven-Hartford, Dec. 1 adds Class AA hour (7:30-10:30 p.m. Mon.-Sat. & 6-10:30 p.m. Sun.) at \$1000, min. at \$225, Class A hour going from \$800 to \$850. WEAU-TV, Eau Claire, Wis. Dec. 1 raises base hour from \$250 to \$300, min. \$50 to \$60. KBOI-TV, Boise, Ida. Nov. 1 raised hour from \$200 to \$250, min. \$50 to \$60. WINK-TV, Fort Myers, Fla. Dec. 1 adds Class AA hour (7:30-10 p.m. daily) at \$180, min. at \$30, Class A hour going from \$150 to \$90. KLIX-TV, Twin Falls, Ida. Nov. 1 raised hour from \$150 to \$175. KCSJ-TV, Pueblo, Colo. Nov. 1 raised hour from \$150 to \$155, also added Class AA rate (7:30-9 p.m. daily) applying only to 15 min. at \$75, 5 min. at \$55, min. at \$45, 10 sec. at \$28.

All media showed average 10% gain in first 9 months of 1956 over same period year ago, with Sept. 7% ahead of Sept. 1955, according to *Printers' Ink* index. Network TV was down 15% from Aug. to Sept., chiefly because of increased expenditures for political conventions, but was still 21% higher than for first 9 months of 1955; network radio was down 20% for 9 months; magazines, up 10%; newspapers and business papers, up 9%; outdoor, up 5%.

New NBC-TV morning program lineup, effective Dec. 31: 7-9 a.m., *Today*; 10-11, *Home* (replacing *Ding Dong School* and *Bandstand*); 11-11:30, *Price Is Right*, new show starring Bill Cullen; 11:30-noon, to be announced.

Described as TV's first "eastern," TPA's *Hawkeye and Last of the Mohicans*, will be sponsored on west coast by Langendorf United Bakers starting in Jan., thru Compton Adv., San Francisco. It's produced in Canada.

Australian version of NBC Radio's week end *Monitor* was to debut on station 2GB in Sydney Nov. 18, Sun., noon-5 p.m., using same name and format.

FIRST FINAL DECISION in months emerged from FCC this week, when Commission reversed examiner and awarded Ch. 6, Paducah, Ky., to WKYB (*Sun-Democrat*), denying Columbia Amusement Co. (theatres).

Commission also issued 2 uncontested CPs, plus grants for 2 translators. Ch. 10, Augusta, Me., was granted to Pine Tree Telecasting, owned by Richard S. Robie (auto & truck rentals, storage, moving); Ch. 34, Port Huron, Mich. to WHLS; Ch. 70 & 76 translators to Ochoco Telecasters, Prineville, Ore., which proposes to rebroadcast KOIN-TV & KLOR, Portland.

Paducah decision was a close one, so close that new Comr. T. A. M. Craven participated in the 4-3 vote. Dissenters were Comrs. McConnaughey, Hyde & Mack—who rarely line up together in such cases.

WKYB was given the nod because of broadcast experience, ownership-management integration, superior civic participation. Commission said theatre organization had edge in “diversification,” but not enough to swing the decision. Commission also frowned on Columbia’s business practices.

Paxton family controls WKYB, and Edwin J. Paxton Jr. is to be TV station manager. Leo F. Keiler and family own Columbia Amusement.

First “economic injury” question about translators arose, meanwhile, when Commission questioned Orchards Community TV Assn. about its plans for 2 units in Ida. Commission noted objections by KLEW-TV, Lewiston (Ch. 3), which said it couldn’t hope to keep going if the translators are added to existing community antenna systems there. Commission asked Orchards how it would supply service now rendered by KLEW-TV if latter were driven out of business.

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FCC upped its batting average in Court of Appeals this week, after series of strike-outs, by getting sustained in its decision to keep share-time WVET-TV & WHEC-TV, Rochester, N. Y. (Ch. 10) on air pending hearing on pro-

New system of publishing texts of major decisions will be inaugurated by FCC Jan. 11, limiting mimeographed copies to parties involved in specific decisions and the press—but making printed copies available through Govt. Printing Office after about a week’s delay. Commission will continue to announce decisions as at present, but only one copy of full text will be posted for inspection by those other than parties and press. GPO service will be weekly, available at \$6.75 annually from Supt. of Documents, GPO, 710 N. Capitol St. Individual copies of weekly pamphlets, entitled “Federal Communications Commission Reports,” will be available from GPO on limited basis at average of 15¢ each. Pamphlets will contain about same material heretofore contained in FCC’s annual bound volumes. So far, 14 annual volumes have been printed, covering years up to July 1, 1950. Volumes 15-21, covering period from then until Dec. 31, 1956, will be printed as funds become available. Material covered in weekly service will include major decisions in docket cases, initial decisions which become final, memorandum opinions and orders, etc. Pamphlets will be issued on Fridays, covering material announced during preceding, not current, week. Reason for change, FCC said, is to improve quality of copies available and to make the information available directly from Govt. to those outside Washington.

Amendment of NARTB by-laws to re-establish offices of director-at-large on radio and joint boards of NARTB was approved by 735 to 290 vote this week. Terms of present 8 directors-at-large—2 each for large, medium, small & FM stations—will expire in April 1957.

test brought by radio WSAY. Originally, FCC had dismissed WSAY’s protest “for lack of specificity.” WSAY then won court decision forcing Commission to hold hearing on the protest. Meanwhile, Congress amended protest law and Senate Commerce Committee specifically stated it intended that Commission be permitted to keep existing stations operating in such cases if it felt that public interest so dictated.

Contending FCC delayed while waiting for amendment to law, WSAY went back to court demanding stations be taken off air pending hearing. Judges Prettyman, Fahy & Washington, in unanimous decision written this week by Judge Fahy, noted: “The Commission says operations were not required automatically to discontinue upon a finding that the protest was valid and called for a hearing. We think this construction of the statute is a reasonable one which we should accept.” Court also stated it didn’t believe WSAY had been deprived of “due process” when FCC applied amended protest law to keep the TV stations operating.

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Allocations front was relatively quiet. There were reports that an FCC crew was surveying Peoria-Springfield-Decatur area, studying field strengths, market data, etc.—but Commission sources said this is only part of continuing project of collecting propagation data, not a “de-intermixture study.”

One channel change was finalized—shift of Ch. 15 from Angola to Ft. Wayne, replacing it with Ch. 77. Since WINT now uses Ch. 15, with studio designated as Waterloo, it is now free to apply for Ft. Wayne identification.

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With some attorneys bitterly opposed to certain provisions of FCC’s proposed changes in Part I of its rules, covering procedures, Federal Communications Bar Assn. has scheduled seminar in Dept. of Commerce auditorium evening of Nov. 30. Participants will include FCC staff members and FCBA committee under chairmanship of ex-FCC gen. counsel Benedict P. Cottone.

TV sales and transfers reported this week: (1) WRGP-TV, Chattanooga (Ch. 3) will have Ramon G. Patterson as sole owner, following his acquisition of additional 50% interest from Judge Will Cummings, who plans to place his funds in foundation for home for elderly. Patterson is paying \$95,800 for Cummings’ interest, also paying off \$32,000 in notes due him. WRGP-TV Sept. 30 balance sheet filed with application shows deficit of \$90,339. Tangible property is listed at \$553,927 out of total \$681,483 assets. (2) CP for WINR-TV, Binghamton, N. Y. (Ch. 40) is included in \$165,000 sale of 10-year-old radio WINR by group headed by Mayor Donald W. Cramer. Buyer *Binghamton Press* plans to build TV “as soon as practicable,” according to newspaper’s gen. mgr. Albert B. Engelbert. Previously reported sale of properties to Peter Bordes and Joseph L. Rosenmiller last summer (Vol. 12:36) has been cancelled. (3) KSHO-TV, Las Vegas (Ch. 13) and KBMI, Henderson, Nev. are being sold for some \$303,000 by Moritz Zenoff to Albert Zugsmith interests (Vol. 12:38), according to application filed with FCC this week. KSHO-TV sale is for \$26,000, with buyer assuming \$195,000 in obligations, including \$45,000 advanced by Wilbur Clark, owner of Las Vegas’ Desert Inn. Radio KBMI sale is for \$65,000 with new owners assuming \$17,500 in obligations. (4) KERO-TV, Bakersfield, Cal. (Ch. 10) is being sold by Albert E. DeYoung interests, details undisclosed.

James L. Knight, exec. v.p. of Knight Newspapers Inc. (WAKR-TV & WAKR, Akron; part ownership of WCKT & WCKR, Miami), elected pres. of Southern Newspaper Publishers Assn.

PORTLAND, ORE. now has 3 vhf outlets, 1 uhf, Mrs. A. Scott Bullitt's KGW-TV (Ch. 8) having shown initial test pattern picture Nov. 8. It will be on air 6 days weekly with test patterns until commercial debut as ABC-TV affiliate Dec. 17. City's other outlets are KLOR (Ch. 12), KOIN-TV (Ch. 6) and KPTV (Ch. 27), 1952 pioneer uhf station which was sold to Storer in 1954 by Herbert L. Mayer (Vol. 10:44) and which lost out this week in effort to switch to Ch. 3 (see p. 1). On-air box score now stands at 491 (96 uhf).

KGW-TV has first 100-kw RCA transmitter built, also has 600-ft. Ideco tower with 8-bay custom-built RCA antenna at 6701 N.W. Skyline Dr. Majority stockholder is Mrs. Bullitt's KING-TV, Seattle, with 79%; remainder of stock is held by following Portland area businessmen: Henry A. Kuckenberg, 11.67%; Paul F. Murphy, 6.25%; Gordon D. Orput, 2.5%; Prescott W. Cookingham, .5%. James L. Middlebrooks, ex-KING-TV, is engineering v.p. and Walter E. Wagstaff, ex-KIDO-TV, Boise, Ida., station mgr. Others coming from KING-TV are John H. Pindell, sales mgr.; Thomas Dargan, program mgr.; Bernard E. Carey, production mgr.; Clare H. Hanawalt, chief engineer; Richard Ross, news director. Base hour is \$700. Rep is Blair-TV.

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

KICA-TV, Clovis, N. M. (Ch. 12) has combined TV-radio studio-transmitter building ready at 10th & Sycamore Sts., plans Nov. 21 test patterns, Dec. 1 start as CBS Extended Market Plan affiliate, reports Garfield C. Packard, pres. & gen. mgr. It has 5-kw GE transmitter and 200-ft. Stainless guyed tower with 6-bay antenna. In addition to Packard, other 1/3 owners are Mae Strauss, manufacturers' representative and Frank Lesley, accountant. Base hourly rate will be \$150. Rep will be Pearson.

KUMV-TV, Williston, N. D. (Ch. 8) plans Christmas Day start as partial satellite of KFYR-TV, Bismarck (Ch. 5), writes Wm. Ekberg, pres. of KFYR-TV & KFYR. It recently got FCC approval to build 7-hop microwave between Williston and Bismarck, money to build system loaned by Missouri Valley TV Corp., owned by some 7000 Williston area residents (Vol. 12:38). Studio-transmitter building is ready for 10-kw GE transmitter shipped Nov. 13. Footings are ready for 878-ft. Stainless tower and 12-bay antenna is due shortly. Base hourly rate not set. Rep not chosen.

KONO-TV, San Antonio, Tex. (Ch. 12) has 50-kw RCA transmitter and 12-bay antenna due by Dec. 1, plans Jan. 15 test patterns, Jan. 20 ABC programming, reports James M. Brown, v.p. & gen. mgr. Walls and floors are in for transmitter house and studio-office building and foundation is completed for 574-ft. Ideco tower. Base hour will be \$560. Reps will be H-R Television and Clarke Brown (south & southwest).

KTVC, Ensign, Kan. (Ch. 6) is building own relay from Stafford, using Raytheon equipment, plans Jan. 15 start, reports v.p.-gen. mgr. Wendell Elliott, also gen. mgr. of nearby radio KGNO, Dodge City. Studio-transmitter house is being built at site due south from Cimarron, about 75 mi. from Stafford. It plans semi-satellite operation, picking up Wichita station. It has 5-kw GE transmitter on hand with 6-bay GE antenna due Jan. 1. Concrete has been poured for footings of 600-ft. Lehigh tower. Base hour will be \$100. Rep not chosen.

KVIT, Santa Fe, N. M. (Ch. 2) has transmitter equipment purchased from Sarkes Tarzian due Dec. 30 and plans Feb. start, reports Larry Boggs for owner Video Independent Theatres, Okla.-Tex. chain. VIT also owns

12 1/2% of KWTW, Oklahoma City, holds CP for KSPS, Hot Springs, Ark. (Ch. 9), is TV applicant for Sioux Falls, S. D. and Elk City, Okla. Base is ready for 400-ft. Andrews tower, but other construction awaits Nov. 30 installation of power line. KSPS, Hot Springs, is due to have road to mountain transmitter site ready Nov. 30, plans start next March. It will have 200-ft. Andrews tower. Reps not chosen.

WCBC-TV, Anderson, Ind. (Ch. 61) hasn't set target, having recently applied for Ch. 26, newly assigned to Anderson from Indianapolis. It has 1-kw RCA transmitter wired and ready, base is nearly ready for 500-ft. Ideco tower, and antenna is to be installed in approximately 2 months, reports program director Charles Bates for owner Great Commission Schools Inc. (Church of God denomination), which operates local school system and Anderson College & Theological Seminary. Studios will be at new transmitter site, 2000 State Rd. 67 W., plans to use campus auditorium having been abandoned. Rates not set. Rep not chosen.

WGTV, Athens, Ga. (Ch. 8, educational) has ordered RCA equipment package and plans to begin transmitter & tower construction shortly after first of year, reports Gerard L. Appy, associate director of communication services of U of Georgia's Center for Continuing Education. Its 25-kw transmitter and 1000-ft. Stainless tower with 18-section antenna on Jacks Creek Mt. are to be connected with studios 17-mi. away via microwave. The \$2,500,000 Georgia Center, which will operate WGTV, is primarily intended as short-term study center for adults. It is being built under W. K. Kellogg Foundation grant and state funds and will have living and dining facilities as well as 2 TV studios, auditorium, numerous conference rooms. All bedrooms are to be equipped with TV receivers and studios are expected to be ready for closed-circuit use by Feb. 1. In addition, distribution of tape recordings to radio stations and production of documentary & educational films is planned. Edward Graham Jr., ex-WSM-TV, Nashville, is chief engineer.

KGMS-TV, Sacramento, Cal. (Ch. 46) hasn't been "placed on a definite building schedule," reports gen. mgr. & 1/3 owner Irving J. Schwartz, who adds that grantee is busy changing daytime KGMS to 1-kw unlimited operation.

CHEK-TV, Victoria, B. C. (Ch. 6) has changed target to end of this month, reports v.p.-gen. mgr. Charles R. White. It will use 500-watt Standard Electronics transmitter and 180-ft. Stainless tower with Alford antenna. Base hour will be \$210. Reps will be Forjoe and TV Representatives Ltd.



On-air translator stations now number 6, latest to report starts being K70AE, Truth or Consequences, N. M. (Ch. 70) and K70AF, Cortez, Colo. (Ch. 70). New Mexico's first translator started Nov. 8, picking up KOB-TV, Albuquerque, and reception is "as clear or clearer than in Albuquerque," reports city manager Robert B. Laursen. Cortez outlet went on air Nov. 1, also repeating KOB-TV, but at present is having to work out several bugs to improve "fair" picture, writes John E. Moss, pres. of T.V. Inc.

Equipment shipments reported this week: By RCA—50-kw transmitter Nov. 13 to upcoming KONO-TV, San Antonio (Ch. 12); 6-section superturnstile antenna Nov. 12 to upcoming KTCA, St. Paul-Minneapolis (Ch. 2); 8-section antenna Nov. 15 to WTVW, Evansville (Ch. 7). By GE—10-kw transmitter Nov. 13 to upcoming KUMV-TV, Williston, N. D. (Ch. 8).

KGEO-TV, Enid, Okla. (Ch. 5) Nov. 13 notified FCC that it had begun operating with RCA antenna on 1356-ft. tower, 31-mi. southeast of Enid, after delay caused by crash of original antenna when it was being removed from old tower (Vol. 12:40).

Telecasting Notes: Sharp rebuttal to critics' complaints that current TV season is dull and lacking in innovation comes from NBC pres. Robert W. Sarnoff in Nov. 15 interview by *New York Herald Tribune* TV columnist Marie Torre. "It appears," Sarnoff is quoted, "there is little recognition of the fact that TV shows, here at NBC anyway, have been improving all the time. *Producers' Showcase*, for instance, makes great efforts to provide viewers with the very best talents in and out of TV. *Perry Como* is a hit this season. *Groucho Marx* is drawing higher ratings; so are *Dragnet* and *Loretta Young*. And Steve Allen's Sunday show is getting better all the time. I don't suppose, though, that the season would be less dull to our critics if we beat *Ed Sullivan*" . . . TV's big need for this season, according to Sarnoff, was improvement of present program formats, rather than new departures in programming. "We've done a lot of analyzing on the subject and we've decided to stay with what we've got. The forms have been accepted and liked. Now the important thing is program substance. Our interest is to make NBC the No. 1 network and we're going to do whatever is necessary to provide the kind of programming that maintains vitality in network service, whether it be spectaculars, news shows drama, comedy—all aspects" . . . Sarnoff assailed TV critics who "want to act as program editors and controllers," adding: "They tell you how and where to spend your money and what your obligations are. I appreciate the criticism when it is constructive" . . . Networks are already working on 1957-58 season, with CBS-TV reportedly considering major change in Sat. evening line-up which would see 3 one-hour shows slotted 8-11 p.m.; following *Jackie Gleason Show* at 9 p.m. would be Perry Mason mystery drama series; 10-11 p.m. would be occupied by *The Big Record*, variety show based on current recorded hits . . . Residual payments to Screen Actors Guild members for reruns of TV films have totaled \$2,155,455 since 1954 . . . Huge backlog of potential TV drama material—entries by amateur writers in McFadden Publications' "true story" contests—is being tapped by producers Wilbur Stark & Jerry Layton in proposed 5-times-weekly 30-min. daytime show under title *True Story*, with nighttime show based on same material also contemplated . . . TV drama writing as a mature art received boost from *Kraft TV Theatre*, which Nov. 14 presented \$50,000 award—biggest cash prize in literary field—for best Kraft TV script of year, to Wm. A. Noble for his first 60-min. TV script, "Snap Finger Creek," aired Feb. 22 . . . Comedy writing talent search initiated last year has paid off to the extent that 5 of the 9 young writers placed under contract by NBC are now regularly assigned to major NBC-TV shows, according to program development director Leonard Hole . . . Giveaway fever spreads to Britain: New commercial TV program, *The £1000 Diamond Rush*, which made debut last week, invites viewers to send in for map which contains answers to clues given weekly by program's m.c. Winner gets prize of £1000 (\$2800) worth of uncut diamonds . . . Another TV playwright "graduates" to Broadway: Robert Alan Aurthur, of the famous Fred Coe stable of TV writers, is author of *A Very Special Baby*, which opened in N. Y. Nov. 14.

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In expansion drive, "Friendly Group" (Berkman-Laux interests) is out to buy full complement of stations allowed by FCC, meanwhile stepping up promotion of properties in which they now hold interests: WSTV-TV, Steubenville (Ch. 9) & WSTV; KSWM-TV, Joplin, Mo. (Ch. 12) & KSWM; CP for WBLK-TV, Clarksburg, W. Va. (Ch. 12) & WBLK; radio stations WPIT, Pittsburgh; WBSM, Boston; WPAR, Parkersburg, W. Va. This week, group held press conference in New York, promoting WSTV-TV, claiming Pittsburgh as "bonus" coverage.

Continuing increase in TV viewing, based on 3 measurements of Nielsen data, was detailed by TvB this week. Its findings: (1) "In percent of all TV homes tuned per average minute, there were more homes viewing TV in every month this year" (Jan.-thru-Sept.) except during mornings of Feb. and June. "Over-all, for the entire broadcast day, the number of homes using TV per average minute is 18% higher in a Jan.-thru-Sept. comparison of 1956 with the same period in 1955." (2) For 8 out of 9 months this year, more hours were spent in home TV viewing than in corresponding months of 1955; in 7 of these months, all-time viewing records were established for those months. (3) Average network week end daytime program in first 9 months of 1956 had audience 24% greater than in same 1955 period; average network week-day daytime program, up 21%; average network evening program, up 18%. Gene Accas, operations director of TvB, said special study was undertaken to "clarify current TV viewing trends, and to point out the problems that may be inherent in attempting to analyze national activity by single-market studies of TV today." Another TvB study, conducted for it by Pulse Inc., compared TV viewing with newspapers, found that 120,450,000 people view TV in average day, compared to 107,250,000 newspaper readers; average individual devotes one hour & 45 min. per day to TV viewing, 34 min. to newspaper.

TV newscasts have "tremendous impact" on steadily increasing number of viewers, Sig Mickelson, CBS v.p. in charge of news and public affairs, told TV-Radio News Directors Assn. this week. "TV news is beginning to acquire a distinctive pattern of its own—a pattern which fuses the best qualities of newspapers, radio news broadcasts, the newsreels and its own contribution to news coverage," he said. "Its future . . . is about unlimited." He said biggest problems are to convince reluctant TV station owners to spend more money to obtain qualified newsmen, to avoid too much dependence on film in lieu of interpretation and to use mechanical devices to tell news, rather than merely to show off gadgets. In latter connection, he commented: "I am still wondering whether we didn't, for example, make a serious error at the Republican national convention in San Francisco when we permitted ourselves to go chasing off after President Eisenhower on his way to the St. Francis Hotel after his arrival at the airport rather than to return to the speeches . . . The ratings would indicate that the public liked what it got but I still wonder if perhaps we should not have stayed with the story rather than show off our gadgets."

Defending BMI against charges made by ASCAP-affiliated song writers at last September's Celler anti-trust subcommittee hearings in New York, Tennessee Gov. Clement told WSM's 5th annual National Disk Jockey Festival in Nashville that he will ask to appear before subcommittee to "tell its members the truth." He added: "The plot to do away with BMI will also stifle country music. [It] will do away with millions of dollars of income now going into the pockets of people like you . . . Before BMI came into existence, no country music composer or publisher ever received any money from ASCAP." Meanwhile, BMI submitted supplementary statement to Celler subcommittee pointing out that only 624 of nation's more than 3000 radio stations are BMI stockholders. For 1951-55 period, it added, CBS reportedly paid \$12,920,156 to ASCAP but only \$4,581,632 to BMI, while NBC paid ASCAP \$11,872,000, BMI \$3,824,000.

"Network Concept of Tomorrow" will be subject of talk by Ely A. Landau, pres. of NTA and NTA Film Network, at Radio & TV Executives Society luncheon Nov. 21 at Hotel Roosevelt, N. Y.

TV's FUTURE—SHAKE-OUT, THEN STABILITY: Conditions in TV manufacturing are going to get worse before they get better -- but they will get better. That observation, in effect, was expressed this week by Philco pres. James M. Skinner Jr. and Sylvania chairman-pres. Don G. Mitchell, as trade continued to reverberate from discontinuance of Crosley & Bendix home appliance divs., followed this week by formal announcement of Philco's purchase of Bendix home laundry equipment business for undisclosed price (but understood to be around \$6,000,000, with inventory adjustment).

Skinner spoke to newsmen at Philco distributor convention in Chicago Nov. 16, called to introduce new Bendix-brand laundry line. Though bulk of his comment concerned laundry equipment, Skinner's remarks on TV's future were no less important.

"TV is going through a rough period now and, frankly, I don't see much prospect of improvement until the second quarter of 1957 at the earliest," he said. He remarked that color could give TV market big lift but doubted that it would be much of a factor until 1958, more likely 1959.

Skinner also expressed concern about high TV inventories. Though he cited no figures, it's reliably reported that inventories rose again in Oct. -- this time to estimated total of 2,600,000 at all levels as of Nov. 1, highest in TV history.

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Mitchell spoke to Electrical Associates Inc. in N.Y. Nov. 15, said that competition in TV-radio-appliances is "more intense, more diversified and more imaginative than ever before, and a great deal more costly -- and it will continue to be so for a long time." But he said that current "shake-down" period will eventually give way to period of "reasonable stability," pointed out that auto industry also went through attrition periods at critical points in its history.

"Special deals, big discounts, trade-ins and special promotions" characterize current TV market, he said. Distribution is key to survival, he said, adding that "without proper distribution, you have nothing." And adequate capitalization is most important requirement for distribution today, far more important than whether independent distributor or factory branch is used, he said. "Shoestring distribution ventures in TV-radio-appliances cannot and will not be successful," he declared.

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Philco's purchase of Bendix included all Bendix laundry trademarks, patents, tools and dies, foreign licenses and current inventories. Formal transfer will be effective Nov. 30. Also announced was a separate agreement whereby Bendix laundry equipment and Philco electric ranges will be manufactured to Philco specifications in Avco plant in Nashville. This arrangement will augment Philco's laundry equipment manufacturing operations at Dexter plant in Fairfield, Ia. Agreement also specifies that Philco will service all Crosley products, including TV-radio-phonos.

Philco thus will market 3 brands of laundry equipment through its distributors and dealers -- Philco brand, Dexter and Bendix. Philco distributors will start to liquidate old Bendix line Dec. 1; Philco itself will not introduce new laundry line in Jan. as usual, but will modify present line.

The enormous changes that Philco has undergone this year in effort to improve its market position are underscored by Bendix deal. In 1956 alone, Philco has named a new president, reorganized its executives, moved into factory service, adopted an automated production line, settled an anti-trust suit on distribution franchises, changed ad agencies, signed a broad-scale retailing agreement with Firestone stores and bought a major laundry equipment manufacturer. And, as a final fillip, this week it announced it's offering its first tape recorders (at \$200 & \$210) to distributors. Philco is not making the tape recorders, but company refused to reveal who is.

Philco isn't through with changes, by a long shot. "This is a 'new look' at

Philco," said spokesman, "and we won't be satisfied until we're No. 1." It seems evident that more changes will be made shortly in appliances, for this has been the poorest part of Philco's over-all business. And, though no figures are disclosed, TV market men agree that GE has taken over Philco's No. 2 position in TV.

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Distribution Probe: Senate Small Business Committee's projected investigation of TV-radio-appliance distribution (Vol. 12:42-43), slated for early next year though no date for hearings has been set, is likely to be considerably broader than first indicated. Current thinking of committee staff is that probe will consider rising trend of mergers, acquisitions, part ownerships, et al in TV-radio-appliances. The Whirlpool-Seeger combine, in which RCA and Sears each owns about 20%; Philco's purchase of Bendix; Admiral's acquisition of Raytheon's TV-radio business are cited by committee spokesman as examples of topics likely to be covered. Also due for consideration is question of why more than 30 TV-radio or appliance manufacturers without full lines have gone out of business in last 2 years and what effect this has had on accelerating full-line production and/or distribution.

"Far more than franchise problems are involved," said spokesman. "We've come to realize that no thorough study of distribution could be undertaken without taking up mergers and other problems relating to economic concentration." Incidentally, it's also learned that Sen. O'Mahoney (D-Wyo.), chairman of Senate Judiciary anti-trust subcommittee, is also interested in economic concentration in appliance industry. He refrained from extensive questioning of General Motors officials about operations of Frigidaire div. in 1955 probe of auto franchises because it was anticipated that subcommittee would take up appliances later. It's understood that any legislation resulting from Small Business Committee probe would have to be taken up in hearings by O'Mahoney subcommittee.

How to Make TV Profitable: How goes it with a big private-label manufacturer in these days of increasing mortality among own-brand set makers? Robert Alexander, pres. of Wells-Gardner & Co., prime TV-radio supplier for Montgomery Ward, tells us that his company's unit TV sales will be higher this year than in 1955, and that TV profits will be about same as year ago. In an industry bemoaning shrinking profits, that's tantamount to a declaration of all-out affluence. But Alexander quickly provides the reason: "Remember that we do not make any set smaller than a 21-in. table model, and we make very few of those. Our production is concentrated on higher-end receivers where the profit margins are greater." He said none of his customers had called yet for color sets, but that his company is prepared to produce them now. He also commented that competition in private-label business has been reduced recently, notably by Raytheon's decision to leave TV-radio.

Production: TV output totaled 176,626 week ended Nov. 9, compared with 196,032 preceding week and 171,921 in corresponding week of 1955. It was year's 45th week and brought production for year to date to about 6,453,000, compared to 6,836,071 in corresponding period year ago. Radio production totaled 335,630 (145,761 auto) week ended Nov. 9, compared with 358,217 (152,139 auto) preceding week and 403,488 (188,314 auto) in corresponding week of 1955. For 45 weeks, radio output totaled 11,527,000 (3,905,422 auto) vs. 12,090,138 (5,770,576 auto) in same period year ago.

Quoteworthy quote: "Trade-ins can be extremely valuable to the dealer who is willing to recognize them. The dealer who has set up a proper appraisal system, who reconditions the trade-in to a reliable condition and then merchandises, is only following through on a routine that has proven itself successful in any business throughout the years. To slough trade-ins off at wholesale is only to do yourself and your market harm."—Motorola gen. sales mgr. Allan G. Williams to Iowa Appliance Dealers Assn.

Howard W. Sams Inc. (J. A. Milling, pres.) reports that Oct. was biggest month in its history, with gross volume of \$385,000.

Jerrold Electronics now marketing "Trap-Ease," adjacent-channel trap for TV receivers, at \$19.95.

Average profits of 33% are netted by Puerto Rico's 43 electronics manufacturers, in contrast to 5% profits made by comparable mainland industry group, according to Teodoro Moscoso, Economic Development Administrator of the island. In first profit reports on Puerto Rican 10-year tax-free "Fomento" program to attract U. S. industries, he told N. Y. Rotary Club Nov. 15 that manufacturers taking advantage of it reap about 16% on sales generally, compared with 5% on mainland.

Recommended reading: "BDSA—the Businessman's Agency in Govt.," interview with Business & Defense Services Administration's Electronics Div. chief Donald S. Parris, explaining functions of that agency as they relate to electronics industry, in Nov. 12 *Electronic Week*.

Topics & Trends of TV Trade: TV shipments to dealers totaled 4,590,242 in first 9 months, when production was 5,259,271, compared with shipments of 5,174,732, production of 5,760,506, in first 9 months of 1955, reports RETMA in state-by-state tabulation. Shipments in 5-week Sept. totaled 829,126, compared with 535,936 in Aug. and 1,019,191 in Sept. 1955. Here's RETMA state-by-state 9-month tabulation (county-by-county figures available to members on request to RETMA):

State	Total	State	Total
Alabama	73,643	New Hampshire	15,230
Arizona	31,075	New Jersey	157,882
Arkansas	46,538	New Mexico	16,291
California	437,614	New York	510,843
Colorado	36,973	North Carolina	98,835
Connecticut	73,557	North Dakota	14,633
Delaware	12,203	Ohio	255,832
District of Columbia	40,444	Oklahoma	61,351
Florida	148,970	Oregon	51,790
Georgia	100,648	Pennsylvania	311,127
Idaho	17,305	Rhode Island	23,253
Illinois	252,157	South Carolina	43,956
Indiana	115,050	South Dakota	15,645
Iowa	51,836	Tennessee	83,755
Kansas	50,993	Texas	251,813
Kentucky	75,200	Utah	17,036
Louisiana	86,989	Vermont	11,724
Maine	26,726	Virginia	85,601
Maryland	60,522	Washington	71,908
Massachusetts	136,521	West Virginia	51,679
Michigan	183,130	Wisconsin	84,147
Minnesota	68,625	Wyoming	4,934
Mississippi	43,183		
Missouri	108,097	U. S. Total	4,578,983
Montana	15,102	Alaska	2,506
Nebraska	38,273	Hawaii	8,753
Nevada	8,344	Grand Total	4,590,242

Higher prices for electrical products, including TV-radio-appliances, are necessary if manufacturers are to be able to finance research and expansion programs to keep pace with growing markets in next decade. So said GE pres. Ralph J. Cordiner in address this week to National Electrical Manufacturers Assn. in Atlantic City, adding that "we of GE must admit on hindsight that in 1946, 1947 and 1948 we were unsound in believing that we could hold the price line against a basic inflationary trend of national magnitude." He recalled that GE had raised prices of several TV models by 2%-6% earlier this year, automatic washers and dryers average of 8%, room air conditioners 1%-3%. However, he said that prices of electrical products have been increased at much slower rate than those of autos, furniture, lumber and other hard goods. He predicted 1976 output of electrical products at "around \$90 billion, at today's prices," compared with estimated \$20 billion in 1956.

Price reductions ranging to 40% on General Instrument Corp.'s complete line of 90 types of silicon power rectifiers were announced this week. Company said new automatic mass production techniques permitted cuts from former prices of 60¢ to \$30.

Japan produced 216,000 TVs in first 9 months of 1956, including 79,000 in third quarter, reports Ministry of International Trade & Industry. TV production in first 9 months of 1955 was 76,000.

Trade Personals: Don G. Mitchell, chairman-pres. of Sylvania, elected chairman of American Management Assn. and its affiliate International Management Assn. . . . Joseph J. Kearney, equipment & parts promotion mgr., RCA tube div., named mgr. of distributor & industrial sales for new components div., Camden . . . Brantz Mayor, pres. of Unitronics Corp., elected a director of Lewisohn Copper Corp. . . . E. J. Hegarty retires as training services director for Westinghouse appliance divs. . . . Steven C. Van Voorhis promoted to mgr. of GE's new press & TV-radio relations dept. . . . Harry R. Clark, ex-Telechrome, joins Westbury Electronics, Westbury, N. Y., as asst. to pres. H. B. Abajian for sales and govt. contracts . . . Wm. J. Nagy promoted to adv. & promotion mgr. of Philco accessory div., succeeding Wm. J. Horn, now adv. mgr. of appliance div. . . . Joseph E. Senesac Jr., ex-A. J. Gerrard & Co., Melrose Park, Ill., appointed Admiral sales promotion mgr. for electronics products . . . Herbert J. Goldstein, ex-Stuart F. Louchheim Co., Philadelphia (Zenith), joins Columbia Records as adv. & sales promotion mgr. of electronics div. . . . B. J. (Jack) Kienlen, ex-Cooke Engineering Co., Washington, appointed director of technical publications for Entron Inc., Bladensburg, Md. (closed-circuit systems) . . . Wm. Ross resigns from RCA consumer products publicity dept. . . . Arthur L. Foster resigns as adv. mgr. of Stromberg-Carlson special products to become hi-fi sales mgr. of J. H. Sparks Inc., Philadelphia distributor . . . Eugene P. Feeney named Stromberg-Carlson hi-fi sales mgr. for N. Y. State (except metropolitan N. Y.).

(Harry Billings & Richard Schattinger, partners) . . . Radio-Television Corp., Honolulu (RCA) promotes R. J. Culver to gen. mgr. of TV-radio div. . . . Admiral Chicago factory branch promotes John C. Oke to TV sales supervisor . . . Gautreaux Electronic Supplies Inc., New Orleans (Hoffman) appoints Orval Schlatkohl as district sales mgr. . . . Frank Lyon Co., Little Rock (RCA) appoints Thomas J. Kemp, ex-*Arkansas Gazette*, as adv. & sales promotion director, replacing Terry Hawkins, resigned . . . Westinghouse Electric Supply Co., Chicago, appoints Lew Posner as adv. & sales promotion mgr., replacing Joseph Novy, resigned . . . Kenrow Inc., Atlanta, (Motorola) reports resignation of v.p. W. F. Manus . . . Sylvania appoints Robert S. Kadets, ex-CBS-Columbia, as gen. mgr. of Boston factory branch, succeeding Harley T. Litteral, now national radio sales mgr.

Top-level reorganization at Motorola, designed to broaden executive authority and "spread the management load," results in these changes: Robert W. Galvin, exec. v.p. since 1949, becomes pres., succeeding his father, Paul V. Galvin, who becomes chairman. Three exec. v.p. positions are created, each with product responsibility: Edward R. Taylor, consumer products; Daniel E. Noble, industrial, semi-conductor & military electronics; Elmer H. Wavering, automotive products. Within consumer products div., S. R. (Ted) Herkes becomes v.p. for marketing, with Virden Scranton, v.p. of now-discontinued Motorola Ltd. of Canada, becoming gen. merchandise mgr.; Jack Davis named v.p. for consumer products engineering, succeeded by Fred Williams as radio products mgr. Within industrial, semi-conductor & military electronics divs., Joseph Chambers is named v.p., western area military electronics center, Phoenix; Arthur L. Reese v.p.-gen. mgr. of communications & industrial electronics div.; Harry Magnuski staff scientist to exec. v.p. Noble; Roy Olson named mgr. of microwave & industrial control dept., succeeded by Angus MacDonald as engineering director; Wm. Firestone named chief engineer of applied research dept., Wm. Weisz chief engineer of 2-way radio & portable products. In addition, Wm. S. Wheeler is promoted to asst. to pres. Robert Galvin.

DISTRIBUTOR NOTES: Admiral appoints Neil Distributors Inc., 201 N. Ralph St., Spokane (Herman S. Albert, pres.), replacing own factory branch and reducing number of factory outlets to 15 . . . Philco appoints Hardware Products Inc., Sterling, Ill. (A. W. Wheeler, pres.) and Saginaw Distributors Inc., Saginaw, Mich. (Lloyd Beaver, pres.) . . . Hotpoint Appliance Sales Co. establishes branches in Seattle and Portland, Ore., replacing Graybar . . . Raymond Rosen & Co., Philadelphia (RCA) appoints Edward Rosen mgr. of new appliance sales div.; Milt Roth named sales mgr. . . . Sentinel Radio appoints newly formed Billings & Schattinger, 1621 Belmont Ave., Fresno

Financial & Trade Notes: Earnings of CBS Inc. for first 9 months soared to record \$9,368,073 (\$1.25 per share on 7,490,438 common shares outstanding), an increase of 7.4% from \$8,718,713 (\$1.19 on 7,328,450 shares) in corresponding period of 1955. Net revenues and sales also established record, totaling \$256,379,847, up 13.5% from \$225,841,652 in first 9 months year ago.

For third quarter alone, CBS had indicated net profit of \$4,059,083, compared with \$2,391,041 in same period of 1955. Indicated revenues for 3 months were \$82,105,460, as against \$75,845,957 in third quarter year ago.

The 1956 results, said chairman Wm. S. Paley, reflected estimated loss of 35¢ per share from discontinuance of CBS-Columbia manufacturing operations. That provision was charged entirely against earnings in first half of 1956. Paley said that disposal of CBS-Columbia plant facilities, on which it is estimated that full-year loss of 9¢ per share may be sustained, has not been completed.

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Whirlpool-Seeger pres. Elisha Gray II anticipates company sales for full 1956 "in the neighborhood of \$375,000,000," on basis of 9-month report, released this week, showing sales and other income of \$279,180,619, of which defense sales accounted for \$12,367,384. Net income for 9 months was \$10,285,050 (\$1.67 per share). For quarter ended Sept. 30, indicated net income was \$3,856,778 (63¢) on sales of \$100,120,259. Direct comparisons with same 1955 period aren't available because merger of Whirlpool Corp., Seeger Corp. & RCA stove and air conditioning divs. wasn't effected until Sept. 15, 1955. RCA and Sears Roebuck each owns about 20% of Whirlpool-Seeger.

DuMont Broadcasting Corp., operating WABD, N. Y. & WTTG, Washington, had net loss of \$637,186 for first 39 weeks of 1956. Company has been operating since Dec. 1955, when spin-off from DuMont Labs became effective, hence no comparison with 1955 is available. Pres. Bernard Goodwin said he anticipated small profit in 1957 after depreciation. Reviewing reorganization steps taken in 1956, he commented: "I am pleased to report that the results of this reorganization are beginning to take effect, even though, in our opinion, it will be at least another full year before the full fruits of our policies will be evident."

General Precision Equipment Corp. earned \$1,768,460 (\$1.21 per share on 1,125,380 common shares outstanding) on sales of \$109,703,459 in first 9 months ended Sept. 30, compared with \$2,375,248 (\$2.02 on 1,031,644 shares) on sales of \$101,694,946 in corresponding period of 1955. Third-quarter earnings were \$613,901 (41¢), as against \$201,594 (8¢) in same period year ago.

Gross Telecasting (WJIM-TV & WJIM, Lansing) earned \$616,304 after taxes of \$624,092 on revenues of \$1,240,396 in first 9 months of 1956, compared with profit of \$544,114 after \$568,042 on \$1,112,156 same 1955 period.

I-T-E Circuit Breaker Co. earned \$3,857,920 (\$3.27 per share) in first 9 months of 1956 compared with \$994,020 (80¢) in same period year ago.

TV set sales by Canadian distributors totaled 411,562 in first 9 months of 1956, compared to 464,344 in same period of 1955, reports RETMA of Canada. Of shipments this year, 217,117 were consoles, 185,957 table models, 8488 three-way combinations. Sept. sales were 98,277, compared to 119,724 in Sept. 1955. Montreal led in 9-month sales, with 79,493; Toronto, 63,039; other Ontario, 38,505; British Columbia, 31,119; Alberta, 29,226; Quebec City, 28,593; Manitoba, 26,331; Ottawa & eastern Ontario, 24,724; Hamilton-Niagara, 20,453; Nova Scotia, 17,953; New Brunswick & Prince Edward Island, 12,516; Windsor, 11,549; Saskatchewan, 12,888; other Quebec, 10,695; Newfoundland, 4478.

NET ASSETS of Television-Electronics Fund Inc. as of Oct. 31, reported this week, dropped to \$132,618,446 from \$135,303,053 as of July 31, while shares outstanding rose to 11,083,609 from 10,766,230. During the quarter, these were the changes in its portfolio:

New stocks added: 10,000 shares Emerson Electric, market value \$266,250; 5000 Fansteel Metallurgical, \$231,250; 31,000 Varian Assoc., \$527,000. Also added were \$3,000,000 Commercial Investment Trust 3% notes, \$2,993,886; \$2,000,000 govt. bonds due Nov. 23 and \$2,000,000 govt. bonds due Dec. 13.

Stocks eliminated: 10,600 shares, Continental Telephone Co. Also eliminated were 600 United Aircraft Corp. 4% cumulative conv. pfd., \$75,000; \$63,000 Varian Assoc. 5% conv. sub. debentures.

Holdings were increased in ACF Industries, Addressograph-Multigraph, Admiral, American Bosch Arma, AT&T, Beckman Instruments, Boeing, Cincinnati Milling Machine, Consolidated Electrodynamics, Corning Glass, Eastern Industries, Eastman Kodak, Emerson Radio, Ex-Cell-O, Food Machinery & Chemical, Friden Calculating Machine, General Bronze, GE, General Mills, General Railway Signal, General Tire & Rubber, Hazeltine, IT&T, Machlett Labs, Magnavox, P. R. Mallory, Glenn L. Martin, Mergenthaler Linotype, Minnesota Mining, Motorola, National Cash Register, Neptune Meter, North American Aviation, Otis Elevator, Paramount Pictures, RCA, Royal McBee, Sangamo Electric, Sprague Electric, Stewart-Warner, United-Carr Fastener, Walt Disney Productions, Westinghouse Airbrake, Zenith.

Part of holdings were sold in Aircraft Radio, Allis-Chalmers, AB-PT, American Chain & Cable, Babcock & Wilcox, Bell & Howell, Bendix Aviation, Borg-Warner, Bulova Watch, Carborundum, CBS 'A,' Consolidated Electronics, Curtiss-Wright, Douglas Aircraft, Electronics Corp., Federal Sign & Signal, Garrett, General Dynamics, General Precision Equip., General Telephone, Goodyear Tire & Rubber, Hammond Organ, Harris-Seybold, Indiana Steel Products, International Nickel of Canada, International Resistance, Lockheed, Oak Mfg., Penn Controls, Robertshaw-Fulton Controls, Sperry-Rand, Square D, TelAutograph, Thompson Products, Tung-Sol, Union Carbide & Carbon, United Aircraft, Western Union.

Unchanged during quarter were holdings in Aerovox, Ampex, Amphenol, Barry Controls 'B,' Bell & Gossett, Boeing, George W. Borg, Bullard, Burroughs, Chance Vought, Clark Controller, Clevite, Columbia Pictures, Conrac, Cornell-Dubilier Electric, Cutler-Hammer, Dresser Industries, DuMont Bcstg., DuMont Labs 'A,' duPont, Eitel-McCullough, Electronic Assoc., Elgin National Watch, Elox Corp. 'A' and 'B,' G. M. Giannini, Globe-Union, Hoffman Electronics, Industrial Electronics, IBM, Liquidometer, Litton Industries, Marchant Calculators, W. L. Maxson, Minneapolis-Honeywell, National Acme, Northrop Aircraft, Philco, Photon, Pullman, Raytheon, Reliance Electric & Mfg., Ryan Aeronautical, Servomechanisms, Storer, Sylvania, Taylor Instrument, Technicolor, Telecomputing, Television Assoc., Texas Instruments, 20th Century-Fox, United Utilities, Vitro, Westinghouse Electric.

[For report on April 30-July 31 quarter, see Vol. 12:33.]

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Dividends: CBS, 20¢ regular plus 10¢ special on 'A' & 'B' common, both payable Dec. 14 to stockholders of record Nov. 30, and 2% stock on 'A' & 'B' payable Dec. 28 to holders Nov. 30; American Broadcasting-Paramount Theatres, 25¢ regular plus 30¢ special, Dec. 20 to holders Nov. 26; Meredith Publishing, 40¢ Dec. 10 to holders Nov. 30; WJR, the Goodwill Station, 20¢ plus 5% stock, Dec. 7 to holders Nov. 21; Hazeltine, 35¢ regular & 2½% stock, Dec. 14 to holders Nov. 30; General Precision Equipment, 60¢ Dec. 15 to holders Nov. 30; Famous Players (Canada), 37½¢ Dec. 13 to holders Nov. 22; Canadian Westinghouse, 25¢ Jan. 2 to holders Nov. 4; Penn-Texas, 2½% stock Dec. 31 to holders Dec. 10; Indiana Steel Products, 30¢ Dec. 10 to holders Nov. 23.

Corning Glass, with no breakdown for products, reports consolidated net income of \$13,817,039 (\$2.05 per share) on sales of \$124,562,065 in first 9 months, compared with \$14,316,849 (\$2.12) on \$116,229,204 same 1955 period.

Oak Mfg. Co. earned \$1,352,631 (\$2.06 per share) on sales of \$18,368,576 in first 9 months, compared with \$1,158,376 (\$1.77) on \$16,125,239 in same period year ago.

New Bendix power transistor designed for auto radios, announced this week, is designed to eliminate power transformer, vibrator and 2 rectifier tubes—components which cause 75% of all failures in conventional car radios, according to Bendix.

Sylvania Christmas promotion offers \$65 Helbros wrist watch free to each consumer who buys one of 6 higher-end 21-in. TV sets (2 table models, 4 consoles) retailing for more than \$200.

Whirlpool-Seeger receives subcontract for "more than \$10,000,000" from Chance Vought Aircraft Inc. to manufacture control surfaces for Navy's F8U-1 Crusader jet fighter at Evansville, Ind. plant.

Electronics Reports: Allocation of more funds for basic research in electronics is recommended in largely technical Defense Dept. report released this week by Commerce Dept.'s Office of Technical Services. The report, *Basic Research in Electronics* (PB 121486, 50-pp., \$1.25) was compiled by ad hoc working group on basic research in electronics, consisting of engineers and scientists from military, universities and research & industrial firms, headed by Dr. Wm. L. Everitt, dean of engineering, U of Illinois. Group was formed by Defense Dept.'s technical advisory panel on electronics, headed by RCA senior exec. v.p. Dr. E. W. Engstrom.

Implementation of program for basic research can best be accomplished by increase in research funds, maintained over successive years, rather than "one-shot injection of additional funds," according to one section of report. Another section pinpoints bottlenecks in national programs dealing with basic research as (1) difficulties involved in training good scientists and engineers, (2) expansion of research facilities at good universities, and (3) "development of incentives which will induce a larger fraction of the good scientists and engineers to devote at least a fraction of their time" to so-called intermediate-range research, important for development of weapons systems but not challenging on a purely scientific basis.

Bulk of report consists of topic-by-topic discussions on these areas of electronics requiring further basic research in interest of national defense: "Electronic Radiation: Coupling of Energy to Space, Antennas," "Wave Propagation," "Generation of Electromagnetic Energy," "Solid State, Including Magnetic Phenomena," "Information Theory," "Plasma, Electron & Ion Dynamics," "Atomic & Molecular Resonance," "Surface Phenomena," "Data Processing," "Prime Power Sources," "Nuclear Radiation Effects on Electronics," "Materials in Electronics," "Mathematical Methods," "Network Theory," "Underwater Sound," "Acoustics in Air."

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Atomic energy business of Sylvania and Corning Glass will be combined in new Sylvania-Corning Nuclear Corp., with each company owning half its stock, they announced this week. All atomic research & development facilities will be transferred by Sylvania from Bayside, L. I. and by Corning from Corning, N. Y. to new center to be constructed at "one of several sites now under consideration in the Northeast." New company will retain Sylvania pilot production plant at Hicksville, L. I. Forecasting commercial uses of nuclear power, Sylvania and Corning estimate that industrywide production of atomic fuels and related products for electric utility power plants alone will exceed \$500,000,000 annually by 1975 and volume "in the billions of dollars" will be reached by 1985.

New officers of IRE: John T. Henderson, principal research officer, National Research Council, Ottawa, pres., succeeding Arthur V. Loughren; Yasujiro Niwa, pres. of Tokyo Electrical Engineering College, v.p. (traditionally, foreigner is elected v.p.). Directors elected for 1957-58 were Daniel E. Noble, exec. v.p. of Motorola communications & electronics div., and Samuel Seely, head of Case Institute of Technology electrical engineering dept. Regional directors: F. A. Polkinghorn, Bell Labs, Whippany, N. J.; Kenneth Newton, Bendix Aviation, Kansas City; A. B. Oxley, RCA Victor, Montreal.

Tribute to Dr. Lee deForest was paid Nov. 12 by RCA chairman David Sarnoff in ceremonies marking unveiling of commemorative plaque at 229 4th Ave., N. Y., site of Dr. deForest's lab where he worked on electron tube. He likened Dr. deForest to a minister who has "spread the gospel to all corners of the earth by means of the electron tubes—perfected on the altar of science."

Network Color Schedules (Nov. 18 - Dec. 1, 1956)

Nov. 18—CBS: *Heckle & Jeckle Cartoon Show*, 1-1:30 p.m. NBC: *NBC Opera Theatre*, "La Boheme," 2-4 p.m.
 Nov. 19—NBC: *Matinee Theatre*, 3-4 p.m.; *Robert Montgomery Presents*, 9:30-10:30 p.m. CBS: *Our Mr. Sun*, 10-11 p.m.
 Nov. 20—NBC: *Matinee Theatre*, 3-4 p.m.; *Noah's Ark*, 8:30-9 p.m.; *Break the \$250,000 Bank*, 10:30-11 p.m.
 Nov. 21—NBC: *Matinee Theatre*, 3-4 p.m. CBS: *Arthur Godfrey Show*, 8-9 p.m.
 Nov. 22—NBC: *Lux Video Theatre*, 10-11 p.m. CBS: *Climax*, 8:30-9:30 p.m.
 Nov. 23—NBC: *Matinee Theatre*, 3-4 p.m.; *Walter Winchell Show*, 8:30-9 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.
 Nov. 24—NBC: *Perry Como Show*, 8-9 p.m.; *The Saturday Spectacular*, "High Button Shoes," 9-10:30 p.m.
 Nov. 25—CBS: *Heckle & Jeckle Cartoon Show*, 1-1:30 p.m. NBC: *Zoo Parade*, 3:30-4 p.m.; *Hallmark Hall of Fame*, "Man and Superman," 7:30-9 p.m.
 Nov. 26—NBC: *Matinee Theatre*, 3-4 p.m.; *Robert Montgomery Presents*, 9:30-10:30 p.m.
 Nov. 27—NBC: *Matinee Theatre*, 3-4 p.m.; *Noah's Ark*, 8:30-9 p.m.; *March of Medicine*, 9:30-10:30 p.m.; *Break the \$250,000 Bank*, 10:30-11 p.m.
 Nov. 28—NBC: *Matinee Theatre*, 3-4 p.m.; *Kraft TV Theatre*, 9-10 p.m.
 Nov. 29—NBC: *Lux Video Theatre*, 10-11 p.m.
 Nov. 30—NBC: *Matinee Theatre*, 3-4 p.m.; *Walter Winchell Show*, 8:30-9 p.m.; *Chevy Show*, 9-10 p.m.
 Dec. 1—NBC: *Perry Como Show*, 8-9 p.m.

Those color standbys of the movie theatre—James A. FitzPatrick's *Travelogs*—are due to be produced now for TV. FitzPatrick plans to put together 52 new color films, stressing human interest as well as scenic beauty, to be released to TV by next Oct., by which time, he hopes, "color TV will have become important."

RCA delivered 3-V color film camera to WAVY-TV, Portsmouth-Norfolk, Va. (Ch. 10) Nov. 12.

Screen Gems' first all-color series, *Johnny Wildlife*, goes into production Nov. 19.

ELECTRONIC PERSONALS: Dr. Raymond L. Garman elected exec. v.p. & technical director of General Precision Labs in charge of research & development, James W. Murray executive v.p. & gen. mgr. for manufacturing & administration; Richard W. Lee, director of Avionic engineering div., and Wm. J. Tull, director of sales div., elected v.p.'s; Wm. P. Hilliard elected pres. of Pleasantville Instrument Corp., GPL's manufacturing subsidiary . . . Henry O. Wolcott, ex-Electromec Inc., named chief engineer & production mgr., Federal Telephone instrument div.

Annual IRE awards for achievements in TV, radio and govt. electronics research were shared this week by Donald Richman, supervising engineer of Hazeltine Corp., Little Neck, N. Y.; prof. O. G. Villard Jr., Stanford U, Stanford, Cal., and Georg Goubau, physicist at Signal Corps Engineering Labs, Ft. Monmouth, N. J. Presentations will be made at IRE convention in N. Y. March 18-21. Richman won Vladimir K. Zworykin Prize Award for "contributions to the theory of synchronization, particularly that of color subcarrier reference oscillator synchronization in color TV." Villard won Morris Liebmann Memorial Prize Award "for his contributions in the field of meteor astronomy and ionosphere physics which led to the solution of outstanding problems in radio propagation." Goubau won Harry Diamond Memorial Prize Award for "his many contributions in ionospheric research and circuit theory and for his discovery of the surface wave transmission principle."

Flat picture tube demonstrated more than year ago by Willys electronics div. (now Kaiser electronics div.) apparently is still merely a promise, as far as TV is concerned. Asked about rumors of civilian version of tube, Kaiser spokesman told us this week that developmental work on tube is still "100% military."

"The Two Worlds of TV," titles highly interesting talk this week by retiring CBS-TV pres. Jack L. Van Volkenburg to Philadelphia TV-Radio Ad Club, in which he stated that any conflict between a network's necessity for making a profit and its quest for artistic achievement is more apparent than real. As an example, he cited fact that CBS-TV had spent \$700,000 on current *Air Power* public affairs series before it was known that Prudential would sponsor it. Further, he stated that CBS has annual operating budget of \$7,000,000 for public affairs programming and observed that "only a network with a healthy financial foundation" could provide this type of programs. As another example of how broadcasting economics and its artistic obligations are on separate but interrelated planes, he said that current hit *Playhouse 90* on CBS-TV Thu. 9:30-11 p.m. has audience of 7,000,000 more viewers than combined audience of the three 30-min. shows in that time period year ago. "There is no doubt," he said, "that CBS-TV helped the advertiser to convey information about his product more efficiently, thereby contributing significantly to his sales." For the network, he said, there has been substantial increase in program quality in content, production skill and talent.

Weekly TV supplements in pocket and comic-book sizes are big Sunday circulation builders for 6 newspapers, Nov. 10 *Editor & Publisher* reports in first of 2 articles by Ray Erwin. Miniature magazine idea, started May 15, 1955 by *N. Y. Herald Tribune*, has spread successfully to *Chicago Tribune* and *Sun-Times*, *Washington Star*, *Baltimore News-Post & Sunday American* and *St. Louis Post-Dispatch*. Pocket-size slick-paper *TV & Radio Magazine* published by *Herald Tribune* is biggest circulation attraction in its "century-plus service," and advertising is catching up with extra costs, according to *Editor & Publisher*; circulation increase of 41,167 for 6 months ended Sept. 30, bringing total to more than 600,000, was credited largely to TV magazine. *Chicago Sun-Times* Sunday circulation rose 87,000 within a year after start of its TV magazine.

Aural and visual symbols to be used by radio stations subscribing to NARTB's standards of practice, similar to TV code, were selected this week by NARTB's Committee on Implementation of the Standards of Practice for Radio and will be recommended for adoption by radio board at Feb. meeting. Aural symbol, a record to effect that station subscribes to standards of practice, will be used on air, while visual symbol will be used on stationery, contracts, promotional material and on plaque.

First seminar of new Broadcasters' Promotion Assn., at Chicago's Sheraton Hotel Nov. 16-17, got off to enthusiastic start, attracted some 250 promotion men, exceeding attendance expectations. Seminar was organized by temporary committee of Chicago promotion men: Charles A. Wilson, WGN-TV & WGN; John M. Keys, WNBQ & WMAQ; Tom Dawson, WBBM-TV & WBBM; Ell Henry, ABC Central Div.; Robert Peel, WIND.

Utah community antenna system operators were taken off the hook this week, when attorney general reversed himself, issued new opinion advising Public Service Commission that systems are not public utilities under Utah law—thus following precedent in California case (Vol. 12:43). PSC then cancelled hearing scheduled on application of *Vetere Perfect TV*, Price, Utah, to serve towns in Carbon county.

Sen. Bricker (R-O.) did not address Nov. 14 luncheon meeting of Radio & TV Executives Society, despite invitations sent out by Society listing him as guest speaker. Spokesman for the Senator said he had been "unable to accept" invitation, while a Society representative quoted Bricker as saying he was not feeling well. BBDO pres. Ben Duffy was substitute speaker (see p. 2).

AB-PT's planned entry into movie production (Vol. 12:38) moved forward this week with announcement of formation of Am-Par Pictures Corp., under direction of Sidney M. Markley, AB-PT v.p. for film-producing activities. Pres. of Am-Par is Irving H. Levin, who headed *Filmakers Productions* and *Filmakers Releasing Organization*; v.p. is Harry Mandell, v.p.-sales mgr. of *Filmakers Releasing Organization*. Markley reiterated statement of AB-PT pres. Leonard H. Goldenson to effect that picture-making start would be modest, added that features would be released to both AB-PT and outside theatres and stated that Justice Dept. has been informed of plans despite fact Paramount consent decree doesn't prohibit company from movie production. Decree had split old Paramount company into picture-producing *Paramount Pictures* and theatre-operating *United Paramount Theatres*; latter merged with ABC into AB-PT.

First changes in ABC hierarchy following appointment of Oliver Treyz to head of TV network (formalized Nov. 15 to v.p. in charge of TV network) took place this week—and industry scuttlebutt was that it was just the beginning, that more executive changes could be expected shortly. Ernest Lee Jahncke Jr., v.p. & asst. to ex-ABC pres. Robert Kintner, now an exec. v.p. of NBC, was first to announce resignation, saying he would disclose future plans after vacation. Mrs. Geraldine B. Zorbaugh, ABC v.p. & special asst. to Kintner, also resigned—but rumors that she was joining CBS could not be confirmed. There was also a rumor that she planned to return to private law practice in N.Y. In third resignation, Harold L. Morgan, v.p. & controller, resigned to join McCann-Erickson, N.Y., in unspecified executive position.

Tall structures in N. Y., Paris, Berlin and Stuttgart were used by their mayors for international greetings broadcast Nov. 15 by *Voice of America* in special "From Tower to Tower" program inaugurating new TV tower in Stuttgart. Robert Wagner spoke from atop Empire State Bldg., Pierre Ruis from Eiffel Tower, Dr. Otto Suhr from Berlin's 450-ft. radio tower, Dr. Arnulff Klett from Radio Stuttgart's 692-ft. tower. VOA plans more such city-to-city exchanges.

Top 220-ft. of WOR-TV's standby tower in North Bergen, N. J. was removed this week, ending 2-day emergency evacuation of 3000 residents as result of weakening of top section when private plane crashed into structure at 700-ft. level (Vol. 12:45). Meanwhile Army said special board has been set up at Aberdeen Proving Grounds, Md., to study whether the tower can be used there for military research. Army had been negotiating for tower before last week's crash.

Negotiations for subscription-TV test in Cuba by *Matty Fox's Skiatron TV Inc.* with group of Cuban businessmen (Vol. 12:15) are understood to have reached crucial stage. A spokesman for Fox says "we should know one way or the other before the end of this month." Best guess is that agreement is near.

Automatic and immediate data on programs, availabilities and rates will be turned out by *Univac-type Remington-Rand* electronic system for clients of reps *Peters, Griffin, Woodward Inc.*, 250 Park Ave., N. Y. Operation of new equipment will start first quarter of next year.

New sales device by *WHDH*, Boston, is direct telephone line to *Waldorf-Astoria Suite 850* (station's spot on dial) where timebuyers in N. Y. can listen to its programs just as space buyers read newspapers and magazines in planning schedules.

Staid old BBC tackles hour-long TV documentary on prostitution for Dec. airing. Titled "Without Love," it will be based on material obtained from police, welfare agencies and direct from professionals in the field.

Television Digest

with **ELECTRONICS** REPORTS

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SUMMARY-INDEX OF THE WEEK'S NEWS — November 24, 1956

COLLIER-BITNER DEAL cancelled because of "tight money market," but big publisher vows entry into TV station ownership sooner or later (p. 1).

REPEAL OF UHF SET TAX due to be proposed again next week to House subcommittee by NARTB, AMST, CCT, NBC & RCA as last ditch help-uhf fight begins (p. 2).

WORLD'S TALLEST TOWER, 1610-ft., under construction by KSWB-TV, Roswell, N. M. FCC approval expected for 1993-ft. mast; "farm" test vote imminent (p. 2).

HOLLYWOOD-TV RELATIONSHIPS: DuMont's Ted Cott heads station-owned feature film buying co-op. ABC-Warner pact opens Burbank lot to TV producers (p. 3).

LAGGARD UHF CP-HOLDERS being quizzed by FCC, 83 being told to give good reasons by Feb. 15 for not building or else relinquish grants (p. 4).

AVERAGE TV PRICE declines to \$128 at factory, \$165 at retail, reflecting emphasis on portables; \$1.171 billion year foreseen for monochrome sets (p. 10).

OLYMPIC CLAIMS 10th PLACE among TV manufacturers, representing about 2% of total market, with optimistic prognosis in competitive industry (p. 11).

ZENITH REPORTS DECLINES in profits and sales from 1955 levels for 9 months and quarter ended Sept. 30; TV unit prices rose in third quarter (p. 12).

TASO SEEKS TOP MAN, as Bell Labs' Axel Jensen declines. AMST hopes to name managing director soon. FCC continues cleanup of allocations rag-tag (p. 7).

EDUCATIONAL UHF WHY? TV finances uncertain, programming start delayed, as board of education and management disagree on policies & prospects (p. 8).

COLLIER UNDAUNTED BY BITNER DEAL BREAKUP: Crowell-Collier's enthusiasm for TV hasn't lessened one whit despite cancellation this week of its projected \$16,000,000 purchase of Consolidated TV and Radio Broadcasters' (Bitner) 3 TV & 4 radio stations (Vol. 12:41) -- because of tight money market -- and the big publisher will be back probing for entry to TV sooner or later.

"I still have my enthusiasm for the concept of diversifying further into all phases of communications," pres. Paul Smith told us, "and we'll be in the TV business as soon as we can." He said he's still interested in Bitner group and/or other TV properties -- though no specific station buys are on tap for immediate future.

Collier had \$10,000,000 of the financing on hand when it filed for the purchase, was to supply details of additional \$6,000,000 it was to get from Elliott Janeway and associates -- but the Janeway money turned out to be too costly. There was no problem with FCC; approval of purchase would have come readily.

Consolidated can still be bought at right price, presumably. Chairman Harry M. Bitner Sr. told us that several prospective buyers have sought all or some of the stations; that board hasn't yet considered them, but that duty to stockholders requires it to do so. Some of these have been attractive, he said.

Penalty for calling off purchase will cost Collier \$100,000 -- meaning about 16¢ per share to Consolidated stockholders who agreed to deal. Bitner family owns 56% of Consolidated, public the rest.

Consolidated group comprises: WFBM-TV, Indianapolis (Ch. 6) & WFBM; WTCN-TV, Minneapolis (Ch. 11) & WTCN; WOOD-TV, Grand Rapids (Ch. 8) & WOOD; WFDF, Flint.

Collier and Consolidated parted on best terms. Latter is free to consider other offers or to look at Collier again if latter finds satisfactory financing. Smith said that Bitners "have been magnificent -- a wonderful company."

One point Bitner was quick to make, in letter to stockholders as soon as the deal was off was that "business and financial condition of Consolidated are as good as or better than at the time the Crowell-Collier offer was made last April."

Speculation arose immediately as to who might make next offer. MGM once was interested, when it appeared earlier that Collier deal might fall through, but it's no longer in market for whole group -- because it has since bought 25% of KMGM-TV

(formerly KEYD-TV), Minneapolis. However, MGM's TV v.p. Charles C. (Bud) Barry says that the movie maker might be interested in the Indianapolis and Grand Rapids stations if Bitners are willing to split up the group.

Collier thus remains owner of only radio KFVB, Los Angeles, purchased from Harry Maizlish for \$2,350,000 (Vol. 12:22). Its efforts to buy KULA-TV, Honolulu (Ch. 4) & KULA for \$1,000,000 fell through when mortgage holders refused to permit sale via exchange for Crowell-Collier stock.

There's an aftermath to the KFVB sale, incidentally. Former commercial mgr. Morton Sidley brought suit against Collier, the station and Maizlish, claiming he is due sums which include 9% of sales price. Collier said it's prepared to pay salary, expenses and bonuses due Sidley for 1955-56 but that claim for 9% of sales price is against Maizlish, not station or Collier.

LAST CHANCE FOR TAX RELIEF ON UHF SETS: The one help-uhf plan which has endorsement of telecasters, manufacturers, FCC and Senate Commerce Committee is due for another airing before a Congressional committee next week -- possibly its last.

The proposal is elimination of 10% manufacturers' excise tax on all-channel sets. The occasion will be excise tax hearings by a Ways & Means subcommittee headed by Rep. Forand (D-R.I.), beginning next Mon., Nov. 26.

All previous efforts to encourage elimination of price differential between all-channel and vhf-only receivers have met with failure -- due primarily to the Administration's opposition to this type of tax aid, and secondarily to lack of a strong push by the various segments of TV industry.

Though opposing measure during 84th Congress, Treasury Secy. Humphrey left door slightly ajar for reconsideration, some Congressional experts point out. "It may be," Humphrey had said in letter to Chairman Magnuson (D-Wash.) of Senate Commerce Committee, "that at some time the whole field [of excise taxation] should be restudied." Assuming that time is now, these experts think opposition may melt.

Few witnesses are scheduled to appear before subcommittee to espouse the tax relaxation, though all segments of industry are recorded as favoring it. In behalf of telecasters, both NARTB and Assn. of Maximum Service Telecasters (AMST) plan to file written statements urging elimination of tax from all-channel sets. Witnesses scheduled to appear -- and expected to argue for all-channel receiver exemption -- are Committee for Competitive TV pres. John G. Johnson Nov. 28, NBC v.p. Joseph V. Heffernan and RCA consumer products exec. v.p. Robert A. Seidel, both Nov. 29.

RETMA is scheduled to testify Dec. 5, but is expected to argue principally for cut in all TV excise taxes to 5%, though in past it has supported all-channel tax repeal. Related industry groups -- such as Magnetic Recording Industry Assn. & Record Industry Assn. of America, both scheduled Nov. 29 -- will plead against proposed new excises on record players and tape recorders.

Any move to encourage uhf set production through excise tax relief is bound to get strong support from Sen. Magnuson and virtually entire membership of his Commerce Committee, which worked strenuously behind the scenes on the measure during 84th Congress -- though Committee members in past have expressed disappointment at lack of active backing by manufacturing and telecasting industry members who repeatedly endorse all-channel tax relief but seem reluctant to fight for it.

The FCC has gone on record as favoring the proposal -- before both Senate & House Commerce Committees. Presumably it will support such a move if its views are requested, but won't make statement or testify on its own volition because of the apparent contradiction with Secy. Humphrey's stand against excise tax changes.

WORLD'S TALLEST TOWER — ROSWELL, N. M.: Construction of tallest man-made structure in world began this week near Roswell, N.M. -- KSWS-TV's antenna tower, which will measure 1610 ft. from ground to tip of antenna -- taking over title from Oklahoma City's KWTW, whose 1572-ft. mast is just 38-ft. shorter.

Roswell tower, being put together in 51 prefabricated 30-ft. sections by Andrews Tower Inc., Fort Worth (Johnnie Andrews), is due for completion by mid-Dec., according to KSWS-TV owner-gen. mgr. John A. Barnett -- who adds that tower could be

erected in 15 days if weather is right and winds aren't too strong. It's being constructed 40 mi. east of Roswell, will be 6086-ft. above sea level with direct line-of-sight to all principal towns in area. Station will boost power to 316-kw ERP.

Interesting sidelight to Roswell tower is that its one of 2 tall towers which were not approved by govt.'s inter-agency Airspace Panel, but given go-ahead by FCC after hearing at which military aviation's objections were overruled. Other tower okayed by Commission under same circumstances was 1386-ft. structure of KGEO-TV, Enid, Okla., recently completed and now in use.

A third similar case now awaits FCC decision. If Commission approves -- as now seems likely -- WSLA-TV, Selma, Ala., will be free to build its 1993-ft. tower, which would then be able to claim "world's tallest" title. Initial decision is expected soon. FCC Broadcast Bureau has recommended approval of Selma tower, opposing military spokesmen, as it did in Roswell and Enid cases.

Louisville's WHAS-TV also has gone directly to FCC for approval of new tall tower, after rejection of several of its proposals -- pending for couple of years -- by Airspace Panel. After its proposed 2003-ft. structure was turned down by the Panel, it modified request to 1799-ft., was rebuffed again -- and now has filed 1799-ft. application with FCC. Commission undoubtedly will call hearing on it.

Military members of Airspace Panel have relented somewhat in their blanket opposition to towers over 1000 ft., while Joint Industry-Govt. Tall Structures Committee (JIGTSC) continues to work out specific criteria for tall tower approval. Several 1000-ft.-plus towers have received airspace approval in recent months.

A precedent-setting tall-tower application now awaits Airspace Panel vote, expected in next few weeks. It involves applications by San Antonio's WOAI-TV and KENS-TV for aeronautical clearance of joint 1539-ft. tower and by upcoming KONO-TV for tower of same height in same area. It's first time since JIGTSC agreed to encourage joint antenna towers and antenna farms that group of stations has made such a proposal, and is widely regarded as test of whether military members intend to live up to the "farm" plan which they have endorsed.

There are now 43 TV towers 1000-ft. or higher in actual use, according to FCC records -- although number of stations using 1000-ft. towers is greater, as result of multiple-station use of towers, as in Dallas-Ft. Worth and Little Rock.

FEATURE BUYING CO-OP; ABC-WARNER PACT: Hardly a week goes by now that doesn't see significant new developments tying TV & movie industries closer together, magnifying the interdependence of America's 2 largest entertainment media. Two trade news items this week -- completely unrelated -- again serve to underscore the importance of TV to the movie industry and of movies to the TV industry. They are:

(1) Formation of large station-owned buying group, under aegis of DuMont Broadcasting's Ted Cott, to dicker directly with movie majors for feature backlogs.

(2) ABC-Warner Bros. pact, whereby network gets use of studios for all its film shows and Warners undertakes to produce big new batch of TV films for ABC-TV.

Group of 35-40 stations, said to represent every major market in country -- called together by DuMont Broadcasting pres. Bernard Goodwin and v.p.-gen. mgr. Ted Cott -- is seeking to buy directly from producers the 3 remaining important backlogs of pre-1948 feature films: Paramount, Universal-International & Samuel Goldwyn.

Member stations hope to "eliminate the middleman," get top quality features at minimum cost. Planning to buy or lease features from the holdout studios, the station group would also sell features to non-member stations. Except for DuMont's WABD, N.Y. & WTTG, Washington, identities of individual stations weren't revealed.

Real significance of move lies in fact that it might succeed. The group may well have inside track for Paramount backlog -- since that movie maker owns 26.6% of DuMont Broadcasting -- or, at the very least, Paramount is expected to listen attentively to any offer the Cott group is prepared to make. A committee has already been selected to negotiate for features, and it's understood to have appointments with at least one of the 3 producers for next week.

ABC's deal with Warner Bros. opens the large Burbank studios to TV producers for first time. Warners will construct new offices, cutting rooms, projection booths

and other facilities for TV films, giving producers of ABC-TV film series first crack at them. Warners also will step up its own TV film production activities, undertaking 3 new filmed programs for ABC-TV screening: a 60-min. western series, a 30-min. mystery series, a 30-min. drama series.

Though ABC's parent AB-PT is going into theatrical movie production business (Vol. 12:38,46), Warner deal covers TV only. Neither the network nor its theatre-owning parent currently plans to make own TV films, but ABC will make the Warner lot available to all independent producers of ABC-TV series beginning next fall.

FCC PUTTING CHECKREIN ON UHF GRANTS: Weeding out of inactive uhf CPs, at least those which have never made any move to build, is objective of FCC's letter this week to 83 non-operating grantees, giving them until Feb. 15 to tell why their CPs shouldn't be cancelled. It's no "tough" crackdown designed to wipe all such grantees off the books. Rather, it's intended to knock off the true channel squatters.

Chances are that those who have built and later discontinued will get additional period of grace -- but those who have done nothing are likely to get short shrift. Most of the CPs expired Oct. 16, but Commission kept them on until it could make up its mind on next move, so this week's action really amounts to a 4-months' extension. Of the 83, 27 had operated, then closed down.

In addition to enforcing its rules that require grantees to build within a reasonable time, FCC had a couple other reasons for increasing pressure. For one, a few prospective applicants said they'd build if present grantees relinquished CPs. Another was that some uhf operators, seeking to move to lower channels, were frustrated in efforts to juggle channels nailed down by inoperative grants.

Commission has been treating the grantees gingerly because it certainly wouldn't have been good public relations to pressure them during uhf's early travails. It finally concluded, however, that grantees have been given adequate leeway -- some of them having held permits for 4 years without operating, whereas FCC rules require construction within 6 months.

Action was taken by 6 commissioners, Comr. Doerfer absent. Comr. Lee dissented, saying he'd renew the CPs "pending a resolution of the uhf problem." Being Commission's most ardent pay-TV proponent, he believes toll systems could provide the spark to put uhf across -- as asserted by subscription-TV advocates.

Comr. Bartley has little patience for those who have made no move to build, stating: "I would not extend permits to those who have not commenced construction."

[For list of non-operating uhf CP-holders and roster of uhf stations which started then left air, see TV Factbook No. 23 and Addenda to date.]

New appeal for subscription TV from one of its most vocal proponents, Zenith pres. E. F. McDonald Jr., released this week in letter to stockholders, asserts that "if subscription TV is approved by the FCC and offers 2 or 3 movies a week, plus other costly features that advertisers can't sponsor, then home TV will be the complete entertainment medium, and more TV receivers will then be sold." He cited fact that 1944 movie, *30 Seconds Over Tokyo*, shown recently on KTTV, Los Angeles, pulled "twice the audience of the 3 network stations that evening and outdrew all 6 competing TV stations by capturing 54% of the Los Angeles area TV audience." He went on to say that "the enormous audience . . . proves that the public wants fine motion pictures on TV, it [TV] must have a box office. This will enable the public to see not only the 'free' shows produced by advertising sponsors, but also to enjoy, at home, the greatest productions of Hollywood, Broadway and Grand Opera at a fraction of the cost of going to the theatre to see them."

Hungarian refugees in emergency staging area at Camp Kilmer, N. J. are hearing 2-hour nightly programs of Hungarian music and news from nearby WCTC-FM, New Brunswick. USIA arranges special broadcasts for which 3 FM receivers were set up at camp.

Balanced TV-radio programming should be "prerogative of industry," not govt. agencies, NARTB pres. Harold E. Fellows told Rotary-Kiwanis Clubs Conference Nov. 20 in Baltimore. He said that "even the slightest temptation upon the part of the Govt. to enter this phase of operation disturbs the delicate balance of the experiment" in which broadcasters have "freedom under license." Fellows also said that until TV reception is easily available to all, TV's "defense against usurpation as a free medium is in jeopardy." In addition, he attacked subscription TV, stating that it would take service from those unable to pay.

New questionnaire on political broadcasting is being mailed to all TV & radio stations by Sen. Gore's elections subcommittee. Covering Sept. 1-Nov. 5, it asks itemized account of all political broadcasting revenues for Presidential, Senatorial, Congressional, state & local candidates. Subcommittee is asking stations to return completed questionnaire by Dec. 7.

CBS-owned TV stations will hold annual station management meeting Nov. 26-27 at Savoy Plaza Hotel, N. Y., with emphasis on sales plans for next summer, public affairs programming, and sales-promotion plans for major feature film packages. CBS-TV Spot Sales executives meet Nov. 28-29 at Savoy Plaza.

Personal Notes: James W. Beach, ABC-TV central div. director, elected a v.p. . . . Gene Accas, TvB director of operations, elected a v.p., will coordinate research & sales promotion divs. . . . Kenyon Brown, pres. of KFEQ-TV & KFEQ, St. Joseph, Mo., elected chairman of RAB, succeeding Joseph Baudino, Westinghouse stations; Kevin B. Sweeney re-elected pres.; John S. Hayes, WTOP-TV & WTOP, Washington, and WMBR-TV & WMBR, Jacksonville, Fla., elected treas. . . . Ray Crosset, ex-Universal-International, named to new post of exec. editor of CBS-TV network program dept.; Ed Roberts, ex-BBDO, named eastern story editor . . . Allen Ludden promoted to mgr. of NBC Radio program planning & development, Robert Wogan to mgr. of program operations, Van Woodward to mgr. of scripts . . . Edward E. Hall, ex-Vitapix, named business mgr. of CBS Radio network sales . . . Mrs. Lois T. Morse, ex-asst. editor of *Sponsor Magazine*, joins Blair TV promotion dept. . . . Charles H. Smith, ex-WCCO-TV, Minneapolis, named special research consultant for J. H. Whitney stations . . . Edward H. Bronson, NARTB director of TV code affairs, selected by National Council of Catholic Men as its "Man of the Month" for Dec. . . . Richard S. Salant, CBS v.p., reappointed chairman of NARTB's TV transmission tariffs committee . . . Robert Olson, ex-WKY-TV, Oklahoma City, transferred to its WTVT, Tampa-St. Petersburg as operations mgr.; Norman Bagwell, also from WKY-TV, named business mgr. of WTVT & administrative asst. to v.p.-gen. mgr. P. A. (Bud) Sugg . . . Sol J. Kahn, secy. & 7% owner, elected pres. of WITI-TV, Whitefish Bay-Milwaukee; Arthur Fleischman and Robert K. Straus, v.p.'s; Wm. A. Roberts, Washington communications attorney, elected secy. . . . Raymond Dorsey, station mgr. of KTAG-TV, Lake Charles, La., promoted to gen. mgr. . . . John H. Riedel promoted to mgr. of studio technical operations, WRCA-TV, N. Y. . . . Wallis Sterling Ivy Jr., ex-Katz Agency TV-radio dept., named mgr. of Avery-Knodel's Dallas office . . . Ralph Jones, ex-CBS & KTLA, Los Angeles, joins Hollywood staff of Weed & Co. . . . Wm. Koblenzer, ex-ABC-TV, Ziv & MCA, joins NTA Film Network sales dept. . . . Charles D. Bishop, program director of WSUN-TV, St. Petersburg, also takes over for AM in consolidation of functions; Mrs. Vera New, radio sales mgr., named mgr. of program & sales service for TV & AM, succeeded by Jack Hitchcock as radio sales mgr.; Chad Mason promoted to TV production mgr. . . . Richard Karp resigns as TV-radio publicity contact for 20th Century-Fox to join Donahue & Coe Inc., N. Y. . . . John Wall, regional mgr. of GE broadcast equipment dept., now located at 2621 Victor Parkway, Cincinnati (phone Avon 1-2546).

Christopher Award citations for using "God-given talents in a positive and constructive manner" in TV shows went this week to: NBC's *Hallmark Hall of Fame* ("The Cradle Song," May 6; Maurice Evans, producer; George Schaefer, director; James Costigan, writer), *Ford Theatre* ("Sheila," May 24; Fred Briskin and Irving Starr, producers; James Beilson, director; Mary C. McCall, writer) and *Armstrong Circle Theatre* ("Second Family," May 28; Robert Costello, producer; Wm. Corrigan, director; Art Wallace, writer); ABC's *DuPont Theatre* ("The Gift of Dr. Minot," April 1; Jack Denove, producer; Charles Bennett, director; Larry Marcus, writer) and *Lawrence Welk Show* (Aug. 11; Ed Sobol, producer; Jim Hobson, director); CBS' *U. S. Steel Hour* ("Operation 3 R's," July 4; Norman Felton, director; Helen Cotton, writer). Film citations by the Catholic lay group were won by "War and Peace," "The King and I" and "The Eddy Duchin Story." Award medallions were inscribed with Christopher motto: "Better to light one candle than to curse the darkness."

ADVERTISING AGENCIES: John and Wm. Maxwell, ex-v.p.'s of Hutchins Adv., Philadelphia, handling Philco consumer products account prior to switch to BBDO, form Maxwell Assoc., Philadelphia, with John as pres. and his brother Wm. as v.p. New agency will handle Philco govt. & industrial div. account, Lansdale tube and institutional units . . . Wm. A. MacDonough resigns as Crosley-Bendix v.p. & adv.-merchandising director to join Kudner executive staff on Frigidaire account . . . Len Hall Jr., BBDO v.p. in Cleveland, transferred to N. Y. as group creative head on Philco account . . . Norman Gladney, TV-radio v.p. of Reach, Yates & Mattoon, appointed a director and given option to buy 20% of agency's stock . . . Harry J. Dienes, ex-J. Walter Thompson, rejoins Fuller & Smith & Ross as v.p. in charge of Westinghouse industrial accounts . . . Jack Underwood, ex-mgr. of KVOA-TV, Tucson, forms own agency, Sales Promotion Service, in Tucson . . . Vincent J. Connelly, ex-MCA, named business mgr. for legal affairs, Dancer-Fitzgerald-Sample TV-radio dept. . . . Robert Phelps KuKuck, ex-pres. of Heffernan & McMahon Adv., named TV-radio director of Hoffman-Manning Inc. . . . George Richardson, v.p. & contact supervisor of Young & Rubicam, San Francisco, promoted to mgr. of San Francisco office, succeeding Edward A. Merrill, who retires Jan. 1.

Elmo Roper, marketing consultant and public opinion analyst, elected board chairman of Fund for the Republic, succeeding Paul G. Hoffman, who continues as director. New directors are Alicia Patterson, editor & publisher of *Newsday* and director of *New York News-WPIX*; Harry S. Ashmore, exec. editor of *Little Rock Arkansas Gazette*; Bruce Catton, Civil War historian.

Arthur O. Lindsay, 78, publisher of *Quincy* (Ill.) *Herald-Whig* and a director of its WGEM-TV & WGEM there, died Nov. 16 after long illness. Member of a prominent Ill. newspaper family, he and several associates bought *Whig* in 1915, merged it with *Journal* in 1920. Surviving are a son, Arthur O. Lindsay Jr.; 3 brothers, Frank M. of Decatur, pres. of Lindsay-Schaub newspapers in Ill., Wm. P. & James N., both of Oklahoma City; 2 sisters, Mrs. R. Herman Swartz of Santa Barbara, Cal., and Mrs. Rodney Roundy of Portland, Me.

Harrison Atwood, 70, vice-chairman of McCann-Erickson and a founder of predecessor H. K. McCann Co. in 1912, died Nov. 22 at his N. Y. home. During 1920's he was very active in developing McCann-Erickson business in Europe and Latin America. He went into semi-retirement about 2 years ago after relinquishing posts as chairman of executive and finance committees. Survivors are his wife, 3 married daughters, 4 grandchildren, a sister.

Dan B. Miner, 74, founder and chairman of Los Angeles ad agency bearing his name and regarded as dean of west coast admen, died of heart attack in Good Samaritan Hospital, L. A. Dan B. Miner Co. began as a one-man agency in 1911 when Miner moved from a space-selling job on old *Los Angeles Record*, was regarded as instrumental in promoting construction of Boulder Dam.

Mrs. Wm. H. Fineshriber Jr., 46, wife of the former v.p. in charge of NBC Radio and now a TPA v.p., died Nov. 19 at their N. Y. home. She was a member of planning committee of New School for Social Research. In addition to her husband, she is survived by a son, Wm. H. Fineshriber 3rd; a daughter, Joy Fineshriber; a sister, Mrs. Isabel H. Bowers.

B. O. Sullivan, 59, ex-commercial mgr. of WPIX, N. Y., who made survey of radio stations for AP prior to creation of its radio news wire, died Nov. 21 at Scarsdale, N. Y. home following heart attack. Surviving are his wife, daughter, brother, 2 sisters.

Telecasting Notes: Start of Olympic Games in Melbourne Nov. 22 marked first time in recent memory a major sporting event in which U. S. athletes participated did not get film coverage on regular TV news and sports shows. Despite fact that TV & theatrical newsfilm representatives haggled with Olympic Committee for full year—right up to zero hour—committee refused to allow film groups right to freely cover games . . . Newsfilm organizations (Britain, West Europe, Canada & U. S.) had offered to form pool and film games at their own expense, even agreeing to limit use of this film to maximum of 3 minutes in any newscast up to total of 9 min. a day, and to give Olympic Committee complete copy of their coverage free of charge, with full rights to sell this film commercially . . . TV viewers in western world will hear only aural accounts of the games (much of it direct from Melbourne) accompanied by still photos—though the Olympic Committee is selling six 30-min. “official” films of games in U. S. thru Sports TV Inc. . . . ABC-TV’s audience growth, as reflected in October 1956 Nielsen reports compared with Oct. 1955 reports, is subject of day-by-day study issued by network. Gist of study is that ABC-TV’s Nielsen average audience rating averaged 10% higher in Oct. 1956 than it did in Oct. 1955, and that comparison of the 29 common sponsored evening time periods for the 2 years shows ABC-TV average audience ratings higher in 17 of them . . . New format for NBC-TV’s *Tonight* will make it nighttime version of *Today*, beginning in mid-Jan. Stress will be put on live remotes, from nightclubs, hotels and places where news is happening, current plans being to use 3 nationally syndicated columnists (as yet unselected) as anchor men. Steve Allen is leaving show to devote full time to his Sun. evening program, and Ernie Kovacs will be dropped, according to present plans . . . NBC is proud of showing made by its Nov. 12 spectacular “Jack & the Beanstalk,” and proclaimed in full-page newspaper ads that some 55,000,-

000 viewers saw it, “the largest audience to watch a 90-min. show in the history of TV” . . . First newspaper spectacular: Hearst Publications reported planning 90-min. TV show marking publishing firm’s 70th anniversary early next spring, to be packaged by public relations firm of Dine & Kalmus . . . Production shakeups in major drama shows in the works again: Herbert Brodwin, ex-producer of NBC-TV’s *Alcoa Hour* & *Goodyear Playhouse*, joins CBS-TV under 5-year contract to produce 10 *Studio One* plays during remainder of season, rotating with Gordon Duff & Felix Jackson. Worthington Miner termed “not quite true” the reports that he is leaving job as exec. producer of NBC-TV’s *Kaiser Aluminum Hour*, a show whose existence has been marked by sponsor-producer disputes over “controversial” programs . . . Martin & Lewis sign new \$5,000,000 NBC contract, providing for 34 hour-length TV shows in next 4½ years, in which comedians may appear either separately or as team; new pact constitutes settlement of team’s \$6,000,000 suit against NBC . . . Supermarket TV: Ziv reports more than 4 times as many supermarkets now sponsor its syndicated TV films than in 1952.

All regular news programs originated by KABC-TV, Los Angeles, have been abandoned as money-losing. Selig Seligman, gen. mgr. of ABC-owned-&-operated station, said discontinuance of local newscasts was brought on by loss of \$2500 weekly on midday half-hour strip which had no sponsors and low audience ratings. New policy was protested by pres. John Holbrook of Radio & TV News Club as depriving “public the protection to which it is entitled.” Seligman replied that station will “jump in with any big news story the moment we get it” and update John Daly’s network newscasts from N. Y. “whenever developments warrant it.” Except for newscaster Dick Tufeld, station’s 11-man TV-radio news dept. will be retained, he said.

Network Accounts: Walter Winchell, veteran of many a tempest, is leaving TV again. Sponsors Old Gold and Toni announced this week that their option on his NBC-TV show Fri. 8:30-9 p.m. won’t be renewed after Dec. 28. It’s unknown whether they will retain the time for another program. Winchell himself announced he was relieved by decision of sponsors because he said he was working far too hard on show. He reportedly will receive \$75,000 in severance pay . . . Miles Labs (Alka Seltzer) to be co-sponsor (with GE) of *Broken Arrow* on ABC-TV starting Dec. 11, Tue. 9-9:30 p.m., thru Geoffrey Wade Adv., Chicago . . . American Tobacco Co. to cancel *Private Secretary* in Jan., may replace it with new show featuring Marge and Gower Champion, on CBS-TV Sun. 7:30-8 p.m., thru BBDO . . . Seven-Up has plunged deeply into network sponsorship for Dec. only, buying thru J. Walter Thompson two 15-min. segments of *It Could Be You*, one 15-min. segment of *Modern Romances* and 3 of *Comedy Time*, all on NBC-TV; 3 15-min. segments each on *Bob Crosby Show* and *Our Miss Brooks*, both on CBS, and 13-week partic. on *Circus Time* on ABC-TV . . . Carrier Corp. buys 30 partic. on NBC-TV’s *Today*, starting in spring, thru N. W. Ayer; International Swimming Pools buys 3 late-spring partic. on *Home*, thru Gotham-Vladimir Adv.; Owens-Corning buys 26 *Home* partic. for spring and fall, thru McCann-Erickson . . . Carter Products replace Pan American Airways as alt. Tue. sponsor of Chet Huntley-David Brinkley *NBC News* starting Nov. 20, Mon.-thru-Fri. 7:45-8 p.m., thru Sullivan, Stauffer, Colwell & Bayles . . . U. S. Time Corp. extends one-third sponsorship of *Steve Allen Show* on NBC-TV to include 13 programs in 1957, Sun. 8-9 p.m., thru Peck Adv. . . . American Chicle to switch *Ozark Jubilee* on ABC-TV Sat. 10-11 p.m. starting Dec. 29, replacing *Masquerade Party*, being dropped

by Emerson Drug and Helene Curtis . . . Bayuk Cigars to cancel *Meet the Champions* sports show on NBC-TV after Jan. 12 performance, Sat. 6:45-7 p.m.

Ringed endorsement of network programming service, as opposed to “jukebox” operations of some independent stations, came from ABC Radio Affiliates Advisory Board at conclusion of meetings with ABC executives. Statement noted: “The average network station today outrates the average non-affiliated station consistently across the country, providing better service to the community as well as better ratings. The will-o’-the-wisp of independent station rating superiority has been publicized by a few instances of recent network disaffiliation which we believe were ill-advised.”

“Network TV on a \$50,000 Budget,” titles highly interesting story in Nov. *Television Magazine*, describing how Sandura Co., manufacturers of Sandran stainless vinyl floor covering, juggles its TV dollars to get the most out of a little.

CBS Radio is doing okay, too, this week reporting \$1,000,000 outlay by Scott Paper on 5 daytime shows. It had previously reported \$3,000,000 expenditures by Colgate, \$1,500,000 by Standard Brands, \$1,000,000 by Slenderella. Each covers a year.

Handy for timebuyers: TvB has mailed new slide rule, called “TV Viewing Barometer,” with “windows” showing total TV homes, family size and age of housewife for given periods of viewing day.

New reps: KILT, Dallas, Dec. 1 to Young (from H-R Television); WMFD-TV, Wilmington, N. C. Dec. 1 to Wagner-Smith Assoc. (changing name from Alaska Radio-TV Sales) and James S. Ayers (from Weed).

HUNT RESUMED this week for an executive director of TV Allocations Study Organization—the FCC-sponsored industry group designed to conduct research into uhf potentialities—when Bell Labs' Axel Jensen declined the position, due in no small part to fact he'd lose important pension benefits if he left Bell now. Next TASO meeting will probably come in couple weeks.

Also seeking a top manager, committee of Assn. of Maximum Service Telecasters was to meet in Washington this week end to examine group of candidates, with hopes of naming man within week.

Meanwhile, FCC turned down several petitions for extension of time for filing comments in deintermixture cases beyond present Dec. 3 deadline—noting that it has granted 2 extensions already and that parties now know what they're permitted to file.

Commission took these additional allocations actions: (1) Finalized shift of Ch. 32 to Greenfield, Mass. from Lowell, replacing it with Ch. 78. (2) Finalized addition of Ch. 8 to Hay Springs, Neb. (3) Denied shift of Ch. 5 from Walla Walla to Pendleton, Wash., noting application for channel in former city. (4) Denied petition of WIP, Philadelphia, that FM's 88-94-mc be given to TV, stating that station had advanced no arguments not previously rejected.

Two petitions for channel changes were filed: (1) By off-air WNET, Providence (Ch. 16), proposing shift of Ch. 3 from Hartford to Warwick, W. Warwick, Cranston, Newport, Westerly or Narragansett Pier. (2) By Cape Girardeau TV Co., seeking addition of Ch. 2 to Cape Girardeau, Mo.

One translator was granted—Ch. 72, Weed Hts., Nev. to Anaconda Co., to rebroadcast KOLO-TV, Reno (Ch. 8).

Protest by KTVK, Phoenix (Ch. 3) against move of main studio of KVAR, Mesa (Ch. 12) to Phoenix should be denied, examiner Herbert Sharfman recommended in initial decision this week. He held that KTVK's arguments "would seem rooted in local pride" rather than in any FCC rules making Phoenix "forbidden territory into which a main studio of a station assigned to another named community may not be moved."

Court of Appeals wouldn't buy FCC's reasons for keeping RKO Teleradio as owner of radio WGMS & WGMS-FM, Washington, which it purchased for \$400,000 (Vol. 12:29, 44). Court told Commission that previous owners, headed by M. Robert Rogers, would have to take stations back pending hearing on protest of 16 2/3% owner Lawrence M. Smith that sellers had perpetrated "fraud" in sale. FCC promptly ordered the reassignment. Judges Edgerton, Bazelon & Fahy stated that Commission's reasons were "not adequately supported, and to allow the operation in this case by the assignee because of the stated reluctance of the assignor to resume its previous operations as anticipated by Sec. 309 (c) and the assignment agreement, at least when the question is considered in connection with the unresolved question of fraud, would not be consistent with the statutory scheme."

Intra-corporate dispute over Schepp family operation of WTVW, Evansville (Ch. 7), was heard this week in Indiana circuit court. Controlling directors of station, who voted to remove Rex Schepp as pres. and his brother B. F. Schepp as v.p., asked temporary injunction to prevent them from interfering in management. Meanwhile Schepps were replaced by Ferris Traylor as pres. and Joseph O'Daniel as v.p.-gen. mgr. Schepp family owns 60% of WTVW voting stock, but under voting trust agreement directors Traylor, John Krueger and John Spencer control board.

KGVO-TV, Missoula, Mont. (Ch. 13) changes call letters to KMSO-TV Dec. 1.

Radio station sales approved by FCC: WRIT, Milwaukee, by McLendon Investment Corp., Dallas, to H. & E. Balaban Corp. (50%) and Atlantic Brewing officials Harold S. & Leo M. Lederer (25% each) for \$455,000 (Vol. 12:40). H. & E. Balaban Corp. also owns 50% of Illinois uhf stations WTVO, Rockford and WICS, Springfield. KDON, Salinas, Cal. by Frank Oxarart and John D. Feldman Jr. to co-purchasers Clark E. Fee and Glen M. Stadler for \$156,250, including obligations (Vol. 12:41). Buyers are from Springfield, Ore., where Stadler operates KEED. WAAA, Winston-Salem, by Ronald B. Woodyard and associates to Laury Assoc. Inc., N. Y. radio production firm, for \$150,000 (Vol. 12:41). Laury owners are Robert A. Monroe, ex-Mutual program v.p. and Arnold Schneidman, N. Y. accountant. KFNF, Shenandoah, Ia. by Ethel S. Abbott and C. J. Abbott estate to owners & employes of Town & Farm Co. Inc., for \$61,050—\$60,475 of it in obligations (Vol. 12:43). Town & Farm also operates KMMJ, Grand Island, Neb.; KXXX, Colby, Kan.; KIOA, Des Moines, Ia. WMOR, Moorehead, Ky. by State Senator W. J. Sample and 2 others to 5 local businessmen, including former station mgr. Wm. M. Whitaker for \$30,000 cash and \$30,000 in notes (Vol. 12:44). KSPA, Santa Paula, Cal. by Juan G. Salas to actor-announcer Frank James and wife for \$46,000 (Vol. 12:43).

Latest radio station sales reported: KLIN, Lincoln, Neb. by Robert W. Frudeger for \$190,000 to Jonathan M. Fletcher (75%) and James L. Mitchell (25%), latter also exec. v.p. & 7% owner of KPIG, Cedar Rapids, Ia. WDCF, Dade City, Fla. by Pasco Bestg. Co. (E. P. Martin, pres.) for \$65,000 to Stuart G. Picard, ex-Mich. auto dealer, now operating miniature golf course in Tampa. WYZE, Atlanta, Ga. by Greater South Broadcasting Co. Inc. (P. H. Whitcraft, pres.) for \$125,000 to 5 co-equal owners, including Bill McRae, v.p. of local Clarke Brown office; George Nicholson & Chester H. Jones, owners of radio WAUG, Augusta, Ga.; Roy V. Harris, Augusta lawyer on U of Georgia Board of Regents; Henry W. Lanham, who with Trinity Investment Corp. is selling area radio to WTAM for \$85,000 (12:41). KARM, Fresno, 50% by Clyde F. Coombs for \$50,000 to George R. Harm, who becomes 100% owner. WGAW, Gardner, Mass. by E. R. Robillard (60%) and Wm. C. Engel (40%) for \$60,000, including \$15,500 in obligations, to James D. Asher and associates, operators of WJDA, Quincy, and WESX, Salem, both Mass.

"First major communication service" supplied by man-made space satellites will be world-wide TV transmission. So said GE rocket expert R. P. Haviland this week. He predicted that world-wide relay system could be established with 4 satellite stations travelling 4000 mi. high over equatorial section of earth. They would be equally spaced about earth and visible at any instant from any point in earth's equatorial region. "A TV signal could then be transmitted from any ground location in this region to the nearest satellite and relayed from satellite to satellite," he added. "At the proper location, the signal would be retransmitted to a receiving station on earth." If large satellite relay stations could be established in an orbit 22,300 mi. above the earth, he said, only 3 stations would be needed.

Imperial Broadcasting System Inc. is paying \$533,850 for 4 California AMs of bankrupt Broadcast Corp. of America, it's disclosed in application filed this week. Stations are KPRO, Riverside; KROP, Brawley; KYOR, Blythe; KREO, Indio.

CBC's TV-radio billings are running 25% higher than 1955 rate, or about \$16,000,000 vs. \$12,000,000 year ago, asst. gen. mgr. Ernest Bushnell told Radio Pioneers Luncheon Nov. 20 in N. Y. He said CBC spends \$60,000,000 annually for TV-radio service.

EDUCATIONAL UHF WHYY-TV, Philadelphia (Ch. 35) is in jeopardy even before it has fairly begun. After testing for about a month, it has postponed scheduled Nov. 26 start—impaled on dispute over finances between board of education and station management.

Board has reportedly withdrawn original \$100,000 contribution, offering \$75,000 instead, earmarking remaining \$25,000 for survey of station operation by N. Y. firm of Cresap, McCormick & Paget. Board is said to believe that city has too few uhf sets to give station a chance. It also wants more representation in station operation.

Station management, WHYY Corp., headed by Walter Biddle Saul, said school board's original offer of \$100,000, made last fall in good faith, resulted in pledge of similar amount by City Council and: "The city honored and paid its commitment. The school board did not." At last reports, board put up \$10,000 Nov. 23 without indicating future intentions.

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Latest imminent commercial starter, in addition to KICA-TV, Clovis, N. M. (Ch. 12) which expected to start testing at any moment (Vol. 12:46), is KNAC-TV, Ft. Smith, Ark. (Ch. 5). Installing 5-kw GE transmitter, it plans Nov. 28 or 29 test patterns, Dec. 2 programming as CBS-TV affiliate, writes Weldon Stamps, in charge of construction. Tower foundations and guy anchors are in place and construction of 468-ft. Liberty tower with 6-section RCA superturnstile antenna began week of Nov. 19. It will be Fort Smith's second outlet, KFSA-TV (Ch. 22), having started in July 1953. Cecil N. Sansbury, ex-gen. mgr. of WEHT, Henderson, Ky.-Evansville, Ind., has been named gen. mgr. Base hour will be \$250. Rep will be H-R Television.

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

WTWV, Tupelo, Miss. (Ch. 9), oft delayed, has changed target to Dec. 1 for test patterns because of "unforeseen delay in erection of the tower," reports gen. mgr. & 35% owner Frank K. Spain. Plans are to begin with NBC-TV by Dec. 15, using custom-built 5-kw transmitter, GE antenna, 500-ft. Stainless tower. Base hour will be \$150. Rep not chosen.

KTCA, St. Paul-Minneapolis (Ch. 2, educational) hopes to debut with test patterns in Feb. but hasn't set specific programming target, reports Bert A. Holmberg, chief engineer. Construction has begun on 500-ft. Stainless tower which will have 6-section RCA antenna. Dumont 25-kw transmitter is due in late Dec. Dr. John C. Schwarzwald, former mgr. of KUHT, Houston, is station director.

KETV, Omaha, Neb. (Ch. 7) has started construction of studio-transmitter building as well as footings for 583-ft. Ideco tower, but hasn't set more specific target than "sometime in 1957," reports gen. mgr. Eugene Thomas for CP-holder *Omaha World-Herald*. Delivery dates haven't been set for 50-kw RCA transmitter or 12-bay superturnstile antenna. Rep not chosen.

WCNS, Baton Rouge, La. (Ch. 40) has ordered GE transmitter for Feb. 1 delivery, plans June 1 test patterns, July 1 programming, reports pres. & 1/3 owner Henry B. Clay, excc. v.p. of KTHV (Ch. 11) & KTHS, Little Rock, and KWKH, Shreveport. It will use 500-ft. Truscon tower. Construction hasn't started, but drawings are about complete. Rep not chosen.

Canada's first satellite, in Argentia, Nfld. (Ch. 10), will be on the air early next spring, reports Don Jamieson, v.p. & program director for parent CJON-TV, St. John's (Ch. 6). Equipment has been ordered from RCA and con-

struction begun, including building of road to transmitter site. Argentia is on west coast of peninsula, 60 mi. from St. John's. It will have wavestack antenna 75-ft. above ground on hill adjacent to U. S. Naval & Air base. Construction is under direction of CJON-TV's chief engineer Oscar Hierlihy. CJON-TV base hour is \$200. Reps are Weed and All-Canada TV.

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Equipment shipments reported: By RCA—its first 18-section superturnstile antenna, not 8-section (Vol. 12:46), Nov. 15 to WTVW, Evansville (Ch. 7); 12-section superturnstile Nov. 19 to upcoming WAVY-TV, Portsmouth-Norfolk (Ch. 10), due Jan. 1; 12-section superturnstile Nov. 12 to upcoming KONO-TV, San Antonio (Ch. 12), due Jan. 15. By Standard Electronics—500-watt transmitter Nov. 17 to upcoming CHEK-TV, Victoria, B. C. (Ch. 6), due shortly.

Translators due on air week of Nov. 19 were 3 outlets in Kingman, Ariz. owned by Mohave County Board of Supervisors, reports county clerk Dean Handley. They are: K70AC, carrying KLRJ-TV, Henderson-Las Vegas; K74AA, with KTVK-TV, Phoenix; K82AA, with KOOL-TV, Phoenix. Adler equipment is being handled by Industrial Television Co., 7940 Fareholm Ave., Los Angeles.

Kay Lab reports sale of studio equipment package to upcoming KATU, Casper, Wyo. (Ch. 2), its 11th station sale, and closed-circuit equipment to Pasadena, Cal. Community Playhouse.

WAPA-TV, San Juan, P. R. (Ch. 4) has acquired 2 complete Dage vidicon camera chains, to be used for baseball games from Escobar Stadium.

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National expansion of Broadcasters' Promotion Association is first announced order of business for new TV-radio group, initially composed of midwestern station executives. Membership drive was voted after 350 from New England, N. Y., Pa. and midwest registered for first meeting last week end in Chicago. Appointment of paid secy.-treas. by pres. David E. Partridge, adv. & sales promotion mgr. of Westinghouse Broadcasting Co., was approved. BPA selected Chicago for convention between next Oct. 1 and Dec. 1. Sales promotion mgrs. Charles A. Wilson of WGN-TV & WGN, Chicago, and Montez Tjaden of KWTW, Oklahoma City, were elected v.p.'s. Directors are: Bruce Wallace, WTMJ-TV & WTMJ, Milwaukee; Haywood Meeks, WMAL-TV, Washington; Roy C. Pedersen, WDAY-TV & WDAY, Fargo; Samuel Elber, WERE, Cleveland; Gene Goot, WCCO-TV, Minneapolis; Marion Annenberg, WDSU-TV & WDSU, New Orleans; Joe Zimmerman, WFIL-TV & WFIL, Philadelphia; Joe G. Hudgens, KRNT-TV & KRNT, Des Moines; John M. Keys, WNBQ & WMAQ, Chicago; Foster A. Brown, KMOX, St. Louis; Howard W. Meagle, WWVA, Wheeling, W. Va.; Paul Woodland, WGAL-TV & WGAL, Lancaster, Pa.

Rate increases: KING-TV, Seattle, Dec. 1 raises base hour from \$900 to \$1100, 20 sec. \$200 to \$225. WMBR-TV, Jacksonville, Nov. 15 raised hour from \$700 to \$850, min. \$180 to \$200. WFLA-TV, Tampa, Dec. 1 raises hour from \$600 to \$750, min. \$150 to \$180. KRGV-TV, Weslaco, Tex. Nov. 15 raised hour from \$250 to \$300, min. \$45 to \$60. WTVT, Tampa, Dec. 1 raises hour from \$600 to \$750, min. \$150 to \$180. **Rate decrease:** KSAN-TV, San Francisco, has cut hour from \$225 to \$115, min. \$18 to \$15.

Federal Communications Bar Assn. reschedules its conference on proposed revision of FCC Practice & Procedure Rules (Part 1) to 2:30 p.m. Fri. Nov. 30 in FCC meeting room 7134.

NTA Film Network and NTA's promotion-publicity-adv. depts. moved this week to 745 Fifth Ave., N. Y., all other NTA depts. remaining at 60 W. 55th St.

Network Color Schedules
(Nov. 25 - Dec. 8, 1956)

Nov. 25—CBS: *Heckle & Jeckle Cartoon Show*, 1-1:30 p.m. NBC: *Zoo Parade*, 3:30-4 p.m.; *Hallmark Hall of Fame*, "Man and Superman," 7:30-9 p.m.

Nov. 26—NBC: *Matinee Theatre*, 3-4 p.m.; *Robert Montgomery Presents*, 9:30-10:30 p.m.

Nov. 27—NBC: *Matinee Theatre*, 3-4 p.m.; *Noah's Ark*, 8:30-9 p.m.; *March of Medicine*, 9:30-10:30 p.m.; *Break the \$250,000 Bank*, 10:30-11 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.

Nov. 28—NBC: *Matinee Theatre*, 3-4 p.m.; *Kraft TV Theatre*, 9-10 p.m.

Nov. 29—NBC: *Lux Video Theatre*, 10-11 p.m.

Nov. 30—NBC: *Matinee Theatre*, 3-4 p.m.; *Walter Winchell Show*, 8:30-9 p.m.; *Chevy Show*, 9-10 p.m.

Dec. 1—NBC: *Perry Como Show*, 8-9 p.m.

Dec. 2—CBS: *Heckle & Jeckle Cartoon Show*, 1-1:30 p.m. NBC: *Zoo Parade*, 3:30-4 p.m.; *Alcoa Hour*, 9-10 p.m.

Dec. 3—NBC: *Matinee Theatre*, 3-4 p.m.; *Robert Montgomery Presents*, 9:30-10:30 p.m.

Dec. 4—NBC: *Matinee Theatre*, 3-4 p.m.; *Noah's Ark*, 8:30-9 p.m.; *Break the \$250,000 Bank*, 10:30-11 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.

Dec. 5—NBC: *Matinee Theatre*, 3-4 p.m.; *Kraft TV Theatre*, 9-10 p.m.

Dec. 6—NBC: *Matinee Theatre*, 3-4 p.m.

Dec. 7—NBC: *Matinee Theatre*, 3-4 p.m.; *Walter Winchell Show*, 8:30-9 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.

Dec. 8—NBC: *Fashion Show*, 1-2 p.m.; *Perry Como Show*, 8-9 p.m.

Another blast at RCA, though it wasn't identified by name, came this week from Zenith pres. E. F. McDonald Jr. in this comment to his stockholders: "A major disturbing element affecting the TV receiver industry in the last half of 1956 is the unwarranted publicity and pressure by one large manufacturer in an effort to prematurely introduce color TV. Zenith and other important manufacturers feel that color TV is not yet ready for the consumer because of the technical problems involved. Zenith has developed a 21-in. color receiver of advanced design using the latest type rectangular tube. (Color receivers presently being offered for sale incorporate the old round color tube.) This receiver is superior to any color receivers being offered for sale, but Zenith is not planning to market it at the present time. Zenith is continuing its research and engineering in anticipation of the time that the technical and service problems of color TV will be overcome to such an extent that Zenith can offer quality receivers to the public that will be as free from trouble and as easy to operate as its black-&-white sets have been."

Full complement of color equipment has been ordered from RCA by WBRE-TV, Wilkes-Barre (Ch. 28) for immediate delivery: TK-41 live camera chain, TK-26 three-V system, 2 TP-6 film projectors, multiplexer, switching system, sync generation equipment, power supplies.

Claiming a "first," WTMJ-TV, Milwaukee, shot single-system sound color news morning of Nov. 10, had it ready for use that afternoon. Comprising coverage of Veterans Day activities at Veterans Administration hospital at Wood, Wis., film employed was 16mm Anscochrome.

RCA shipped live color studio camera to Milwaukee's WTMJ-TV this week.

NBC's 30th anniversary of first 25-station radio network broadcast on Nov. 15, 1926, will be celebrated at special Dec. 12-15 convention at new Americana Hotel, Bal Harbour, Miami Beach. Executives of NBC, RCA, TV-radio affiliates and stars of network will participate in events including banquet, luncheon, golf tournament and dinner-dance. NBC pres. Robert W. Sarnoff will be principal speaker at dinner Dec. 13, when Gov. Leroy Collins of Fla. will welcome celebrants. Brig. Gen. David Sarnoff, NBC director and RCA chairman, will be guest of honor at Dec. 14 luncheon marking his half-century in electronics industry. NBC-TV programs originating from convention will be *Today*, Dec. 13 and 14; *Tonight*, Dec. 14; *Perry Como Show*, Dec. 15.

OWNERSHIP OF TV SETS took in 76% of nation's estimated 49,250,000 families as of July, compared with 75% in April, 74% in Jan., 70% last Oct., according to Market Research Corp. of America's latest quarterly tabulation. Like preceding reports (Vol. 12:7, 21), its latest breakdowns covering second quarter of 1956 show northeast leading all regions in TV ownership, with cities of more than 500,000 also predominating. Report is based on survey of 5800-family panel. MRCA's complete breakdowns:

TELEVISION OWNERSHIP
Percent of Families in Each Group With Television Sets

	Oct. 1955	Jan. 1956	April 1956	July 1956
UNITED STATES TOTAL	70%	74%	75%	76%
Regions:				
Northeast	85%	86%	88%	88%
South	56	61	63	64
North Central	72	77	77	79
Mountain & Southwest	54	60	60	62
Pacific	70	74	74	76
City Size:				
Farm	47%	51%	53%	54%
Under 2,500	57	63	64	67
2,500 to 50,000	56	62	62	65
50,000 to 500,000	77	80	80	82
500,000 and Over	88	89	89	89
Total Family Income:				
Upper Fourth	83%	86%	86%	87%
Next Fourth	81	81	82	85
Next Fourth	71	75	75	76
Lowest Fourth	50	54	56	58
Education of Family Head:				
Grade School	64%	67%	68%	70%
High School	78	82	82	83
College	74	79	79	79
Size of Families:				
1 & 2 Members	62%	66%	67%	69%
3 Members	74	77	78	81
4 & 5 Members	80	84	84	85
6 Members & Over	68	74	74	74
Age of Housewife:				
Under 35 Years	77%	81%	81%	82%
35 thru 44 Years	75	79	79	82
45 Years & Over	63	67	68	70
Presence of Children:				
5 Years & Under	77%	80%	80%	81%
6-12 Years	78	82	82	83
13-20 Years	72	76	76	78
No Children	63	68	68	70

Stating he represents syndicate interested in buying community antenna systems, Allen C. Kaye-Martin, 527 Madison Ave., N. Y., wrote operators all over the country, asking them to supply him with figures on number of connections, estimated potential, connection fees and monthly charges. National Community TV Assn. reports that it was unable to reach Kaye-Martin for more details; that it found no phone listed in his name; that it learned his name appears on door of Ribbon Copies Sales Corp. Pending receipt of more details, NCTA advised members to withhold responses.

ABC-TV's affiliation of XETV, Tijuana, approved by FCC (Vol. 12:43), was challenged in Court of Appeals this week by KFMB-TV, San Diego, on grounds that it was denied fair hearing, was precluded from full submission of evidence, and that ABC had violated FCC rules by shipping kines to the Mexican station prior to final decision. ABC then petitioned Commission to reconsider its decision and hold that kines shipments constituted no violation.

Scholarship grants totaling \$22,400 to 29 undergraduate students in fields related to electronics and broadcasting were awarded this week by RCA. Funds will aid study during current academic year in science, industrial relations, dramatic arts and music. RCA also contributed \$500 each to a dozen colleges at which its scholarships are maintained.

TvB's contract with N. C. Rorabaugh Co., whereby latter provides basic research data for quarterly spot TV expenditure reports, has been renewed for 5 more years.

Seattle's KTVW (Ch. 13) buys 740-film RKO "Movie-time USA" package for \$900,000.

Licensed TV sets in Britain totaled 6,139,773 at end of Sept., increase of 95,443 during month.

AVERAGE TV PRICE DIPS IN LOW-END MARKET: With lower-priced portables increasingly important in TV market, it's not surprising that the average factory price of a TV set has dropped to about \$128 currently, or \$5-\$10 off from Nov. 1955. At retail level, that means consumer now is paying average of about \$165 for his TV set.

Average factory price had dipped to about \$123 at midyear, but the small rise since then reflected the price increases announced by nearly all manufacturers in last 4 months or so. Average retail price at midyear was about \$160.

Assuming that 7,100,000 black-&-white sets will be sold at retail this year, at average price of \$165 for full year, monochrome TV sets alone will account for roughly \$1.171 billion at retail this year. To which must be added the volume resulting from color, on which nobody is making any public guesses. The 7,421,084 sets sold at retail last year represented volume of about \$1.336 billion.

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Record-high TV inventories of about 2,600,000 as of Nov. 1 reflect a certain amount of overproduction, says new Motorola pres. Robert W. Galvin -- but because a great many of the sets in inventory are portables, he believes excess can be worked off without causing much dumping. They do pose further threat to profits, he said.

Galvin spoke to American Bankers Assn. Midcontinent Trust Conference, said that while portables have depressed profits, no manufacturer could avoid making them once it had been established that there was consumer demand. Same situation will apply to color, he indicated. On latter point, he asserted that color won't be profitable in near future -- at least not until industry is capable of producing color sets at a price low enough to attract mass market.

Philco pres. James M. Skinner Jr. also commented on inventory problem, telling newsmen that clogged pipelines will mean rough times in first half of 1957 for TV manufacturers. He noted that TV sales are running 9% behind 1955, said:

"Something has to give, with such curves on the chart. Only an exceptional Christmas business will change the pattern."

Philco's TV sales are below year ago, but not as much as industry-wide figure, he said. He reiterated earlier comment that "TV will be rough until we all get into color," predicted "several hundred thousand color receivers will be sold next year." By 1959, he said, color should really lure the mass market. When asked how many color sets Philco made this year, he replied "too many." Then he added: "If anyone would like to buy color sets at cost we would be glad to sell them, because cost prices are higher than list prices right now."

Philco's home laundry business, expanded by recent acquisition of Bendix, "could do two-thirds as much business in 1957 as our TV department, which accounts for the biggest portion of our dollar volume, and about 50% more business than refrigerators next year," said Skinner, indicating emphasis Philco places on laundry. He also said that Bendix will add \$50,000,000-\$100,000,000 to Philco sales volume next year -- meaning that Philco's sales in 1957 might approximate \$450,000,000.

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110-Degree Sets: There's still no evidence that shorter TV sets incorporating wide-angle 110-degree tubes will hit market in quantity before spring, though there were unconfirmed reports this week that Sylvania was planning to introduce a 17-in. portable with 110-degree tube in Dec. No other manufacturer indicated intention to bring out the shallower, lighter-weight sets much before spring. John L. Hanigan, v.p.-gen. mgr. of Corning Glass electrical products div., which is supplying bulbs to several major tube manufacturers, said there had been no rush of orders. He said Corning was prepared to mass-produce the bulbs, but would not commit its production lines until orders were on the books.

Production: TV output totaled 174,090 week ended Nov. 16, compared with 176,626 preceding week and 167,137 in corresponding week of 1955. It was year's 46th week, brought production for year to date to about 6,628,000, compared with 6,993,485 in corresponding period year ago. Radio production totaled 363,668 (154,718 auto) week ended Nov. 16, as against 335,630 (145,761 auto) preceding week and 438,651 (204,664 auto) in corresponding week of 1955. For 46 weeks, radio output totaled 11,935,707 (4,060,140 auto) vs. 12,462,119 (5,930,823 auto) in same period year ago.

Topics & Trends of TV Trade: Olympic Radio's TV expansion has boosted it to about 10th place among TV manufacturers, accounting currently for approximately 2% of nation's TV market, estimates Brantz Mayor, pres. of Unitronics Corp., parent of Olympic. In address to San Francisco Security Analysts Nov. 19, he said Olympic is in a back-order position "and I don't know of anyone else in the TV business who is."

"Roughly 50% of our business is TV and this portion is growing as fast as it can within our physical and financial limits, in a year when the industry is crying the blues and 6 nationally known brands have quit the business," he said. ". . . Olympic has a curious advantage in this picture, because it does very little national advertising, is not rated a consumer demand product, and has no recognized price in the consumer's mind."

"Olympic distributes its products through 11 wholly owned distributors, strategically located throughout the United States, with their own sales forces, service facilities and warehousing and trucking arrangements. In smaller market areas, we have distributors and chain stores who are not on quotas. Our retail outlets are principally those that serve the factory worker distributors, therefore the retailers are mostly widely scattered and comparative shopping is difficult . . . I think our sales will continue to go up because the market of wage earners with whom we are firmly established through this distribution system is the fastest growing segment among consumers in the nation, and because geographically we are away from Main Street, which is the center of the battle between the giants."

Note: Olympic pres. Morris Sobin, in interview in Nov. 18 *N. Y. Herald Tribune*, estimated TV sales this year at about \$23,000,000, said company was making substantial profit on TV by staying out of low-priced market.

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Philco abolishes custom of introducing new line of TV-radio-appliances at 2 national distributor conventions a year, will henceforth show new merchandise at regional distributor meetings. Spokesman said that new items will be shown "when they are ready, not at any specific times throughout the year."

New picture tube gun developed by Westinghouse, to go into production after first of year, is said to be particularly advantageous to portables, improving contrast by 17%. It will be used for aluminized 14, 17 & 21-in., produce no tube cost increase. Gun makes possible reduction of voltage on second grid from 300 to 110.

Phono record sales at retail this year will approximate \$300,000,000, surpassing previous peak of \$225,000,000 in 1947, according to Larry Kanaga, v.p.-gen. mgr. of RCA Victor record div. TV is credited with helping record sales by creating interest in recording artists who appear on TV.

Dun & Bradstreet reports 37 failures among TV-radio-appliance retailers in Oct., representing liabilities of \$848,000, compared with 30 failures & \$752,000 liabilities in Sept. and 23 failures & \$572,000 liabilities in Sept. 1955.

Cornwell Superior Corp., manufacturer of TV cabinets, will close plant in Superior, Wis. Jan. 1 and consolidate operations with its other plant in Paoli, Ind.

DISTRIBUTOR NOTES: Admiral appoints Lone Star Wholesalers Inc., 1911 Griffin St., Dallas, replacing own factory branch and reducing factory outlets to 14; Lone Star branch at 411 No. Medina, San Antonio, replaces R. Warneke there for Admiral . . . DuMont appoints Standard Appliances Inc., 61 Broad St., Chattanooga (J. N. Houts, pres.); Fridley Bros., 6510 Page Blvd., St. Louis (A. M. Fridley, pres.) and Hills Gas & Appliance Co., 7th & Philadelphia Sts., Rapid City, S. D. (E. C. Murray, pres.) . . . Grundig-Majestic appoints J. & J. Distributors Inc., Boston (Jay Wolfe, pres.) . . . Cooper Distributing Co. Inc., Newark (Motorola) appoints Nathan L. Hersh as TV-radio-phono mgr., replacing Howard Gross, now with Motorola in N. Y. regional office . . . Main Line Cleveland Inc. (RCA) promotes James Shipley as asst. to pres., succeeded by Gerald Ripp as adv. & sales promotion mgr. . . Hotpoint Appliance Sales Co., Detroit, promotes Thomas Greeley to TV sales mgr., replacing George Flood, resigned; DeWitt Supplee, ex-Avco, named adv. & sales promotion mgr. . . Westinghouse Electric Supply Co., Cleveland, promotes Romano Conti to TV-radio sales mgr., replacing Ernest Seibert, now with Main Line Cleveland Inc. (RCA) . . . GE Supply Co., Dallas, names Robert H. McNulty Jr. as dealer sales mgr. . . Sues, Young & Brown, Los Angeles (Zenith) reports resignation of sales & adv. v.p. Charles P. Culbert.

"We're pleased as punch," is way S. R. (Ted) Herkes, Motorola consumer products marketing v.p., describes results of company's big promotion featuring personal appearances by ex-pro football star Otto Graham. "Distributors and dealers alike indicate that Otto's appearances in stores for autographs have helped move merchandise. And that says nothing of the goodwill created by his appearances at schools and other institutions."

Radio shipments to dealers, excluding auto sets, totaled 5,326,820 in first 9 months, when production was 6,475,803, reports RETMA in state-by-state and county-by-county tabulations available to members on request to RETMA. They compare with shipments of 4,197,081, production of 5,046,905 in first 9 months of 1955. Sept. shipments were 835,025, compared with 579,102 in 4-week Aug. and 757,196 in Sept. 1955.

RETMA quarterly meetings at Chicago's Sheraton Hotel Nov. 26-29 will take up details of industry's pending requests to reduce or eliminate excise taxes and review developments in formation of TV Allocations Study Organization (TASO). All divisions except military products will meet, along with more than 20 committees and sections. Board meets final day.

Portables in Russia? Soviet Fisheries Minister A. A. Ishkov, on tour of U. S. and Canada, visited Canadian Admiral booth at recent electronics exhibit in Toronto, was so impressed by 10-in. portable TV that he asked if it were possible to ship him one at Kremlin. He was informed that differences in voltages and scanning systems would make it impractical.

RETMA will move headquarters in Washington by Feb. 1 to 1721 DeSales St. N. W., from current location at 777 14th St. N. W.

Trade Personals: Gen. David Sarnoff, RCA chairman, presented with bronze plaque by National Electronic Distributors Assn. as additional tribute to his 50th anniversary in electronics . . . H. E. Stokes named mgr. of GE's factory service branch at 1225 E. Manhattan Blvd., Toledo; Arthur S. Carroll heads branch at 1720 So. Harrison St., Ft. Wayne; they're GE's first factory service branches, set up as tests to determine future course . . . Lester Krugman resigns as Emerson marketing v.p., his duties absorbed by sales v.p. Harold Dietz; Edward Kantrowitz, Krugman's asst., promoted to adv. & sales promotion director . . . Joseph Anlauf, from Detroit office, named Philco regional mgr., Chicago . . . Abe Schneiderman promoted to purchasing director of Olympic Radio, succeeding Wm. Hegyi, now procurement v.p. . . . Paul M. Murphy promoted to administrative engineer of Sylvania TV-radio div., supervising recruiting of new personnel and coordinating special planning activities . . . Richard Powell promoted to gen. mgr. of Whirlpool-Seeger's Clyde (O.) div., succeeding Robert L. Evans, now personnel v.p. . . . Neil Uptegrove promoted to adv. mgr. of DuMont technical products div. . . . Raymond T. Lahey promoted to sales mgr. of Admiral's molded products div. (cabinets) . . . Thomas E. McCarthy, ex-*Wall Street Journal*, named project mgr. of Sylvania public relations dept. . . . Joseph P. Jatis promoted to mgr. of Motorola 2-way radio service training . . . James H. Owens, promotion mgr. of RCA electronic components marketing, promoted to mgr. of adv. & market research, RCA components div., Camden.

Realignment of adv. functions within RCA tube div.: G. G. Griffin promoted to mgr. of adv. & sales promotion; R. A. Huff, mgr. of adv. & sales promotion-entertainment market, assisted by F. T. Vanacore as administrator of renewal adv.-kinescopes; F. X. Banko, mgr. of adv. & sales promotion-industrial market, assisted by C. E. Howard as administrator of renewal adv.-CR & power tubes, and by George Sapin as administrator of equipment adv.-CR & power tubes; A. J. Jago, administrator of budgetary & cost controls; E. B. May, administrator of adv. & sales promotion-semiconductors; J. J. Phillips, administrator of shows & exhibits; H. M. Slovik, administrator of publications, assisted by Robert L. S. Leedy.

Merger of Magnecord and Midwestern Instruments Inc. has been approved by directors of both companies and will be presented to Magnecord stockholders next month. Plan provides that Magnecord's 3 series of notes be exchanged for Magnecord stock and the resultant stock exchanged for 149,511 shares of Midwestern common on basis of one share of Midwestern for 4½-5 shares of Magnecord. Midwestern, of Tulsa, makes oscillographs, galvanometers, torque motors, electronic instruments and has annual sales of about \$4,500,000, its operations reportedly profitable (figures aren't available since it's not publicly owned). Magnecord, Chicago, makes magnetic tape recording equipment with sales of more than \$2,500,000 and has been operating at loss.

New GE department of communications products, absorbing operating functions of old communication equipment section, has been formed with Harrison Van Aken Jr. as gen. mgr. It will produce mobile radio, microwave, traffic coordination units, power line carrier and terminal equipment, etc.

Excise tax collections on TVs, radios & phonos totaled \$161,098,000 in fiscal year ended June 30, compared with \$136,849,000 in preceding fiscal year, reports Internal Revenue Service. Collections on phono records totaled \$12,-324,000, compared with \$8,287,000 in preceding fiscal year.

Financial & Trade Notes: Zenith Radio, following TV industry trend, reports declines in earnings from year ago for both 9 months and quarter ended Sept. 30. Net profit for 9 months was \$3,890,765 (\$7.90 per share), compared with \$5,004,069 (\$10.16) in first 9 months of 1955 and \$2,573,954 (\$5.23) in corresponding period of 1954. For 3 months ended Sept. 30, earnings were \$1,359,941 (\$2.76), as against \$1,878,008 (\$3.81) in third quarter of 1955 and \$1,285,708 (\$2.61) in corresponding 1954 quarter.

Sales also declined from 1955 levels, totaling \$100,-568,265 in first 9 months, compared to \$108,468,108 in first 9 months of 1955 and \$90,968,450 in same 1954 period. For quarter ended Sept. 30, sales were \$35,197,330, compared with \$37,012,406 in 1955 and \$34,287,041 in same 1954 quarter.

Pres. E. F. McDonald Jr. reported that sales of TV receivers in 9-month and 3-month periods declined from 1955 levels, in accordance with industry trends. But he added that Zenith's average TV unit prices in third quarter rose, while TV prices of other manufacturers declined. This, he said, was due to fact that higher-priced "Space-Command" remote-control receivers accounted for 40% of Zenith's TV dollar volume in third quarter. He also stated that sales of Zenith radios & hi-fi phonos in first 9 months increased by more than 40% over first 9 months of 1955.

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George B. Storer, pres. of Storer Bcstg. Co., eliminated his direct holdings in its common stock issue by selling 14,640 shares in Oct., N. Y. Stock Exchange reported this week to SEC. He also reduced direct ownership of class "B" issue to 1,092,890 shares by selling 185,300. Among other transactions by officers & directors: Admiral pres. Ross D. Siragusa bought 7900 Admiral in Oct., increasing beneficial (but not record) ownership to 254,367; he is owner of record of 69,808 shares held in 4 trusts for benefit of his children. Thomas G. Lanphier Jr. bought 8000 General Dynamics in Sept., 4000 in Oct., bringing direct ownership to 12,000.

Official Films earned \$424,007 (16¢ per share) on gross revenues of \$2,700,000 in fiscal year ended June 30, compared with \$346,217 on \$1,200,000 in preceding fiscal year. Indicating good future, pres. Harold Hackett estimated net profit of \$332,160 (13¢) in quarter ended Sept. 30—or about 75% of profit for entire preceding fiscal year. He said that *Robin Hood*, *Adventures of Sir Lancelot* and *Buccaneers*—all filmed in Britain—had been sold to networks, and that foreign sales were increasing steadily, with England accounting for more than \$1,000,000 in sales, Canada \$500,000, Australia \$150,000.

Philco declared 1% stock dividend, in lieu of regular 20¢ quarterly, payable Dec. 3 to stockholders of record Dec. 1. Board announced Nov. 23 that it is "in the best interests of stockholders to conserve working capital" due to recent acquisition of Bendix laundry business and that the 80¢ a share paid since first of year in dividends "is in excess of the anticipated earnings" for full 1956.

Dividends: Storer Broadcasting, 45¢ regular plus 10¢ special on common, and 6¢ regular plus 2¢ special on 'B,' all payable Dec. 14 to stockholders of record Dec. 1; Clevite Corp., 40¢ Dec. 12 to holders Nov. 30; Cornell-Dubilier, 40¢ Dec. 31 to holders Dec. 14; Lear Inc., 15¢ Jan. 10 to holders Dec. 30; Wells-Gardner, 20¢ regular plus 20¢ extra Dec. 15 to holders Dec. 8.

Standard Coil Products reports net loss of \$358,706 on sales of \$15,392,295 in quarter ended Sept. 30, compared to net loss of \$215,861 on \$13,896,542 in same 1955 period.

American Electronics Inc. earned \$242,425 (47¢ per share) in 9 months ended Sept. 30, compared with \$177,377 (34¢) in corresponding 1955 period.

Electronics Reports: IRE names 75 engineers and scientists as Fellows of the Institute in awards effective Jan. 1, presentations to be made by IRE sections. Recognition of awards will be made March 20 at annual banquet during 1957 convention at Waldorf-Astoria, N. Y. The recipients:

United States: Leonard G. Abraham, Bell Labs; Walter J. Alberheim, Bell Labs; Maj. Gen. Francis L. Ankenbrandt, Air Force; Allen A. Barco, RCA Labs; Laurence Batchelder, Raytheon; Wm. T. Born, Geophysical Research Corp.; George P. Bosomworth, Firestone; James D. Cobine, GE; George C. Comstock, Airborne Instruments Lab; Sidney Darlington, Bell Labs; Rinaldo DeCola, Admiral; Burgess Dempster, Electronic Engineering Co.; Milton Dishal, Federal Telecommunications Labs; Frederick H. Drake, Aircraft Radio Corp.

William A. Edson, GE; Leslie E. Flory, RCA Labs; Sidney Frankel, Litton Industries; Carl A. Frische, Sperry Gyroscope; William N. Goodwin Jr., Weston; Georg Goubau, Signal Corps Engineering Labs; Wolf J. Gruen, Los Angeles; Robert N. Hall, GE; Paul G. Hansel, Servo Corp.; Howard R. Hegbar, Goodyear; James Hillier, RCA; Wilbur S. Hinman Jr., Diamond Ordnance Fuze Labs; Gunnar Hok, U of Michigan; Harry W. Houck, Measurements Corp.; William H. Huggins, Johns Hopkins U; James E. Kelster, GE; G. Ross Kilgore, Signal Corps Engineering Labs; Laurence M. Leeds, GE.

Jesse Marsten, International Resistance; Daniel W. Martin, Baldwin Piano; Richard E. Mathes, Burroughs Research Center; John W. Mauchly, Remington Rand; James O. McNally, Bell Labs; Eugene Mittelmann, Chicago; Howard K. Morgan, Bendix; William J. Morlock, GE; Robert M. Morris, ABC; Francis L. Moseley, Pasadena; Harper Q. North, Pacific Semiconductors; Maj. Gen. James D. O'Connell, Army Signal Corps; Lucius E. Packard, Acton Labs; Leon Podolsky, Sprague Electric; James L. Potter, Rutgers U; Robert M. Ryder, Bell Labs; Robert E. Samuelson, Motorola; Otto S. Schalrer, RCA; Ernst H. Schreiber, Pacific T&T.

Matthew H. Schrenk, Office of Naval Research; O. Hugo Schuck, Minneapolis-Honeywell; Louis D. Smullin, MIT; Roger A. Sykes, Bell Labs; Leland E. Thompson, RCA; George S. Turner, FCC; Clarence D. Tuska, RCA Labs; Oswald G. Villard Jr., Stanford U; Chao C. Wang, Sperry Gyroscope; Arthur H. Waynick, Pennsylvania State U; Joseph Well, Florida U; Warren D. White, Airborne Instruments Lab; Samuel B. Williams, Chevy Chase, Md.; Arthur K. Wing Jr., Federal Telecommunication Labs; G. Frederick Wolcott Jr., Gilfillan Bros.

Foreign: Jack Avins, RCA Labs, Zurich; George S. Field, Defense Research Board, Ottawa; Gerald Gross, International Telecommunications Union, Geneva; S. G. L. Horner, Hudson's Bay Co., Winnipeg; T. H. Kinman, British Thomson-Houston Co. Ltd., Rugby; Werner J. Kleen, Siemens & Halske, Munich, Germany; Issac Koga, Chiba U, Chiba, Japan; J. C. W. Scott, Defense Research Board, Ottawa; Frederick C. Williams, Manchester U, Manchester, England.

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Long-range radars for 23 U. S. locations were ordered this week by CAA from Raytheon in \$9,000,000 contract for deliveries starting next summer. Capable of scanning up to 200 mi., radars are central equipment in \$75,000,000 program for new air navigation and traffic control facilities announced by CAA in April. Each will use 40-ft. antenna, feeding as many as 15 monitors simultaneously to track high-altitude jets and conventional aircraft.

Underwater TV may play a part in unblocking the Suez Canal, Nov. 11 *London Sunday Times* speculates, adding that the project "is likely to prove the biggest diving job since the freeing of the Channel Ports in 1945." Britons have used underwater TV with conspicuous success in diving and ship salvage jobs; underwater cameras are made by Marconi and Pye.

Closed-circuit TV seminars on 2-way GE radio equipment are giving brush-up training to independent servicemen. Camera and control unit with 5 monitors are used by GE factory experts for regional demonstrations of intricate circuitry. First seminar was conducted in Atlanta.

Third International Automation Exposition opens Nov. 26 at N. Y. Trade Show Bldg., 500 Eighth Ave.

Federal Telephone & Radio received \$18,903,000 Navy contract for airborne Tacan equipment.

Consolidated Electrodynamics Corp. earnings for full 1956 should be about \$1,350,000 (\$1.40 per share) on sales of more than \$23,000,000, says chairman Philip S. Fogg. Profit in 1955 was \$803,696 (85¢) on sales of \$17,124,429. He said military currently accounts for about 30% of billings—primarily for Datatape, a data processing system used in guided missiles.

Hycon Mfg. Co. had net loss of \$205,514 on sales of \$3,644,671 in 6 months ended July 31, compared with net profit of \$110,277 (4¢) on \$4,574,777 in corresponding period of 1955.

ELECTRONICS PERSONALS: Arthur V. Loughren, ex-Hazeltine research v.p. and outgoing pres. of IRE, named reesarch v.p. of Airborne Instruments Labs, Mineola, N. Y. . . . Dr. Donald D. King, former director of Johns Hopkins U radiation lab, elected research v.p. of Electronic Communications Inc., Baltimore . . . Alan H. Shapley, member of 20-man coordinating committee for 55 countries participating in International Geophysical Year, named head of new section on earth-sun relationships at Bureau of Standards Boulder (Colo.) Labs for further research into effects on radio communication . . . Dr. Leo Szilard, head of nuclear physics at Chicago U and pioneer in developing atomic bomb, named consultant to Unitronics Corp., specializing in programs of food preservation by electronics, into which Unitronics plans to expand . . . George D. Rice, production mgr. of Kay Lab, San Diego, elected mfg. v.p. and board member . . . Glen F. Nielsen, ex-ElectroData Corp. & IBM, named asst. mgr., Stanford Research Institute computer lab, Menlo Park, Cal. . . . Joe H. Morin named to head sales activity of newly created industrial service dept. of technical publishers Howard W. Sams & Co., Indianapolis; dept. will prepare manuals and parts guides for makers of electronic equipment and govt. agencies . . . Leo Selden, ex-DuMont Labs, named asst. engineering mgr., Federal Telephone & Radio instrument div. . . . Henry Berring, Weston Electric Instrument mgr. of market research, on loan to Commerce Dept. to serve for 8 months as deputy director of Scientific, Motion Picture & Photographic Products Div. of Business & Defense Services Admin.



Mobile radio business in land transportation and industrial service is booming across country, Nov. 12 *Wall Street Journal* reports in lengthy roundup from San Francisco by Ronald J. Ostrow. It notes that 61,836 stations were authorized by Oct. 1 by FCC—38% more than in mid-1955, nearly 8 times the number in 1949—and estimates \$100,000,000 invested in equipment so far, \$35,000,000 of it this year. "The torrent is increasing," *Journal* says, quoting manufacturers' guesses at mobile units in use as 300-500,000. It lists Motorola and GE as manufacturing leaders, sharing business with RCA, Bendix and DuMont, with segments of market taken by Link Radio Corp., Radio Specialty Manufacturing Co. and Kaar Engineering Corp.

Avco's new \$15,000,000 research & development center for guided missile work will be built on 100-acre site in Wilmington, Mass., near Boston. Buildings covering 16 acres, to be completed by mid-1958, will house Avco facilities now in Lawrence and Everett, Mass.

Kay Lab, San Diego manufacturer of station & industrial TV equipment and electronic instrumentation, this week announced \$250,000 expansion program, involving addition to present plant to be completed by late spring. Company employs 300.

Muntz TV has filed suit against Trav-Ler Radio in Chicago Federal Court, alleging failure to pay for use of its TV production designs in accordance with 1955 contract.

Texas Instruments earned \$1,506,119 (45¢ per share on 3,008,125 common shares outstanding) in first 9 months, compared with \$1,099,748 (34¢ on 2,987,013 shares) in corresponding 1955 period. For quarter ended Sept. 30, profit was \$476,272 (14¢), as against \$403,738 (12¢) in same period year ago.

Beckman Instruments earned \$378,439 (29¢ per share on 1,287,227 common shares outstanding) on sales of \$8,404,767 in first fiscal quarter ended Sept. 30, compared with \$369,712 (30¢ on 1,249,735 shares) on sales of \$6,109,413 in same period year ago.

Two new TV stations bordering U. S. are now under construction by Mexican interests, and 2 more are planned in Mexico's interior, according to word from Mexico City. Both affiliated with Telesistema Mexicana (O'Farrill-Azcarraga interests), which has ownership in 8 of the 9 currently operating Mexican stations, these stations reportedly are now being built: (1) In Tijuana—opposite San Diego, Cal.—Ch. 12, using 5-kw GE transmitter, 6-gain antenna. It will be Tijuana's second station, fourth for San Diego area, Tijuana's ABC-affiliated XETV (Ch. 6) being owned by George I. Rivera & Emilio Azcarraga. (2) In Mexicali—across border from El Centro, Cal. & 50 mi. from Yuma, Ariz.—Ch. 3, with 5-kw Federal transmitter, 3-gain antenna. These other new Mexican stations, also affiliated with Telesistema, are in the works: (1) Chihuahua, Ch. 11, using 50-watt French transmitter formerly installed in Puebla station (now off air), with 4-gain antenna; scheduled to start about Jan. 1. (2) Torreon, Coahuila, Ch. 4, with 1-kw Philco transmitter, 3-gain antenna; debut planned in "3 or 4 months." No call letters have yet been assigned the upcoming stations. These changes are planned in present Mexican stations: XEZ-TV, Mt. Zamorano (Queretaro, Ch. 3) will boost power by installing 50-kw transmitter in next 4-5 months. XHNL-TV, Monterey (Ch. 10) will switch to Ch. 2, install 5-kw Federal transmitter & 3-gain antenna, in 4-5 months. Telesistema also plans to interconnect Mt. Zamorano & Guadalajara stations by installing relay station at Mt. La Piedad, Michoacan.

British advertisers spent £9,500,000 (\$26,600,000) on commercial TV during its first year. Top 10 advertisers were: (1) Associated Newspapers (*London Daily Mail, Daily Sketch, Evening News, Sunday Dispatch*). (2) J. Lyons & Co. (soft drinks, tea). (3) Hedleys (soap). (4) Hudson & Knight (soap). (5) Lever Bros. (soap). (6) Shell Mex & BP (gasoline & oil). (7) Esso. (8) Cadbury's (chocolate). (9) Van den Berghs (oleo, shortening). (10) Beechams (patent medicines). Meanwhile, British *TV Times*, commercial TV program magazine, reported its circulation had reached 1,000,000 in first year.

TV-taught typewriting is at least as effective as conventional classroom instruction, according to elaborately scientific findings by Michigan State U. Comparisons of typing performances by students in regular classroom course and those taught through university's educational WKAR-TV, E. Lansing, are detailed in 64-pp. booklet *Teaching Typewriting Through Television*, available for \$1.50 from school's Bureau of Business Research.

Out-of-home radio listening hit all-time high last summer, according to Pulse survey released this week. Last summer, out-of-home listening added 24.9% to in-home audience, vs. 23.3% in summer 1955. Among individual markets in 26-market survey, peak out-of-home listening was done in Philadelphia (27.7%), lowest was Atlanta (20.6%).

Ban on Elvis Presley recordings by WSYR, Syracuse, brought approving "flood of correspondence," according to pres.-gen. mgr. E. H. Vadeboncoeur, after station announced it was cutting away from NBC network whenever the rock 'n' roll singer is heard. He said "we would be neglecting a trust if we failed to ban the Presley recordings."

First Australian govt.-controlled TV station, ABN, is now on air in Sydney. Also operating are 2 commercial stations in Sydney and 2 in Melbourne. Debut of Melbourne's non-commercial ABV is imminent.

Due in bookstores soon is Morgan Beatty's *Your Nation's Capital* (Farrar, Strauss & Cudahy). Guidebook by the NBC commentator is product of his experience as a Washington reporter.

"The film network is the network concept of tomorrow," pres. Ely Landau of NTA and NTA Film Network told RTES round table luncheon Nov. 21 in New York. He made this prediction: "We believe [that] even our current wired networks will convert to the film network with the exception of major sporting events, the big news and political telecasts and certain types of variety and occasional dramatic shows. We believe that the economics of the TV industry, starting with the coaxial cable and ending up with the inflexibility of a wired network, must dictate that concept for tomorrow." He also forecast that Hollywood would go far deeper into TV than it has to date, and that in near future each movie studio may receive \$60-\$80,000,000 in annual revenues from production of TV film programming alone.

New master contract between AFTRA and 4 networks, retroactive to Nov. 16 and running for 2 years, was approved by union's national board Nov. 21 in N. Y. following weeks of negotiations with CBS, NBC, ABC and Mutual. Formal signing of national agreement awaits clarification of language of terms covering such issues as 10% raise in minimum pay scales for TV performers, minimums and pension provisions for staff announcers. Meanwhile local AFTRA negotiations continue in N. Y., Chicago, Los Angeles and San Francisco.

Warsaw TV audience saw USIA film Nov. 5, on eve of U. S. election. TV film, "Political Conventions," explained American election system and featured scenes from GOP & Democratic conventions. It was loaned by U. S. Embassy to Warsaw TV station—one of 2 in Poland—and televised with Polish narrative dubbed in. Film was part of USIA's *Report from America* series, produced monthly in English, French, German, Spanish & Japanese.

British will get taste of their own medicine, as British movies—which have been on American TV for many years—begin to appear on BBC-TV. BBC has just concluded deal with producer and labor groups to permit showing of pre-1948 features. BBC wants to show 12 British features, 4 foreign language features and 4 documentaries during 1957.

Old NARTB petition of Sept. 13, 1954—asking FCC to permit TV stations to sign on and off with either visual or aural identification—was turned down by Commission this week. FCC said it didn't think present rule requiring both identifications is burdensome or that change would cut stations' expenses significantly. It also said that aural identification is useful for mobile monitoring units.

Another time-for-film barter deal brings big network sponsor Hazel Bishop into spot TV. Company reportedly has closed \$7,000,000 deal with Matthew Fox whereby it gets 52-week spot campaign in 200 markets beginning early next year. Fox had accumulated the bartered spot time in deals with old MPTV library.

Sales increase of 275% in Ziv film reruns has been scored in last 12 months, according to Pierre Weis, gen. mgr. of distributor Economee TV. Weis said half-hour reruns, operated primarily by stations as saturation vehicles for TV spots, often out-rate feature-length films and network shows.

TV-radio program questionnaires, start of survey intended to show how schedules should be designed to aid spot campaigns, were mailed this week by rep Peters, Griffin, Woodward Inc. to ad agencies across country. Firm hopes survey will help bring some uniformity by stations in makeup and distribution of schedules.

Closed-circuit telecast of UCLA Homecoming parade was piped to students confined in UCLA Medical Center Hospital by school's TV-radio div. Crew of 15 students produced the telecast, one of series of remotes planned in student TV training program.