

Television Digest

with **ELECTRONICS REPORTS**

PUBLISHED WEEKLY BY RADIO NEWS BUREAU • WYATT BLDG. • WASHINGTON 5, D.C. • TELEPHONE STERLING 3-1755 • VOL. 13: No. 5

SUMMARY-INDEX OF THE WEEK'S NEWS — February 2, 1957

TV-RADIO POLITICAL SPENDING totaled nearly \$10,000,000 in 1956 campaign, Senate subcommittee reports on basis of complete network-station poll (p. 1).

STODDARD REPORT on educational TV recommends that all public schools be TV-equipped, opening new markets for equipment makers (p. 2).

CATV SYSTEMS lose tax case on connection fees. Industry growth continues steadily, Factbook showing 572 systems, including 51 new ones in Canada (p. 3).

PATENT LAW CHANGES recommended in "expert" reports to Senate subcommittee; electronics companies listed in ranking of patent ownership (p. 5).

NTA FILM NETWORK goes commercial, signing Warner-Lambert as first sponsor in \$2,500,000 deal for 39-week 128-station weekly movie (p. 6).

ALLOCATIONS on FCC agenda again Feb. 5. First votes on Peoria, Springfield, Hartford & New Orleans likely to stick. Speculation on others (p. 7).

NARTB's PUBLIC RELATIONS expansion program, to be submitted to board Feb. 6-8, emphasizes activities in press, special projects, magazines, speeches (p. 8).

RCA HIKES COLOR PRICES on 3 models, says further increases can be expected. Westinghouse applies production controls. Consumer spending analysis (p. 11).

DISTRIBUTION INVESTIGATION by Senate Small Business Committee due to be launched by public hearings starting in March. Humphrey heads subcommittee (p. 12).

MAGNAVOX PROFIT in last 6 months of 1956 up 28% from same 1955 period, sales increase 36%. TV unit sales were up 30%, hi-fi phonos more than doubled (p. 14).

TV HIGHLIGHTS AT IRE Convention: Tape recording, color systems, panel on TV test signals, transistorized receivers, light amplifier (p. 15).

ROUGH ACCUSATIONS order of the day as final decisions near in big vhf cases Boston Globe blasts Herald-Traveler, charging it with threats (p. 9).

TUPELO, MISS. starter brings station operating box score to 496 (96 uhf). Semi-satellites make progress building in Bryan, Tex. & Ensign, Kan. (p. 9).

POLITICAL CONTRIBUTIONS by officers & directors of biggest TV-radio station chains listed by Senate group, showing \$37,000 to GOP, \$1000 to Democrats (p. 16).

\$9,818,000 FOR POLITICS ON TV-RADIO: Total bill for political TV-radio broadcasts came to nearly \$10,000,000 from Sept. 1 to Nov. 6, 1956 for all election contests, according to figures released at week's end, based on first complete survey.

Data is contained in 925-page report of Senate privileges & elections subcommittee investigation of political spending, conducted in last Congress under Sen. Gore (D-Tenn.). TV-radio survey is based on questionnaires sent to all networks & stations. Returns were surprisingly complete -- 97% of TV stations, 90% of radio stations and all networks replying. Breakdown of TV-radio political data:

Republicans paid \$5,381,000 for TV-radio time and production (including pre-emption costs) for Presidential, Senatorial, Congressional and all other election contests; Democrats paid \$4,121,000, other parties and candidates \$316,000. Of the total \$9,818,000, TV represented \$6,636,000, radio \$3,182,000. Expenditures for network TV -- almost entirely for Presidential campaign -- came to \$1,733,073 for GOP, \$1,197,441 for Democrats. Network radio cost GOP \$144,645, Democrats \$176,295.

Non-network TV expenditures were \$2,004,000 for Republicans, \$1,549,000 for Democrats. Non-network radio figures came to \$1,500,000 for Republicans, \$1,196,000 for Democrats. Non-network buys were mainly for Senate, Congress and local races.

California and Pennsylvania were leading states for non-network TV-radio political spending, state-by-state table shows -- total being \$457,000 in each.

Comparing figures with parties' estimates early in campaign, subcommittee concluded that "both major parties increased considerably their anticipated TV expenditures in the late stages of the campaign."

Total TV-radio spending for 1956 Presidential, Senatorial and Congressional campaigns (\$7,056,000) "was not significantly in excess of the 1952 expenditures for the corresponding campaigns" (\$6,062,000), report notes, adding that main difference was "significant increase" in TV expenditures and "significant decrease" in radio

expenditures. Rise in TV costs would have been much greater, report says, were it not for heavy use of announcement format, pre-election coordination between the networks and politicians to cut down preemptions, and price concessions by networks.

Free political time given by networks and stations was tallied thus: TV networks, 32 hours; individual TV stations, total of 185 hours; radio networks, 34 hours; individual radio stations, total of 575 hours.

Network-by-network breakdown of political purchases and free time: ABC-TV, Democrats \$288,461, Republicans \$170,682; ABC Radio, Democrats \$38,874, Republicans \$19,070. TV free time, Democrats & GOP 15 min. each, other candidates & parties 225 min.; radio free time, major parties 15 min. each, others 230 min.

CBS-TV, Democrats \$495,455, GOP \$916,148; CBS Radio, Democrats \$93,818, GOP \$66,110. TV free time, Democrats 180 min., Republicans 228 min., others 220 min.; radio free time, Democrats 247 min., Republicans 260 min., others 265 min.

NBC-TV, Democrats \$413,525, GOP \$646,243; NBC Radio, Democrats \$26,647, GOP \$49,694. TV free time, Democrats 400 min., Republicans 471 min., others 202 min.; radio free time, Democrats 323 min., Republicans 439 min., others 195 min.

Mutual Radio, Democrats \$16,956, Republicans \$9771. Free time, Democrats 15 min., Republicans none, others 15 min.

* * * *

Noting that TV-radio was largest single item of expenditure -- out of total \$33,000,000 spent in campaign -- subcommittee concluded that current \$3,000,000 limitation on expenditures by national committees is "unrealistically low" and virtually meaningless, because of the numerous other political committees created merely for the purpose of getting around the spending limit.

While making no specific recommendation, report went into some detail on the testimony of TV-radio witnesses who argued that equal-time law "places serious handicaps upon political candidates and parties as well as upon the broadcaster or telecaster desiring to perform the public service of bringing to the listening and viewing audience adequate coverage of the election campaign."

TV FORESEEN AS EDUCATION'S NEW DIMENSION: Important to all segments of industry -- broadcasters and manufacturers alike -- is the report-with-a-wallop submitted this week by Dr. Alexander Stoddard, retired Supt. of Los Angeles Schools, recommending that every public school in America be TV-equipped. In brief, he said that use of TV in classrooms could save 100,000 teaching positions and more than \$500,000,000 in salaries, as well as improve quality of instruction.

Titled "Schools for Tomorrow: An Educator's Blueprint," the 62-page report was prepared by Dr. Stoddard for Ford Foundation's Fund for Advancement of Education, 655 Madison Ave., New York, where copies are available. It was based on studies by Dr. Stoddard and on more than 1000 interviews in 72 communities during 1956.

Special significance may be attached to report by virtue of Dr. Stoddard's authorship. He is a professional educator, not one in the hire of educational TV organizations and, inasmuch as his report has backing of Ford Foundation, its chances of being translated into concrete action cannot be dismissed lightly.

Potential bonanza for equipment manufacturers is visualized in his recommendations for future school facilities. He urged that no school be built without provision for 2 or 3 large rooms equipped with TV receivers and closed-circuit system.

Building requirements for maximum TV use in new buildings, he said, should include built-in coaxial cables and antenna lines, built-in 24-in. sets (one or more in each room), central sound system with talk-back arrangement. For school buildings now in use, he recommended portable TV sets with large speakers in each room, mounted on stands; installation of antenna, coaxial and wire leads; adaptation of radio workshop or auditorium stage for closed-circuit studio; installation of closed-circuit equipment; improvement of acoustics, lighting and ventilation when necessary. For these recommendations he drew on information from Dr. Thomas A. Weir, former coordinator of School Program and Station Relations, St. Louis Board of Education.

Report cites these advantages in greater use of TV in classrooms: (1) Music and art, and many phases of other subjects, could be taught by specialists. (2) By

reducing number of subjects usually required of elementary school teachers, confusion can be avoided and more attention given to individual needs. (3) Enough money might be saved to raise teacher's salaries to professional levels.

Report had high praise for educational TV stations already in operation, and pointed to current closed-circuit educational experiment in Hagerstown, Md. (Vol. 12: 5-26, 13:3) as "what may prove to be one of the most significant...studies in the educational TV field." At same time, it lauded cooperation of commercial stations in helping educational stations and their programs, but warned:

"The schools and colleges must have their own stations, just as they have their own shops, classrooms, libraries and laboratories. Moreover, anyone with experience in this area knows that commercial stations cannot give away the more valuable program hours regularly as a permanent policy...All the time that can or will be given by commercial stations for educational programs is but a drop in the bucket of what will soon be needed."

CATV LOSES TAX CASE; GROWTH REPORT: Community antenna operators lost a tough one this week, when U.S. Tax Court ruled that initial connection charges are taxable as income, can't be treated as "contributions to capital." Ruling doesn't hit as hard as it would have several years ago, when most CATV systems were just starting, making their major outlays. Nonetheless, it's a jolt, for operators have been charging up to \$100-\$150 for initial connections, though average has dropped steadily.

Decision was 2-1 on case initiated 2 years ago by National Community TV Assn. on behalf of system operator in Wilkes-Barre, Pa. Judge Norman O. Tietjens wrote majority opinion, which concluded that there's nothing in system-subscriber contracts binding company to use contributions for any particular purpose. Judge John W. Kern dissented. NCTA hasn't yet decided whether to appeal.

* * * *

Our semi-annual statistical stock-taking of systems, based on analysis of directory in our forthcoming Spring-Summer TV Factbook, due off presses in couple weeks, continues to disclose a steadily expanding industry.

We constantly hear of many systems hitherto unknown to us, and we keep trying to verify their existence by direct response from operators or manufacturers. But, even erring on the conservative side, we count 572 operating systems in U.S. & Canada, compared with 480 only 6 months ago (Vol. 12:28).

Biggest increase was batch of 51 reported to us by a new "power" in Canada, manufacturer Benco TV Assoc. Ltd., 278 Bridgeland Ave., Toronto -- and gen. mgr. S.W. Wellum promises large additional batch for next Factbook. Here are salient statistics derived from the Directory:

- (1) Systems in operation -- 572 vs. 480 six months ago.
- (2) Average number of subscribers -- 866 vs. 912. Excluding the Benco group, most of which just started last year, current average would be 945.
- (3) Average potential subscribers, estimated by operators -- 1820. Again excluding Benco group, average potential is 1968.
- (4) Total homes reached by those supplying figures -- 364,915.
- (5) Total potential, according to operators' estimates -- 750,134.

Very interesting thing to watch, in coming months, will be development in Pacific Northwest after Court of Appeals rules on the legality of unauthorized vhf boosters. If they're declared illegal, as most lawyers expect them to be, will set owners turn to CATV systems or to uhf translators -- or both? If they're declared legal, will days of some CATV operators be numbered?

Rosy picture of daytime TV was presented by new CBS-TV pres. Merle S. Jones in Jan. 30 address to Minneapolis Advertising Club pitching for more sponsorships. He said: "Last fall the TV sets in 7,000,000 homes were tuned in during the average minute between 10 a.m. and 5 p.m., to account for a nationwide total of 49,000,000 hours of viewing each day. Furthermore, this figure apparently doesn't represent the best that we can expect.

Last fall's average minute audience of 7,000,000 homes is 25% larger than during the autumn of 1955—and the figure is still rising." He also estimated that number of TV homes will increase to 41,800,000 in 1957, with average daily viewing per family remaining at 5 hours. "Thus by the end of 1957 American families will be devoting 209,000,000 hours per day to watching TV, 15,500,000 more hours per day than in 1956," he said.

Personal Notes: Merle S. Jones, new pres. of CBS-TV, left Jan. 31 for "get-acquainted" visit with west coast officials of network and affiliates; he was accompanied by CBS pres. Frank Stanton, programming exec. v.p. Hubbell Robinson Jr. and information services director Charles Oppenheim . . . Wm. Paley, chairman of CBS, currently vacationing with wife in Montego Bay, West Indies . . . Richard L. Freund, ex-NBC legal dept., joins ABC as director of labor relations, assuming duties of Mortimer Weinbach, now v.p. & gen. counsel . . . Gene Accas resigns as v.p. & operations director of TvB to rejoin ABC-TV as administrative officer, with special assignments in adv., promotion, research & sales; Jason Rabinovitz promoted to administrative officer in charge of financial & business matters . . . John R. Sheehan, ex-Cunningham & Walsh v.p. & TV-radio director, joins TvB in sales capacity . . . Dr. Thomas E. Coffin promoted to research director of NBC's research & planning section; Allen R. Cooper promoted to director of corporate planning, James H. Cornell to staff asst. for program planning . . . Edward J. Montagne promoted to new post of exec. producer for all CBS-TV film operations, reporting to Harry Ommerle, v.p. in charge of TV network programs, N. Y. . . . Robert B. Hanna Jr. resigns as mgr. of GE's broadcasting stations dept. (WRGB and radios WGY & WGFM, Schenectady, N. Y.) to become gen. mgr. of GE's industrial heating dept., Shelbyville, Ind. . . . E. Wm. Farneti promoted to asst. to George R. Dunham, gen. mgr. of WNBF-TV & WNBF, Binghamton; Ronald Maines promoted to operations supervisor . . . Bennet H. Korn, sales v.p. of WABD, N. Y., appointed v.p. & station mgr., succeeding Ted Cott, who continues as vp. & gen. mgr. of WABD & WTTG, Washington . . . George Ing promoted to engineering director of KONO-TV & KONO, San Antonio . . . Keith B. Collins, mgr. of radio KFBK, Sacramento, promoted to sales director of all McClatchy stations, replacing Leo Ricketts, resigned . . . Herb Jaffe resigns as v.p. of Official Films; Leonard O. Fischer, gen. partner in N. Y. brokerage firm of John H. Kaplan & Co., succeeds him as a director . . . S. L. (Stretch) Adler, ex-Screen Gems, Crosley stations & Ziv, named national sales

mgr. of Guild Films . . . Virgil (Buzz) Ellsworth, ex-Mercury International, named mgr. of MGM's TV commercials dept. . . . Florence Reif promoted to supervisor of religious programs & educational features, NBC Radio, succeeding Mrs. Dorothy Culbertson, now a producer on NBC's educational TV programming project . . . Arthur Perles resigns from CBS publicity dept. after 18 years to become director of press & publicity of NBC subsidiary California National Productions . . . Stephen Strassberg, publicity director of WABC-TV & WABC, N. Y., promoted to asst. press information director of ABC; Heyward Ehrlich, ex-CBS Radio, DuMont & MCA, succeeds him . . . Lawrence Turet named promotion director of WITI-TV, Milwaukee . . . Bruce Johns resigns as promotion director of WTVN-TV, Columbus, O., to take similar position with WCHS-TV & WCHS, Charleston, W. Va. . . . Jay J. Merkle, ex-Dumont Network & Armed Forces Network, named director of operations & sales service of newly formed Closedcircuit Telecasting System . . . Larry Wynn, ex-sales mgr. of WABC-TV, N. Y., joins sales dept. of WATV, Newark . . . Charles S. Wright named a partner in A. D. Ring & Assoc., Washington consulting engineers . . . A. Harry Becker, Washington TV-radio attorney, moved Feb. 1 to Wyatt Bldg. (Executive 3-3003) . . . Gus Trevilian promoted to local sales mgr. of WSLs-TV, Roanoke . . . Robert A. Huelster promoted to local sales mgr. of WCCO-TV, Minneapolis . . . Miss Rae Hargrave promoted to SMPTE publicity director, replacing Sue Grotta, resigned.

Obituary

Jim Shott, 61, publisher of *Bluefield* (W. Va.) *Telegraph* and *Sunset News* (WHIS-TV & WHIS), died Jan. 26 of heart attack. He was first W. Va. newspaper publisher to enter radio, buying WHIS in early 1920s. In 1937, he managed successful campaign of his father, Hugh Ike Shott, for Republican nomination for U. S. Senate. Jim Shott was also a former Republican State Chairman and a member of National Republican Finance Committee. He is survived by his widow, 5 sons, a sister & brother.

Herbert Mayer, who gave TV one of its most phenomenal success stories, on Jan. 22 gratified long-cherished ambition by opening new World House art gallery at Hotel Carlyle, 987 Madison Ave., N. Y. Applying for TV stations when many veteran broadcasters declined to take the risk, he built and operated WXEL, Cleveland (Ch. 3) and KPTV, Portland, Ore. (Ch. 27), later sold them with his TV coil manufacturing operation in New Rochelle, N. Y. to Storer Broadcasting Co. for some \$10,000,000 (Vol. 10:2, 44). Mayer's wife is an artist and he has been seriously interested in art since early 1930's. World House specializes in contemporary works from all over the world, displayed in uniquely designed settings. Gallery was subject of article in Jan. 22 *N. Y. Times*, is being featured in *Time* and *Newsweek* magazines, among others.

Maj. Robert Cranston, ex-chief of First Army's radio-TV div., N. Y., named chief, Army Radio-TV Branch, Washington, succeeding Maj. Thomas C. Clagett, reassigned to NATO duty in Norway. Maj. Cranston is son of George Cranston, gen. mgr. of WBAP-TV & WBAP, Ft. Worth.

Walter Cronkite, CBS newsman, received "Silver Medal Award" of Philadelphia's Poor Richard Club Jan. 29 "for his consummate skill in editing the news on the air and for his poise in performing this exacting task in full view of the audience."

Sir Richard Boyer, chairman of Australian Broadcasting Corp., arrived in N. Y. Jan. 30 for indefinite visit in U. S.

Sylvester L. (Pat) Weaver Jr., ex-NBC chairman, is expected to open offices at 430 Park Ave. in mid-Feb. for his new enterprise, which will include program packaging, consultation and other services to broadcasting. Neither the exact scope of his activities nor identity of his associates could be determined, but persistent (though unconfirmed) rumors were that he would be joined by Broadway producer Mike Todd and ex-NBC v.p. Frederic W. Wile Jr.

Edward R. Murrow received Navy's Distinguished Public Service Award—highest recognition of civilian not employed by Navy—from Secy. Charles F. Thomas in Pentagon ceremony Jan. 30. He was cited for originating "many network TV programs dealing with Navy subjects," resulting in "highly favorable atmosphere for Navy & Marine Corps public relations & recruiting." Programs include "Revolution in the Navy" show on *See It Now* last Nov. 18.

Hunt Stromberg Jr., who resigned from ABC-TV in Los Angeles 8 months ago, serving with CBS program development dept. in Hollywood since then, reportedly will rejoin ABC-TV as top-level programming executive, under James T. Aubrey, new v.p. in charge of programming.

E. R. (Curly) Vadeboncoeur, pres. & gen. mgr. of WSYR-TV & WSYR, Syracuse, received Distinguished Service Award of American Cancer Society, N. Y. State div., Jan. 28 in Syracuse.

OVERHAUL of patent system gained impetus this week with issuance of 3 reports by Senate Judiciary Committee's patents, trademarks & copyrights subcommittee headed by Sen. O'Mahoney (D-Wyo.). Final report on subcommittee's study is expected in next 2 weeks.

This week's reports included 2 expert appraisals of patent situation by Dr. Vannevar Bush and Chicago patent attorney George E. Frost. Though no mention was made of current patent litigation in electronics industry, both reports devoted sections to patent pooling practices.

Dr. Bush's report, *Proposal for Improving the Patent System* (Study No. 1), urges "thorough and objective study" of patent pooling "by a fully representative group, including men with experience in patent litigation, [but] including also those who understand the trends of science and its applications, and those who have struggled with the vicissitudes of infant industrial units." Rather than place reliance on anti-trust laws to deal with patent pooling, he recommends it be "covered by its own body of legislation."

Frost's report, *The Patent System and the Modern Economy* (Study No. 2), devotes 2 pages to color TV as "vivid example of current competition in development." Recounting rivalry among RCA, Chromatic, Hazeltine, Philco, et al, for color TV developments, Frost says: "It is difficult to see how this activity could go on in the absence of a patent system. With respect to Hazeltine, its only source of income is patent royalty and service fees to licensees. RCA—though it does manufacture—could hardly undertake the staggering investment it has made in color TV in the absence of a patent system . . . And with respect to Philco there is a multiple motive of obtaining both manufacturing and royalty income coupled with a desire to avoid paying patent royalties to others."

He called color TV development "significant" in that it presented a problem too big for individual research and development, demonstrating patent system's effectiveness "as to group research as well as to individual activity." In separate discussion of some "package" patent licensing systems, he said:

"A block or package of patents may have a competitive value as an entity apart from the merits of the respective patents. Typically, one patent in a group is comparatively

basic, and the other patents are directed to improvements of relatively small value. The owner of the patents may consider it advantageous to insist upon the taking of a license to the entire package as a condition to grant of a license to the basic patent. [The] frequency with which this situation occurs has been exaggerated, but it has happened. Whatever the actual importance of the problem, however, all hands can agree that when there is coercion to take a multiple patent license it is likely to work against the objectives of the patent system in promoting technological competition . . ."

Third report, *Distribution of Patents Issued to Corporations (1939-55)* (Study No. 3), analyzes patent grants over the 17-year period. One section reports on patents issued each year to the 15 corporations receiving largest numbers of patents. It notes that in the 20-year period 1936 through 1955, nine corporations were among the 15 companies which received the most patents each year. In order of their total number of patents, these were: (1) GE, (2) AT&T, (3) RCA, (4) Westinghouse, (5) du Pont, (6) Esso Standard Oil, (7) GM, (8) Eastman Kodak, (9) Bendix Aviation.

The 3 reports are available from Supt. of Documents, Govt. Printing Office, Washington 25—at 15¢ each for Studies 1 & 3 and 25¢ for Study 2.

Study No. 3 includes lists of corporations and numbers of patents issued to them 1939-55. The TV-electronic and related companies with more than 100 patents, listed with their ranking on the list and the number of patents issued to each during the period, are:

1. General Electric	10,757	112. Zenith	359
2. AT&T	8,539	114. P. R. Mallory	354
3. RCA	7,894	137. Hazeltine Corp.	287
4. Westinghouse	7,587	148. Gen. Precision Equip.	274
9. Bendix Aviation	3,113	152. Motorola	264
15. Sperry Rand	2,066	155. Clevite Corp.	259
25. Hartford Natl. Bank & Trust Co. (for Philips of Holland & others)	1,419	159. Stromberg-Carlson	255
26. IBM	1,410	163. Collins Radio	253
27. International Standard Electric	1,406	172. DuMont Labs	244
35. IT&T	1,089	209. Siemens & Halske (Germany)	199
40. Raytheon	948	227. Rudolph Wurlitzer Co.	183
48. Philco	788	258. Amer. Bosch Arms	158
62. Sylvania	632	261. Weston Elec. Instrument	158
65. Telefunken (Germany)	611	266. Sprague Electric	155
78. EMI (Britain)	491	334. Radio Patents Co.	126
93. Avco	416	335. Eitel-McCullough	124
98. Western Union	397	337. Phillips of Holland (see Hartford Natl. Bank)	124
104. Farnsworth Research Corp.	377	368. Lear Inc.	111

TV was used as "weapon" by *Kansas City Star* to "exclude" competition, U. S. Appeals Court Judge Charles J. Vogel observed last week in St. Louis, upholding District Court conviction of newspaper on criminal monopoly charges (Vol. 12:4). Reviewing trial testimony 2 years earlier, text of 42-page opinion contains few references to *Star*-owned WDAF-TV & WDAF, against which civil anti-trust action is pending. But judge cited 2 instances in which station facilities were operated as "appendages" to successful paper rather than "independent entities": In 1952 a furniture company was denied WDAF-TV time because it refused to advertise in *Star*. *Television Preview* "was unable to advertise in the most logical medium—TV" because Dean Fuller, then gen. mgr. of WDAF-TV, decided "I don't want to see this magazine on TV."

CBS is entering amusement park business, too. It's becoming joint owner with Los Angeles Turf Club in developing Ocean Park pier in Los Angeles-Santa Monica area into 30-acre family amusement park, to be operated as year-round enterprise starting in summer of 1958. Unlike ABC's connection with Disneyland Park near Anaheim, Cal., no plans are in works for TV tie-ins.

Seagoing TV: Esso Shipping Co. of N. J. is currently equipping its 38 coastal tankers with 21-in. sets in dining and recreation quarters.

Equal job opportunity, regardless of race, should be "matter of self-interest" to industry as well as of principle, RCA chairman Brig. Gen. David Sarnoff says in address prepared for Feb. 4 youth training-incentives conference in Washington sponsored by President's Commission on Government Contracts. Citing non-discriminatory practices by RCA since its organization in 1919, Sarnoff says he himself "would not be here as its head today" without them. Some companies have "groundless" fears of opening jobs to such minorities as Negroes, Sarnoff says; RCA's experience shows that Negroes do "splendid" work in wide range of supervisory & other employment in manufacturing, labs, personnel, service.

Attack on NBC & CBS is launched by Zenith counsel Burton K. Wheeler, former chairman of Senate Commerce Committee, in release distributed by Committee for Constitutional Govt., 205 E. 42nd St., N.Y. Wheeler asserts that approval of subscription TV is answer to NBC & CBS "domination" which gives 2 men "absolute power over what is seen and heard on TV." He suggests that NARTB may be networks' "cat's paw" in asking for repeal of Sec. 315 of Communications Act. He said that repeal would give networks power to "censor" political speeches and give free time to their political friends while refusing time to others.

Telecasting Notes: Ratings are going to be "de-emphasized"—at least for public consumption—reports TV editor Sam Chase in Feb. 2 *Billboard*. He writes the TV networks have decided to stop issuing press releases on ratings achieved by programs. Intent, he adds, "is to quiet the public hubbub over who's on top, which has given rise to an atmosphere in which the webs believe that ratings have become virtually the master rather than a tool of the industry" . . . But ratings still make news—both trade news and general news. For example, Nielsen reports *Ed Sullivan Show* and *I Love Lucy* won 1956 rating sweepstakes—*Sullivan* with biggest single-broadcast "total audience" figure of 21,753,000 on Nov. 18, *Lucy* with biggest single-broadcast "average audience" of 18,963,000 Dec. 10 . . . Newspapers, seemingly enjoying the rating rivalries, gave big play to *Steve Allen's* Jan. 27 upset of *Ed Sullivan*, 28.3-to-25 on the Trendex scoreboard . . . Speaking of ratings, NBC feels it is closer than ever before to dethroning CBS's *Lucy* with its newly scheduled (and highly publicized) *Twenty-One* quizzer in same time slot; press gave big play to Charles Van Doren's \$122,000-so-far winnings on the show . . . Despite big sendoff, NBC's new-format *Tonight!* apparently is due for some revisions, judging by reception from the professional TV critics . . . Is jackpot quiz fad dying? Jan 30 *Variety* reports 5 have bit the dust without running more than 26 weeks, and enumerates them: *You're on Your Own*, *Break the \$250,000 Bank*, *Can Do*, *High Finance*, *Giant Step*. It also notes the skidding ratings of \$64,000 *Question and Challenge* . . . Public doesn't think it's such a bad TV season, according to special Pulse survey reported in Jan. 28 *Television Age*: More than 90% of the 1000 viewers queried thought this season's network shows better than, or as good as, previous years; 8.2% said they weren't as good; 60% said they were better; 30% said they were about the same . . . Another Broadway play to TV: *Robert Montgomery Presents* (NBC) has bought TV rights to "Reclining Figure," legitimate play of the 1954-55 season; it will be performed on TV Feb. 25, perhaps using some of original cast . . . Kansas City Philharmonic Orchestra's regular Sunday afternoon pop concert Jan. 27 was performed at WDAF-TV's studios and carried by all 3 local TV stations to help save-the-orchestra fund drive . . . Old movies on TV are driving public "to see new and exciting motion pictures at theatres," 20th Century-Fox pres. Spyros P. Skouras de-cleared hopefully this week.

Jobless TV actors and others in entertainment fields need liberalized unemployment insurance to relieve chronic hardship, union delegation told N. Y. state legislative leaders Jan. 30 at Albany dinner conference. Led by Helen Hayes, Ralph Bellamy & Robert Montgomery of Actors Equity, representatives of TV, radio & movie performers, musicians, stagehands, press agents urged that qualifications for jobless pay claims by part-time workers be cut. They said employment eligibility requirements should be reduced from 20 weeks in previous year (Vol. 12:50) to about 15—or that \$1000 constitute minimum earnings—because of difficulty of young actors, in particular, in finding regular employment. Cost of revision was estimated at \$13,000,000 a year from \$1.5 billion reserves.

TV film of murder trial has won special citation for WBAY-TV, Green Bay, from Wis. Press Photographers. Films of Michael McCormick murder trial were made with court's permission by Ken Conant & Don Love, WBAY-TV newsmen.

Benefit hockey game promoted by WRCV-TV & WRCV, Philadelphia, netted \$8744 for Women's Medical College of Pennsylvania in new "Impact Public Service" program for NBC-owned stations (Vol. 13:2).

FIRST FILM NETWORK got its first sponsor this week—in a \$2,500,000 deal which really puts NTA Film Network "in business," although it has been programming one feature film a week (sold locally by affiliates) since Oct. 15, 1956. Sponsor is Warner-Lambert Pharmaceutical Co., which will begin weekly two-thirds sponsorship of major TV-first-run 20th Century-Fox Films on full 128-station NTA lineup April 1 for firm 39 weeks, with options running through 1959. Exercise of all options would bring Warner-Lambert's total time and program costs to more than \$10,000,000.

NTA Film Network, jointly owned by National Telefilm Assoc. and 20th Century-Fox, will supply group of pre-1949 features, including such top-notch pictures as "Razor's Edge," "Gentlemen's Agreement," "Alexander's Ragtime Band," "Stanley & Livingston," "Lloyds of London," "Blood & Sand," "Grapes of Wrath," "Forever Amber" and "Mother Wore Tights."

Warner-Lambert, which is listed as having spent \$1,181,562 on network TV in first 6 months of 1956 (Vol. 12:39), is maker of Listerine, Richard Hudnut, Sportsman, Bromo Seltzer, Anahist & Prophylactic lines of cosmetics, toiletries, pharmaceuticals and toothbrushes. Deal is expected to be followed shortly by announcement of sale of other one-third of weekly feature film show, for total of \$4,000,000 for 39-week period.

Twentieth Century-Fox will film additional footage, using its feature players as hosts for the films, with commercials filmed and inserted in the series. Stations will play the features at different times, though some 70% of station clearances are said to be on Fri., Sat. or Sun. evenings—mostly in late-evening "feature film time." Warner-Lambert contract was negotiated through Lambert & Feasley ad agency.

NTA Network's next planned programming expansion is slated for this spring, in form of weekly 90-min. "kiddie spectacular." Next fall, it hopes to add five 30-min film series, some for local sale by stations (with network sharing in revenues), others to be aimed at national sponsorship.

RCA's TV tape recorder plans will be made clearer at NARTB convention in Chicago next April. Company isn't saying much about its tape progress, but a spokesman told us: "We'll have something to say at the convention—and we'll be competitive, with something the telecaster will want. We're aiming for both black-&-white and color." Meanwhile, ABC announced it has ordered 3 pre-production prototype Ampex videotape recorders for installation in Chicago in Feb. & March, to be put into large-scale use for Daylight Time zone repeats in April. Acceptance of TV tape recording by CBS & NBC is indicated by fact that they already are televising about 20 hours a week from magnetic tape. NBC is recording *Truth or Consequences* daily for whole network, half of first hour of *Today*, full 60 min. of *Home*, 60 min. of *Tonight!* and the 15-min. *News Caravan* for west coast repeat. CBS is taping daily 15-min. *Doug Edwards and the News* and the 30-min. weekly *Arthur Godfrey Talent Scouts*. Note: Ampex Corp.'s backlog of orders for production model videotape recorders totals \$4,000,000. Typographical error was responsible for incorrect figure reported last week (Vol. 13:4).

Unlimited TV coverage of Ohio State U football games, now restricted by Big Ten rules, is provided in bill introduced Jan. 30 in state legislature. Measure forbidding state-supported institutions to belong to intercollegiate associations which impose TV sports restrictions is similar to proposals previously killed.

ALLOCATIONS speculation got hot again this week, as FCC prepared for Feb. 5 session on deintermixture cases. In preliminary voting, Commission had indicated intentions of moving vhf channels out of Peoria & Springfield, Ill., keeping one in Hartford, adding one to New Orleans (Vol. 13:3). Betting is that Commission will stick by those in final decision.

Next batch, also to be taken up Feb. 5, is said to include Fresno, Madison, Evansville, Elmira and Vail Mills (Albany). Most guessing on these is that operating vhs in first 3 cities won't be disturbed; that Elmira's Ch. 9 will be deleted; that Vail Mills will go either way by 4-3 vote.

In Fresno case, KJEO (Ch. 47) filed protest against grant of license to KFRE-TV (Ch. 12), stating that Commission shouldn't have given out the authorization pending consideration of deletion of Ch. 12. KFRE-TV came back with quote from Communications Act to effect that KJEO is specifically precluded from protesting the license after KFRE-TV won CP in hearing.

Presumably, Commission will have issued final decisions on these and all other deintermixture cases by time it trudges to Capitol Hill March 5 to inform Senate Commerce Committee of its progress.

TV Allocations Study Organization, meanwhile, moved another step by appointing chairman and vice chairman of its 5 panels. Names read almost like old times—many of them veterans of allocations and color standards wars (first name chairman, second vice chairman): Panel 1, transmitting equipment—Wm. J. Morlock, GE, & Ralph N. Harmon, Westinghouse Bestg. Co.; Panel 2, receiving equipment—Wm. O. Swinyard, Hazeltine Research, & K. A.

Value of a uhf. "island" is reflected in \$1,925,000 sale, including \$300,000 net quick assets and "very substantial fixed assets," of WKJG-TV, Ft. Wayne (Ch. 33), with WKJG, highest price yet paid for such combination. All vhf channels in general area are taken up, with nearest 93 mi. away in Kalamazoo, 97 mi. in Toledo, 102 mi. in Dayton, etc. Engineers say it would take drastic reshuffling of allocations to get vhf channel into Ft. Wayne. Purchasers are Truth Publishing Co., operators of WSJV, Elkhart (Ch. 52) & WTRC, 60%; Walter R. Beardsley, 25%; Chicago adman Geoffrey Wade, 15%. Beardsley, pres. of Miles Labs, is v.p. and owns 49.5% of Truth Publishing Co. Publisher of *Elkhart Truth*, its pres. and 35.5% owner is John F. Dille Jr. Major stockholders among sellers: Clarence L. Schust, 28.5%; H. Leslie Popp, 28.5%; Edward G. Thoms, 18.8%; Walter L. Thoms, 18.8%. Purchasers say that "extensive improvements are planned;" that mgr. Edward G. Thoms and other personnel will be retained. Sale was negotiated by management consultant Howard Frazier.

Adding second affiliate, KDUB-TV, Lubbock (Ch. 13) formally took over operation Feb. 1 of KBST-TV, Big Spring (Ch. 4), under lease arrangement, which also carries option to buy 50% of stock plus program & sales control (Vol. 13:1, 4). Texas Telecasting Inc., KDUB-TV licensee, began operation of wholly-owned KPAR-TV, Sweetwater-Abilene (Ch. 12) year ago as an affiliated outlet. Feb. 1 combination rate card for 3 stations has \$630 hour, \$108 min. rate. Rep is Branham.

Radio station sales approved this week by FCC: KNOK, Ft. Worth, by Associated Bestrs. Inc. (65.5% held by John J. Flood estate) to John W. Kluge for \$300,000 (Vol. 12:50). Kluge also controls WGAY, Silver Spring, Md.; WILY, Pittsburgh; KXLW, St. Louis; WKDA, Nashville. KHON, Honolulu, in bankruptcy proceeding to Shirley L. Mendelson, ex-Santa Monica Pontiac agency owner, for \$75,000 (Vol. 13:2). WTWB, Auburndale, Fla. by R. E. Hughes to L. M. Hughey for \$50,000 (Vol. 13:2).

Chittick, RCA; Panel 3, field tests—Knox McIlwain, Burroughs Research (formerly Hazeltine) & Frank Marx, ABC; Panel 4, propagation—Frank G. Kear, Kear & Kennedy, & Stuart L. Bailey, Jansky & Bailey; Panel 5, analysis & theory—Robert M. Bowie, Sylvania, & Wm. B. Lodge, CBS. Last panel is regarded as most important, having chore of summarizing work of others.

First meeting of the 10 will be held at REMTA's N.Y. headquarters Feb. 4, and panel chiefs expect to select panel members within couple weeks—according to TASO exec. director Dr. George Town. Incidentally, Senate Commerce Committee hasn't asked Town to testify, nor has FCC asked him to join in presentation.

One of TASO's 5 organizers, Assn. of Maximum Service Telecasters, this week stated its position regarding removal of excise tax on all-channel sets, expressing confidence that loss from the tax will be considerably offset by greater taxes from profitable uhf stations, receiver & transmitting equipment manufactures, ad agencies, parts suppliers, new employes and "a host of other collateral suppliers and services that would be indirectly affected."

Repeal of TV & radio excise taxes was recommended Jan. 31 by House Small Business Committee which also urged that FCC & other regulatory agencies be made independent of White House budget control. Committee said excise taxes on "so-called luxury goods" were holdovers from World War II & Korean War and should be replaced by "progressive rates on corporate incomes." Reorganization of FCC set-up, as recommended, would prescribe election of chairman by members and permit direct approach to Congress for appropriations.

Radio station sales reported this week: KNEW, Spokane, by Inland Empire Bestg. Co. (Burl C. Hagadone, pres.) for \$422,648 to co-owners Lester M. Smith and Lincoln Dellar, also owners of KJR, Seattle; KXL, Portland, Ore.; KHMO, Hannibal, Mo. Mr. Dellar and wife own KCCC-TV, Sacramento, Cal. (Ch. 40) and radio KXOA. WKTL, Kendallville, Ind. by Charles R. Palmquist for \$55,000 to Ted Nelson, v.p.-gen. mgr. of WFIE, Evansville, Ind. (Ch. 62), also owner of WHOP, Bellefontaine, O. and WTLO, Frankfort, Ind. WGFS, Covington, Ga. by James Whatley and J. L. Coley for \$30,000 to R. William Hoffman and wife, who own 50% of WKBL, Covington, Tenn. Blackburn-Hamilton was broker for WKTL and WGFS sales.

Sale of radio WGMS & WGMS-FM, Washington, for \$400,000 to RKO Teleradio Pictures was upheld this week by Chancellor Collins J. Seitz in Wilmington, Del. court. Rejecting protests against terms by minority stockholder Lawrence M. C. Smith of Philadelphia (Vol. 12:47-48), Seitz held that there was no showing that purchase price was "less than fair value of the assets sold" and that Mr. & Mrs. M. Robert Rogers, principal owners, properly negotiated 5-year personal contract with RKO's MBS as management consultants. Still pending is Smith's protest to FCC (Vol. 13:2) that sale robs Washington of "good music" service.

Sale of KVVG, Tulare-Fresno, Cal. (Ch. 27) to independent movie producer James Stacy for \$10,000 and assumption of liabilities (Vol. 12:25) was approved this week by FCC. Sellers are movie producer Joseph Justman and adman Milton B. Scott, who acquired property in 1954 from Sheldon Anderson for token \$1 and assumption of about \$350,000 in liabilities (Vol. 11:12).

WINT, Ft. Wayne (Ch. 15), aiming to move with radio WANE from Auburn, Ind. to new ultra-modern studio-transmitter building on W. State Blvd. by mid-summer, has allocated \$360,000 for construction and land.

EXPANSION of public relations activities by NARTB, designed to counteract criticism of broadcasting industry from Govt. and other sources, will be proposed to NARTB board Feb. 6-8 in Hollywood Beach, Fla. by public relations director Donald N. Martin, and will emphasize 3 basic approaches, under theme of "Broadcasting Serves America." Though details are still indefinite, expansion is expected to be in these areas:

(1) Press. Newspaper releases, bylined articles and closer liaison with wire services will be stepped up, under direction of John G. Trezevant, ex-managing editor of *Collier's Magazine* and newly appointed mgr. of news & publications.

(2) Special Projects. Heavier-than-ever promotion of such events as National TV Week, National Radio Week, plus preparation and mailing of on-air kits to stations, etc., will be headed by Joseph Sitrick, as mgr. of special projects and member participation.

(3) Magazines and Speeches. Efforts to place more articles in magazines, establishment of informal speakers' bureau to take broadcasting's story to grass roots and to sources of criticism will be under direction of a man yet to be appointed. Martin has been busy interviewing applicants for the job.

Martin said "there's nothing revolutionary about our program; it merely represents an effort to do some of the basic public relations things we haven't been able to do up to now, primarily because of lack of funds." There's still some doubt about how much NARTB board will appropriate for the expansion, but it's estimated that it will require at least additional \$50,000 for year starting April 1.

One of basic problems, said Martin, is staff expansion. "To do the kind of down-to-earth job we want to do will require people trained in all phases of public relations," he said. "My door is open to anyone who can meet our requirements."

FCC had "blunt word" for National Religious Broadcasters convention in Washington this week: "Barring a showing of unusual circumstances bearing on the public interest, it does no good for you to complain to the Commission should a station licensee deny a particular request by you for broadcast time." Advisory warning on station practices & FCC policy on religious programming was given by gen. counsel Warren E. Baker to NRB, fundamentalist affiliate of National Assn. of Evangelicals & American Council of Christian Churches. They have engaged in long TV-radio time dispute with dominant National Council of Churches (Vol. 12:10,15) over which group speaks for Protestantism. "Furthermore," Baker told NRB, "you know better than I do the wide range of religious faiths and denominations. The broadcaster must try to be fair to all of them, but there may not be enough hours in the broadcast day to meet all their requests without creating a serious programming imbalance." NARTB pres. Harold E. Fellows also addressed group, pointing out that licensees aren't required to give time to anybody for specific purposes so long as they operate stations in public interest—and that in providing over-all community service they sometimes must say no. NRB nevertheless renewed complaints that networks & stations discriminate against fundamentalist groups by recognizing National Council of Churches for free-time programs.

Rorabaugh Report on Spot TV Advertising, covering 4th quarter of 1956, listing national & regional spot advertisers on 318 stations in 209 markets, was released this week, available on subscription basis, or at \$45 per copy, from N. C. Rorabaugh Co., 347 Madison Ave., N. Y. It's being used by TvB as basis for its own forthcoming quarterly report on spot expenditures.

NARTB's 1957 Keynote Award choice is a stunner—former President Herbert Hoover. First non-broadcaster to receive award, he was selected "because of the major role he played in establishing an orderly system for use of the spectrum and determining the role of Govt. in this field." NARTB announced: "As Secretary of Commerce, he called the first conference of broadcasters and manufacturers in 1922 and worked cooperatively with them over the next 5 years until 1927 when he was instrumental in obtaining passage of legislation creating the first Federal Radio Commission. Later that same year, he presided at the first international conference where 76 nations established treaties creating world order and assignment of wave lengths. Basically, these treaties are still in effect except in the Communist states." NARTB also recalled Hoover's opening statement at 1922 conference: "We are indeed today upon the threshold of a new means of widespread communication of intelligence that has the most profound importance from the point of view of public education and public welfare. The comparative cheapness . . . of receiving sets . . . bids fair to make them almost universal in the American home." It also said Hoover saw necessity for govt. licensing of frequencies but was opposed to giving Govt. any power over program content. Keynote award will be presented April 9, during NARTB's convention at Chicago's Conrad Hilton Hotel. Previous Keynote award winners were RCA chairman David Sarnoff; CBS chairman William S. Paley; Mark Ethridge, v.p. of WHAS-TV & WHAS, Louisville; Robert E. Kintner, then pres. of ABC.

FCC Chairman McConnaughey, scheduled for Feb. 28 luncheon address, heads speaker's list at 3-day Boston conference on local TV-radio public service programming under Westinghouse Bestg. Co. auspices (Vol. 13:3-4). Other participants: Feb. 27—"Meet the Critics" panel with Lynn Poole, Johns Hopkins public relations director; John Crosby, N. Y. Herald Tribune Syndicate; Merrill Panitt, *TV Guide*. "Showmanship in Education" panel with James Macandrew, N. Y. Board of Education broadcasting director; CBS v.p. Louis G. Cowan; ABC v.p. James Aubrey; Robert Saudek, director of Ford Foundation's TV-Radio Workshop; Edward Stanley, mgr. of NBC public service programs; Dr. Bergen Evans, Northwestern U; Prof. Frank C. Baxter, U of Southern Cal. Feb. 28—Children's program panel with Helen Parkhurst, originator of Dalton Plan of Education; Judith Waller, pioneer in educational & public service broadcasting; "Big John" Arthur, creator of *No School Today*. TV news panel, moderated by John K. M. McCaffery, *11th Hour News* reporter on WRCA-TV, New York.

NARTB's board meetings Feb. 6-8 at Hollywood Beach Hotel, Hollywood Beach, Fla., will receive reports on proposal to change organization's name back to NAB, format of convention April 7-11 at Chicago's Conrad Hilton Hotel and proposed schedule for future conventions, and report on contemplated expansion of public relations campaign (see adjoining column). Political broadcasting and extension of license period will be included in legislative report. Freedom of information committee will summarize its activities in connection with American Bar Assn.'s Canon 35, which bars TV & radio equipment from court proceedings. TV board meeting Feb. 6 will receive progress reports on sets-in-use circulation study and on future plans of TV Allocations Study Organization (TASO).

Conference of State Broadcaster Assns. is scheduled Feb. 21-22 at Washington's Mayflower Hotel, under NARTB auspices. Speakers include FCC chairman McConnaughey; Dr. Sydney Head, pres. of Assn. for Professional Broadcasting Education; NARTB pres. Harold E. Fellows; Treasury Secy. Humphrey.

LAST-DITCH fighting in the big vhf cases gets fiercer, now that word is out on which applicants are tentatively favored as winners in Boston, Miami, St. Louis, Indianapolis, etc.

Lastest blast comes from Boston, where WHDH-Herald-Traveler holds 4-commissioner majority in last voting. Boston Globe, not an applicant, filed petition to intervene, asking that record be reopened, charging that Herald-Traveler publisher Robert Choate, seeking to force Globe into merger, indicated he would use TV station to drive Globe out of business. Globe also alleged Choate sought to block loans Globe sought for multi-million-dollar expansion. Affidavits to that effect were submitted by Globe pres. Davis Taylor, treas. John I. Taylor, adv. director John R. Reid and director Ralph Lowell.

In Jacksonville Ch. 12 case, won by WFGA-TV, grantee came back hard at allegations filed by WPDQ (Vol. 13:4). WPDQ had charged that WFGA-TV had sought to conceal connections of principal Harold Cohn with dubious characters. WFGA-TV stated that Cohn had been employed part time by Jacksonville Kennel Club; that FCC didn't require reporting of part time employment; that Club was legitimate business licensed by Florida; that Cohn's employment was very widely known; that WPDQ itself was "closely associated" with Club by

accepting its advertising; that WPDQ's conduct was "scandalous" in seeking to align him with criminals.

In Miami Ch. 10 case, where National Airlines subsidiary is in lead for grant, FCC replied this week to sharp letter of Sen. Monroney (D-Okla.), which frowned on possibility of such grant. Commission essentially reiterated previous stand by stating: "We do not think it would be appropriate for the Commission, prior to the issuance of a decision in the case to indicate its view as to whether such questions have been properly raised on the record or, to the extent they may have been, their scope, relevance or ultimate disposition."

Meanwhile, litigation on some cases has become so wearisome to contestants that there's more and more talk of mergers, with everyone getting a bite of the pie.

* * * *

Two CPs were granted this week: Ch. 6, Casper, Wyo., to KSPR; Ch. 41, Florence, Ala., to WOWL. Henry Kaiser's CP for KHVH-TV, Honolulu (Ch. 13) was stayed, meanwhile, FCC granting protest of KULA-TV (Ch. 4) and scheduling oral argument Feb. 12 on allegations that city can't support 4 stations. In unique AM protest case, Commission ordered hearing on charges by John Poole that Q Bestg. Co., (Frank Barc) failed to honor merger agreement after obtaining CP for 740-kc, 1-kw (Vol. 13:1).

WTWV, TUPELO, MISS. (Ch. 9), oft-delayed, beginning regular test pattern schedule Feb. 2, plans Feb. 25 start with NBC-TV, reports gen. mgr. & 35% owner Frank K. Spain, ex-engineering director of WHEN-TV, Syracuse, N. Y. Its inauguration brings on-air box score to 496 (96 uhf).

WTWV has 5-kw transmitter built in own New York City shop, with GE antenna on 500-ft. Stainless tower at converted Beech Spring School, 2½ mi. N of city limits. Stockholders in addition to Spain: Joseph G. Petit, ex-NBC N. Y. development engineer, chief engineer, 25%; Walter D. Spain, sales mgr., 15%; Perrin Purvis, 15%; Margaret H. Spain, 10%. Robert Gordon, ex-WHEN, is program director; Miriam Petit, production director. Base hour is \$150. Rep is Young Representatives Inc.

* * * *

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

KBTX-TV, Bryan, Tex. (Ch. 3) plans May 1 start as semi-satellite of KWTX-TV, Waco (Ch. 10), using own microwave, reports M. N. (Buddy) Bostick, v.p. & gen. mgr. of KWTX-TV, which holds 50% of KBTX-TV. Bostick owns 10% of KBTX-TV, with remainder of stock being held by local businessmen. KBTX will pick up CBS-TV & ABC-TV plus some local shows of KWTX-TV, also will have own live camera facilities. It will use RCA transmitter, 482-ft. tower. Harry Lee Gillam will be station mgr.; Woody Cox, chief engineer. Base hour will be \$150. Rep will be Raymer.

KTVC, Ensign, Kan. (Ch. 6), expecting to start in spring, has begun construction of studio-transmitter building 20 mi. SW of Dodge City, Kan., reports v.p.-gen. mgr. & 5.65% owner Wendell Elliott, also mgr. of Dodge City radio KGNO. It will operate as semi-satellite, having signed agreement to pick up programs of ABC-TV affiliate KAKE-TV, Wichita (Ch. 10). It's building microwave relay to Stafford, Kan., using Raytheon equipment. GE 5-kw transmitter is on hand and 6-bay antenna has been ordered for 600-ft. Lehigh tower, now being fabricated. Base hour will be \$100.

Blonder-Tongue Labs, Newark, has announced new series of deluxe video monitors for industrial and broadcast applications, in 14, 17 & 21-in. sizes.

Long litigation by Theodore Granik & Wm. H. Cook to force sale of WESH-TV & radio WMFJ, Daytona Beach, to them (Vol. 12:36) met another reverse this week when FCC dismissed their protests against transfer of WESH-TV to John H. Perry newspaper interests and WMFJ to Harold Kaye & Emil J. Arnold. Granik & Cook had contended owner W. Wright Esch gave them options in 1954 to buy stations, but FCC concurred in court rulings that contract isn't enforceable. Comrs. Hyde, Bartley & Lee did not participate in decision.

Kay Lab shipped studio-transmitter package (including 2 vidicon cameras, film system & 500-watt RCA transmitter) Jan. 25 to upcoming KTWO-TV, Casper, Wyo. (Ch. 2), due on air in Feb. It also has shipped studio camera chain to KTRE-TV, Lufkin, Tex. (Ch. 9), and studio package has been ordered by upcoming CFJC-TV, Kamloops, B. C. (Ch. 4). RCA shipped 25-kw transmitter & 6-kw driver Feb. 1 to WMFD-TV, Wilmington, N. C. (Ch. 6).

Complete handbook in TV engineering field is McGraw-Hill's new *Television Engineering Handbook* (1600 pp., \$18), prepared by 33 TV industry specialists under the editorship of Philco research director Donald G. Fink. Handbook covers all phases of TV, including fundamentals and design data for transmitters, receivers and networks, with considerable detail on color and on systems and standards of British, French and European TV.

Operating translators now number 14, latest reporting starts being K70AK, Saratoga, Wyo. and K74AC & K77AA, Bayfield, Colo. K70AK began tests Jan. 26, repeating KFBC-TV, Cheyenne, reports John Glode, secy.-treas. of Saratoga TV Co. K74AC & K77AA began Jan. 20, repeating KOB-TV & KOAT-TV, Albuquerque, reports Lloyd B. Mason, pres. of grantee La Plata Electric Assn. Inc.

WOR-TV's old TV tower at North Bergen, N. J.—top section dismantled after plane crash which killed 4 persons (Vol. 12:45)—is still on the market. Army has dropped negotiations to purchase structure for re-erection at Aberdeen, Md. It's owned by Macy's Employes Pension Plan, leased by the station, which had used it for standby since its transmitter was moved to Empire State Bldg.

Ban on courtroom broadcasts will be debated Feb. 13 by ex-NARTB pres. Judge Justin Miller and Morris L. Ernst, vice chairman of American Civil Liberties Union, at RTES luncheon in Hotel Roosevelt, N. Y.

Network Color Schedules (February 3-16, 1957)

- Feb. 3—NBC: *Ruggles of Red Gap*, 7:30-9 p.m.; *Alcoa Hour*, 9-10 p.m.
- Feb. 4—NBC: *Matinee Theatre*, 3-4 p.m.; *Producers' Showcase*, "Mayerling," 8-9:30 p.m.
- Feb. 5—NBC: *Matinee Theatre*, 3-4 p.m.; *Noah's Ark*, 8:30-9 p.m.; *Hold That Note*, 10:30-11 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.
- Feb. 6—NBC: *Matinee Theatre*, 3-4 p.m.; *Kraft TV Theatre*, 9-10 p.m.
- Feb. 7—NBC: *Matinee Theatre*, 3-4 p.m.; *Lux Video Theatre*, 10-11 p.m.
- Feb. 8—NBC: *Matinee Theatre*, 3-4 p.m.; *Red Barber's Corner*, 10:45-11 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.
- Feb. 9—NBC: *Perry Como Show*, 8-9 p.m.
- Feb. 10—NBC: *NBC Opera Theatre*, "La Grande Breteche," 3-4 p.m.; *Hallmark Hall of Fame*, "The Lark," 9-10:30 p.m. CBS: *The Boing-Boing Show*, 5:30-6 p.m.
- Feb. 11—NBC: *Matinee Theatre*, 3-4 p.m.; *Robert Montgomery Presents*, 9:30-10:30 p.m.
- Feb. 12—NBC: *Matinee Theatre*, 3-4 p.m.; *Noah's Ark*, 8:30-9 p.m.; *Hold That Note*, 10:30-11 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.
- Feb. 13—NBC: *Matinee Theatre*, 3-4 p.m.; *Kraft TV Theatre*, 9-10 p.m.
- Feb. 14—NBC: *Matinee Theatre*, 3-4 p.m.; *Lux Video Theatre*, 10-11 p.m.
- Feb. 15—NBC: *Matinee Theatre*, 3-4 p.m.; *Red Barber's Corner*, 10:45-11 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.
- Feb. 16—NBC: *Perry Como Show*, 8-9 p.m.; *Saturday Color Carnival*, "TV 'Emmy' Nominations All-Star Show," 9-10:30 p.m.

RCA shipped live color camera Feb. 1 to NBC Brooklyn studios; 2 vidicon cameras Feb. 1 to KFDX-TV, Wichita Falls, Tex.

Private color TV station in Japan is reportedly sought by Nippon Color TV Bestg. Corp., headed by industrialist Gisuke Aykawa.

Network Accounts: Trend to short-term commitments by sponsors is becoming increasingly evident, says Jan. 28 *Advertising Age*, commenting that "clients are yelling to get out of long-term commitments on shows that didn't turn out as well as they hoped, and there are few or no buyers for the mistakes." As result, it says, it will become increasingly difficult next year to persuade even some of biggest advertisers to buy time and talent on long-term contracts . . . Chevrolet to sponsor new 30-min. *Pat Boone Show* on ABC-TV starting in fall, time undetermined, thru Campbell-Ewald . . . Chesterfields and Max Factor to be alt. sponsors of *Panic!*, series of suspense dramas concerning crises in individuals' lives, on NBC-TV starting March 5, Tue. 8:30-9 p.m., thru McCann-Erickson and Doyle Dane Bernbach . . . General Foods (Perkins Products div.) buys alt. Thu. 5:45-6 p.m. segment of *Mickey Mouse Club* on ABC-TV starting in May, Mon.-thru-Fri. 5:30-6 p.m., thru Foote, Cone & Belding, Chicago . . . Quiz exchange: *You're on Your Own* is dropped by Hazel Bishop on CBS-TV Sat. 10:30-11 p.m.; *Two for the Money*, starring Sam Levenson, replaces it as sustainer starting March 23 . . . Ford on behalf of its upcoming Edsel line of autos, to sponsor "Annie Get Your Gun" color spectacular starring Mary Martin on NBC-TV in Nov., thru Foote, Cone & Belding.

Spot TV sells spot TV: WBNS-TV, Columbus, buys 10-sec. spots on New York's WCBS-TV Feb. 8 & 11 to launch campaign consisting of prestige magazine ads, direct mail and trade magazine ads. Said a station spokesman: "Since an attractively high percentage of TV time buyers live and watch TV in New York, why not use TV time to sell TV time?"

Rate increases: WKRC-TV, Cincinnati, Feb. 1 raised base hour from \$1000 to \$1200, min. \$250 to \$300. WCHS-TV, Charleston, W. Va. March 1 raises hour from \$550 to \$650, min. \$140 to \$175. WFRV-TV, Green Bay, Wis. Feb. 1 raised hour from \$300 to \$400, min. \$60 to \$80.

Added 90-min. of color daily on NBC's 7 owned stations—1-1:30 p.m. *Tex & Jinx* show from N. Y. and 1:30-2:30 p.m. variety program from WNBQ, Chicago—is due to start Feb. 18. According to v.p. Thomas B. McFadden, purpose is to use color facilities of WNBQ and to hike program quality on owned stations. Direct supervision of Chicago originations will be exercised by WNBQ v.p.-gen. mgr. Jules Herbuveaux. The 7 stations: WRCA-TV, N. Y.; WRCV-TV, Philadelphia; WRC-TV, Washington; WNBC, Hartford-New Britain; WBUF, Buffalo; WNBQ, Chicago; KRCA, Los Angeles.

Starting use of Dage color chain for experiments with commercials (Vol. 13:4), Norman Strouse, pres. of J. Walter Thompson, this week told press he feels that true emergence of color as significant commercial medium is "just over the horizon"; that this may be when circulation hits 1,500,000 sets, perhaps at end of 1958 or early 1959; that the agency intends to keep ahead of developments by having own color systems, as it does black-&-white.

Mere fact a program is in color increases viewing, NBC special events director Barry Wood told Dept. of Agriculture "Visual Workshop" in Washington Jan. 28. "Comparing the viewing of color programs in color homes and the same programs in black-&-white homes," he said, "two effects were noted: One, more color homes watched the show and, two, there were more viewers per home in color homes . . . Also, color seems to induce increased viewing with a group who ordinarily view less than average."

New RCA stabilizing amplifier for color and black-&-white is designed to eliminate "hum, bounce, surges and tilt."

ADVERTISING AGENCIES: Reg W. Twiggs promoted to v.p. & mgr. of McCann-Erickson's Los Angeles office, succeeding Burt Cochran, remaining as member of agency's advisory committee and devoting full time to client service . . . David Cloud, ex-Fitzgerald Adv., New Orleans, joins Earle Ludgin & Co., Chicago, as TV production director . . . Robert G. Orth, ex-KOIN-TV, Portland, Ore., named TV production coordinator of Gerber Adv., Portland . . . Channing M. Hadlock advanced to TV-radio v.p., Rose-Martin Inc., N. Y. . . . Wm. J. Adler, ex-sales mgr. of WABD, N. Y., joins Grey Adv. . . Winslow H. Case resigns as head of Geyer TV dept. to join Campbell-Mithun, Minneapolis.

Station "bonus" audience reports, part of Nielsen Coverage Service No. 2, now available to Nielsen station subscribers, provide certification of weekly audiences for "the total of all areas which the coverage minimum of 10% automatically excludes from the basic NCS No. 2 county-by-county reports." John K. Churchill, Nielsen v.p., explained: "With these supplementary data, the NCS station subscriber will be able to refine his total audience counts to include these outside homes not otherwise reported geographically . . . It should be emphasized that these 'bonus' audiences will not affect any counties already reported for a station, since the NCS No. 2 data for those counties have already been reported in full."

New reps: KWTX-TV, Waco, Tex. to Raymer March 1 (from Pearson); Raymer also to be rep for upcoming KBTX-TV, Bryan, Tex. (Ch. 3), to operate as semi-satellite of KWTX-TV.

Ben Duffy, pres. of BBDO, recovering satisfactorily at Columbia-Presbyterian Medical Center, N. Y., from recent heart attack.

Emerson Foote resigns as exec. v.p., McCann-Erickson, N. Y.

RCA INCREASES PRICES ON 3 COLOR SETS: Stimulating greater industry participation in color was RCA's biggest objective in raising prices on three 21-in. color consoles this week and telling consumers to be prepared for new round of color price hikes in July. Price increases announced this week boosted consoles from \$595 to \$645, \$650 to \$695 and \$695 to \$745. Left unchanged were other 7 sets, including \$495 table.

Action seems directed at reluctant manufacturers who haven't pushed color because of low profit margins, and at distributors and dealers who have held back in expectation of lower prices. Statement by Charles P. Baxter, v.p.-gen. mgr. of RCA TV div., clearly dispelled any prospect of lower prices.

"We know there is no possibility of reducing our prices on current RCA color sets," he said. "Furthermore, present indications are that it may become necessary to make further increases on all models by next summer...We are more firmly convinced than ever before that the future of TV is in color. Furthermore, we are confident that the increasing sales of color TV sets during 1957 will return a fair profit for ourselves, our distributors and our dealers."

Profit margins are expected to be increased at all levels as result of higher price tags -- though RCA announcement did not spell them out. It's understood that distributors have been paying about \$375 for the \$595 set, about \$400 for \$650 model and approximately \$475 for \$695 receiver.

* * * *

RCA's manufacturing competitors generally applauded increases, though hedging their comments with questions about distributor and dealer markups. We made spot checks of the very bigs among TV manufacturing fraternity, got these reactions:

Philco pres. James M. Skinner Jr.: "RCA's action is economically sound and is encouraging. We will not go into color any faster as a result -- but we will go into it feeling better." Skinner, it's remembered, recently stated that he doubted color would be much of a factor before 1958 or 1959 (Vol.12:46).

Admiral pres. Ross D. Siragusa: "It's a step in the right direction, one that is totally justified by production costs. Color sets have been virtually given away, and perhaps now we shall start to recover some of the millions of dollars we have invested in color research over the last 10 years."

Motorola pres. Robert W. Galvin: "It's a somewhat more realistic reflection of what the actual costs of color sets are. I do not believe, however, that RCA's action will change the momentum of of color significantly. It will certainly have no effect on our plans. Remember, too, that our color sets are priced higher than RCA."

GE's TV gen. mgr. Herbert Riegelman declined to comment pending further study of announcement. He said he would issue statement next week.

Westinghouse Tightens Up: Rigid production control system has been instituted by all consumer products divisions of Westinghouse to make certain that the company produces only in keeping with market demands. Chris J. Witting, exec. v.p. for consumer products, told news conference this week that the core of new system is a reporting technique which keeps closer tabs on dealers' floor stock. Greatest ills facing TV-radio-appliance industry, he said, are "excessive productive capacity and overproduction," noting that industry's total manufacturing floor space has risen from about 58,000,000-sq. ft. in 1948 to some 101,000,000-sq. ft. currently. A large part of Westinghouse's productive capacity is unused in effort to halt overproduction, he said. TV-radio div. at Metuchen, N.J. is currently working at 55% of its productive capacity. Other points made by Witting: Consumer products accounted for 27% of Westinghouse's total sales of \$1,525,375,000 in 1956, compared with 30% in 1955, 25% in 1954, 26% in 1953 (for details of Westinghouse financial statement, see p. 13); no important dealers were lost during costly 156-day strike which ended in mid-March;

Westinghouse's marketing of a color receiver must await further reduction of black-&-white inventories, though research is continuing on 22-in. rectangular color tube; sales outlook for 1957 is good because of less competition in appliances, increasing importance of full-line franchise to dealer, progress in lowering manufacturing cost.

Consumer Spending: Interesting statistical evaluation of how much and where consumers spent their money in 1956 came this week from Federal Reserve Board. It reported that over-all consumer spending in 1956 rose 4.5% over 1955, as contrasted to a gain of 7.5% from 1955 over 1954. One of biggest factors causing decline in rate of spending, it said, was fall-off in auto purchases. If auto purchases were excluded from calculations, consumer spending would have risen 6% in 1955 and 1956. Biggest splurge in consumer spending came in last quarter of 1956 -- largest advance since mid-1955 and 5% higher than last quarter of 1955. Higher prices accounted for about 50% of over-all consumer spending increase last year. As reflection of declines in auto purchases, consumer credit last year rose by \$2.5 billion, compared with increase of \$5.5 billion in preceding year. Summing up, FRB said that the net acquisition of financial assets by consumers was larger than the increase in their debts last year. Another report on consumer spending came this week from a noted economist -- George Katona, director of economic program, U of Michigan Survey Research Center, which conducts consumer buying surveys for Federal Reserve Board. He told Congressional Joint Economic Committee that consumer durable goods outlook has some soft spots and that many consumers' intentions to buy new homes in 1956 may have been expressed without knowledge of tighter money market. He said, however, that consumers have not yet become so concerned by higher prices and fear of inflation that they would reduce spending substantially for consumer goods.

Production: TV output dropped to 111,921 week ended Jan. 25, as consequence of GE's complete TV shutdown and layoffs elsewhere. It compared with 144,597 in preceding week and 134,863 in corresponding week of 1956, and brought Jan. production to about 450,000, as against 588,347 in Jan. 1956. Radio output continues to keep pace with 1956 levels, totaling 302,863 (147,948 auto) week ended Jan. 25, as against 304,540 in preceding week and 312,075 (167,265 auto) in same 1956 week. Radio production in Jan. was 1,070,000 (527,000 auto) vs. 1,078,624 (519,648) in Jan. 1956.

Topics & Trends of TV Trade: Senate Small Business Committee plans tentatively to start public hearings in March on its broad investigation of TV-radio-appliance distribution (Vol. 12:42, 46). That's word we got from committee sources following informal organizational meeting this week. Distribution subcommittee headed by Sen. Humphrey (D-Minn.) is considered almost certain to conduct hearings, though there's possibility that monopoly subcommittee headed by Sen. Long (D-La.) will be in charge.

Besides Humphrey, Sen. Morse (Ore.) is other Democratic member of distribution subcommittee, with another Democrat yet to be named. Republican members are Schoepel (Kans.) and Goldwater (Ariz.). There's near-unanimous sentiment among committee members to proceed with the investigation, which will encompass not only distribution franchise agreements, but also some of the reasons why many TV-radio-appliance manufacturers have been forced out of the business.

* * * *

Emerson's Jefferson-Travis line of TV sets, designed primarily for dept. stores, furniture stores & credit chains (Vol. 13:2), comprises 14-in. portable at \$138; 17-in. portable, \$154; 21-in. table models, \$178; 21-in. console, \$198; 21-in. consoles, \$204, \$228 & \$248. Sets are identical with Emerson-label units.

Hallicrafters sales in 1957 will increase 65% over 1956, predicts chairman W. J. Halligan Sr., adding that about 50% of 1957 sales will come from govt. contracts, 30% from private label TV, 20% shortwave equipment. Hallicrafters has virtually halted own-label TV-radio production (Vol. 13:3).

RETMA industrial relations conference Feb. 27-March 4 at Edgewater Gulf Hotel, Edgewater Park, Miss., will feature address by Rep. Davis (D-Ga.), whose House Post Office subcommittee is currently investigating salaries paid to scientists and engineers by govt. contractors. Registration is limited to first 100 applicants, who should file notice of intent to attend with RETMA asst. gen. counsel Wm. L. Reynolds.

TV is in 65% of wired homes in Canada, with 96% owning radios, 74% telephones, reports RETMA of Canada. About 700,000 Canadians within signal range of TV are still without TV receivers, it said. RETMA of Canada estimated 615,000 TV sets were sold by manufacturers in 1956, compared with 776,536 in 1955, and 523,066 radios vs. 575,000 in 1955. Inventories of manufacturers and distributors declined in 1956, auguring well for 1957 sales.

Investigation of TV servicing in N. Y. State is high on agenda of Gov. Harriman's upcoming requests to State Legislature, Dr. Persia Campbell, consumer counsel to Governor, said Jan. 29 in address to regional meeting of American Assn. of University Women in Binghamton. She also said that consumer credit purchases of appliances would be subject of request for new legislation.

Dun & Bradstreet reports 51 business failures among TV-radio-appliance distributors in 1956, higher than in any previous year and comparing with 37 in 1955 and 30 in 1954. The 1956 failures represented liabilities of \$3,509,000, also a record.

Red Channels: Combined TV and radio set production in Soviet Union during 1956 was 4,300,000 units, according to statistical release by USSR Council of Ministers.

Trade Personals: Ross D. Siragusa, Admiral pres., left Feb. 2 for around-the-world air trip, planning to visit Admiral plants in Milan and Sydney, due to return Feb. 19 . . . Charles F. Stromeyer, succeeded last week as pres. of CBS-Hytron by Arthur L. Chapman, ex-Sylvania, leaves Feb. 16 with family for 5-week skiing vacation in Europe . . . Herbert T. Brunn, asst. gen. attorney, manufacturing & services divs., RCA staff, named v.p. administration, RCA International, N. Y.; Richard T. Scott elected pres. of RCA Victor of Brazil, succeeding Perry F. Hadlock, retired . . . Merle W. Kremer, special asst. to Marion E. Pettegrew, Sylvania v.p. in charge of TV-radio, parts, and tungsten & chemical divs., promoted to gen. mgr. of parts div., Warren, Pa.; Howard F. Messick promoted to midwest district sales mgr. of parts div., Chicago . . . John K. McDonough promoted to v.p. & gen. sales mgr. of General Instrument; he was gen. sales mgr. of Sylvania TV-radio div. before joining General Instrument in 1955 . . . Kenneth C. Meinken Jr. resigns as western and Canadian sales v.p. of General Instrument to become exec. v.p. of Electronic Tube Corp., Philadelphia, headed by his father . . . Robert P. Lewis promoted to director of consumer relations for RCA Whirlpool and Estate home appliances, replacing Austin Rising, appointed marketing v.p. of York div., Borg-Warner Corp. . . . Terry D. Kennedy, ex-merchandise mgr. of Crosley-Bendix, named Frigidaire laundry products sales mgr. . . . Wm. H. Moore, gen. counsel of Packard-Bell, elected a v.p.; David W. Knox named adv. & public relations director of technical products div. . . . Robert A. Kubicek, ex-*Chicago Tribune*, named Zenith field sales mgr. . . . Guy Bell promoted to asst. gen. sales mgr. of Canadian Admiral . . . Edward G. Marten, mgr. of Westinghouse consumer products, Los Angeles, elected pres. of Electric League of Los Angeles . . . Harry R. Ferris elected v.p.-treas. of Webcor . . . Joseph M. Smyth resigns as Philco adv. & sales promotion mgr., Los Angeles, to join Kenyon & Eckhardt, Los Angeles . . . Julius Dorfman promoted to Raytheon special tubes sales mgr. . . . Donald M. Guiler named asst. mgr. of order service dept. of Raytheon equipment marketing div. . . . Wm. F. O'Boyle, ex-Columbia Records, named mgr. of Capitol Records' expanded phono equipment div. . . . Edwin P. Berlin, ex-Nuclear Corp. of America, appointed adv. & sales promotion mgr. of General Transistor Corp.

John M. McKibbin, retired Westinghouse v.p. for consumer products, was nominated to be Asst. Postmaster General.

Obituary

Robert E. Burrows, 48, gen. sales & adv. mgr. of Thomas Electronics, died Jan. 28 at his home in Livingston, N. J. Before joining Thomas in 1951, he was sales promotion mgr. of GE's TV-radio receiver dept., radio sales mgr. of Westinghouse Electric Supply Co., radio dept. mgr. of Westinghouse International. He is survived by his widow, 2 sons, 4 daughters.

Radio shipments to dealers in first 11 months of 1956, excluding auto sets, totaled 6,877,836, reports RETMA in state-by-state and county-by-county tabulations available to members on request to RETMA. They compare with shipments of 5,803,541 in first 11 months of 1955. Nov. shipments were 797,011, compared with 751,795 in Oct. and 849,264 in Nov. 1955.

Potential new market for TV sets opened this week when 2 F. W. Woolworth 5-&10-cent stores in Chicago started merchandising Admiral portable TVs. N. Y. spokesman for Woolworth said Chicago stores were selected as "test" outlets in TV-selling experiment.

DISTRIBUTOR NOTES: Motorola appoints Elliott-Lewis Corp., 16th & Hamilton, Philadelphia (Archie Morton, pres.), replacing own factory branch; Elliott-Lewis formerly handled DuMont, which plans to establish factory branch there . . . Admiral appoints Dorrance Supply Co., 225 N. Champion St., Youngstown (John W. Dorrance, pres.) . . . Canadian Admiral Sales Ltd. appoints Lloyd Converse as mgr. of Montreal branch; Gilles Hurtubise succeeds Converse as mgr. of Quebec branch . . . Graybar appoints J. E. Fontaine as mgr. of southern district, Atlanta, succeeding A. D. Hammond, retired.

Capitol Distributing Co., Providence, Emerson distributor in R. I., has purchased Emerson Radio of New England Inc., Boston, and will operate it as a subsidiary. Ray E. Friedman, pres. of Capitol, will become pres. of Emerson of New England, with Richard D. Rosenfeld becoming asst. gen. mgr. of Boston operation. M. W. Rosenfeld, pres. of Emerson of New England, joins parent company as special merchandising consultant.

Quoteworthy quote: "Not too long ago, cost reduction programs were industry's equivalent of spring housecleaning. In their worst form, they were economy drives and a typical directive would be, 'cut everything 20%.' It took everybody 6 months to recover if they ever did fully recover. But more and more companies have seen the folly of their ways and cost reduction programs, conducted on a shotgun basis to achieve some short-term objective, are out of date these days. In the end, most of them cost far more than they ever save. Theoretically, the purpose of an economy drive is to promote greater efficiency, but that purpose quickly gets lost in the confusion because everything within striking distance gets 'economized.' It misses the entire point because it beclouds the main issue with a thousand trivial ones. It ignores the basic fact that you make money by spending money—spending it intelligently."—Sylvania chairman-pres. Don G. Mitchell, in address to general conference of American Management Assn. in Los Angeles Jan. 30.

Receiver radiation rules for uhf sets have been postponed by FCC for 6 months at request of RETMA. Requirements that sets meet specific radiation limits, as well as certification rules (Vol. 11:52), will now be effective for all new models of uhf receiver chassis placed in production after June 30, 1957 and for all uhf sets manufactured after Dec. 31, 1957.

Report on portable TV market, based on survey of west coast TV-radio-parts manufacturers, has been released by Union Factors Co., 315 W. 9th St., Los Angeles; it's titled *Impulse Buying of Portable TV Sets*.

Sylvania's Feb.-only promotion offers \$24.95 swivel base to consumers for \$4.88 with purchase of any 17-in. 110-degree portable (retailing at \$140, \$160 & \$170).

Westinghouse's comeback from crippling 156-day strike which ended in mid-March is reflected in pres. Gwilym Price's statement this week that 1956 earnings amounted to \$3,492,000 (10¢ per share) on sales of \$1,525,375,000. They compare with 1955 earnings of \$42,802,747 (\$2.46) on sales of \$1,440,976,985. Price predicted 1957 earnings of about \$4 per share on sales of about \$2 billion and in 1958 "Westinghouse will establish a plateau of earnings higher than any in the postwar period." Price said that 4th quarter operations put company into black for 1956, estimating earnings in that quarter of \$4,891,000 (26¢) on sales of \$509,561,000. By contrast, he recalled that in first quarter of year, covered by strike at 30 consumer products plants, there was net loss of \$18,500,000. (For comments of Chris J. Witting, exec. v.p. for consumer products, on outlook for TV-radio, see p. 11).

Financial & Trade Notes: Magnavox's growth pattern is reflected anew in report this week showing net earnings in 6 months ended Dec. 31 up 28% from same period of 1955, sales up 36%. Net profit for the period was \$2,275,539 (\$2.52 per share) on sales of \$46,395,187, compared with \$1,774,960 (\$2.10) on \$34,025,437 in corresponding 1955 period. For quarter ended Dec. 31, earnings were \$1,486,206 (\$1.67) on sales of \$29,358,000, compared with \$1,210,153 (\$1.43) on \$20,702,000.

Frank Freimann, pres. of Magnavox, told stockholders that unit sales of TV sets in last 6 months of 1956 were 30% higher than same period of 1955, and hi-fi phono sales more than doubled over that period. He added that new orders for TV and hi-fi indicate continuation of this trend. Company's net profits, he said, were not as high as first anticipated because of non-recurring costs involved in starting production at new Jefferson City, Tenn. plant, and costs in introducing new Sentinel and Spartan lines acquired in 1956.

* * * *

CBS Inc. had most profitable year in its history in 1956, with earnings exceeding \$2 per share as against \$1.83 in 1955, pres. Frank Stanton told *Wall Street Journal*. Sales, he said, exceeded \$350,000,000, compared with \$316,600,000 in 1955. He gave no profit figures for 1956; CBS earned \$13,400,000 in 1955. His 1956 per-share estimate took into consideration losses resulting from discontinuance of CBS-Columbia in midyear. He said all divisions showed profit in 1956 except CBS-Hytron, whose loss was about equal to 1955.

Zenith Radio had estimated net earnings of \$12.25 per share in 1956, down sharply from 1955's record profit of \$16.31 but withal the second highest profit year in company's history. Pres. E. F. McDonald Jr. told stockholders in special report that 1956 sales also declined from record 1955, but gave no figures. Zenith earned \$8,034,491 on sales of \$152,905,005 in 1955. He said that Zenith's TV sales in 1956 did not come up to 1955 in either units or dollars, but that radio, phono & hi-fi sales increased substantially. He also said that Dec. 1956 TV-radio sales were highest for any Dec. in company history.

National Theatres Inc., which owns or leases more than 250 theatres but is not identified with TV, reports net income of \$572,913 (21¢ per share on 2,699,486 common shares outstanding) in 13 weeks ended Dec. 25, compared with \$203,053 (7¢ on 2,746,486 shares in corresponding 1955 period. Included was net profit of \$140,000 (5¢) derived from sales of theatres and real estate in the 1956 quarter compared with net loss of \$69,000 from those operations in same 1955 period. (For National Theatres report covering fiscal year ended Sept. 25, see Vol. 12:52, page 12.)

Universal Pictures had consolidated net income of \$3,993,146 (\$4.06 per share on 927,254 common shares outstanding) in fiscal year ended Nov. 3, compared with \$4,018,625 (\$3.71 on 1,020,089 shares) in preceding fiscal year. Film rentals and sales totaled \$77,609,798, compared with \$77,520,857 preceding year.

Allied Artists Pictures Corp. reports net loss of \$452,000 after Federal income tax credit of \$346,000 on gross income of \$8,662,686 for 26 weeks ended Dec. 29, 1956, compared with net profit of \$183,708 after \$202,000 taxes on \$8,160,763 in like period year earlier.

Packard-Bell sales in quarter ended Dec. 31 totaled \$8,897,593, compared with \$7,870,961 in corresponding 1955 quarter. Earnings, previously announced, were \$259,950 (38¢), as against \$258,986 (37¢) in same 1955 period.

Republic Pictures reports net income of \$758,401 (17¢ a share) for year ended Oct. 27, 1956, compared with \$919,034 (26¢) preceding year.

More officers-&directors stock transactions reported for Dec.: Admiral—Irene O. Siragusa made gifts of 10,100, holds 421,520; Ross D. Siragusa made gifts of 8200, holds 253,167; John B. Huarisa made gifts of 3600, holds 98,131. Belock Instrument—Harry D. Belock donated 1250, holds 226,320. DuMont Labs—Allen B. DuMont made gifts of 4000, holds 33,601. Guild Films—Reuben R. Kaufman made gifts of 1554, holds 61,500 beneficially; bought 4300, holds 7506 directly. International Resistance—Edward A. Stevens bought 700, holds 9540. Litton Industries—Roy L. Ash exercised option to buy 2500, holds 47,415 personally, 20,222 in partnership; H. W. Jamieson exercised option to buy 2500, holds 48,490 personally, 20,223 in partnership; Charles B. Thornton exercised option to buy 5500, holds 115,098 personally, 44,490 in partnership; Richard Loewe exercised option to buy 1050, holds 2500. National Union Electric—C. Russell Feldman bought 2000, holds 4500 personally, 393,020 indirectly; W. J. Olsen bought 1000, holds 1000. General Dynamics—Earl D. Johnson exercised option to buy 15,000, holds 30,000.

Dividends: WJR, the Goodwill Station, Detroit, 10¢ payable March 6 to stockholders of record Feb. 15; Paramount Pictures, 50¢ March 15 to holders Feb. 27; Oak Mfg. Co., 35¢ March 15 to holders March 1; Cornell-Dubilier, 30¢ March 22 to holders March 8; P. R. Mallory, 35¢ March 11 to holders Feb. 25; Sprague Engineering, 9¢ Feb. 15 to holders Feb. 4; Canadian Marconi, 6% stock on \$1 shares March 1 to holders Jan. 31; Zenith Radio, 75¢ March 29 to holders March 8; Westinghouse, 50¢ March 1 to holders Feb. 11; International Resistance, 5¢ March 1 to holders Feb. 15; Magnavox, 37½¢ March 15 to holders Feb. 25; Storer Broadcasting common, 45¢ and 'B' 6¢, March 14 to holders March 1; Television-Electronics Fund, 8¢ Feb. 28 to holders Feb. 7; Walt Disney Productions, 10¢ April 1 to holders March 8.

Dividend payments by U. S. corporations in 1956 totaled record \$11.250 billion, up 8% (or \$821,500,000) from 1955 levels, reports Commerce Dept., with no breakdown for TV-radio-electronics. Dec. dividend payments unexpectedly declined 8% from Dec. 1955, which Govt. attributed to lower volume of year-end "extra" dividends.

Philco stockholders will be asked, at annual meeting April 5 at 123 So. Broad St., Philadelphia, to authorize company to raise debt limit for capital purposes from \$25,000,000 to \$50,000,000. Letter from pres. James M. Skinner Jr. said management had no plans to borrow additional money, but wanted the authority in light of "changes in general business conditions and Philco's own growth."

IT&T's consolidated net earnings in 1956 were equivalent to about \$3.75 per share, compared with \$3.21 in 1955, pres. Edmond H. Leavey told N. Y. Society of Security Analysts Jan. 28. He also said that, based on preliminary figures, 1956 net for the parent company alone came to about \$2.50 per share, as against \$2.06 in 1955. Backlog of orders, he said, exceeded the \$431,000,000 on hand at start of 1956.

American Electronics Inc. earned \$365,000 (71¢ per share) on sales of \$10,300,000 in 1956 compared with \$265,013 (51¢) on \$5,935,104 in 1955. For quarter ended Dec. 31, earnings were \$123,000 on sales of \$4,350,000, compared with \$87,636 on \$1,616,000 in corresponding 1955 quarter. Backlog of orders as of Jan. 1, 1957 totaled \$10,000,000, as against \$6,500,000 year earlier, reported chairman Phillip W. Zonne.

Daystrom Inc. earned \$1,838,000 (\$2.07 per share) on sales of \$53,765,000 in 9 months ended Dec. 31, compared with \$1,295,000 (\$1.45) on \$47,742,000 in corresponding 1955 period. For quarter ended Dec. 31, earnings were \$721,000 (81¢) on sales of \$20,113,000, as against \$316,000 (35¢) on \$14,886,000 in same quarter of 1955.

Electronics Reports: TV test signals, video tape recording and color TV will be highlighted in panel discussions and papers at 1957 IRE National Convention March 18-21 at N. Y. Coliseum and Waldorf Astoria Hotel.

Panel discussion on "New Operational Techniques Concerning Video Test Signals" will be chaired by Westinghouse Broadcasting's Ralph N. Harmon, with participation by J. R. Popkin-Clurman & F. Davidoff, Telechrome Labs; J. W. Wentworth, RCA; R. M. Morris, ABC; W. B. Whalley, CBS; H. C. Gronberg, NBC; Vern Hatch, AT&T, and E. W. Chapin, FCC.

Among papers devoted to TV & broadcasting: Analysis of packing density of information in high-velocity transverse video magnetic recording, W. Selsted, Ampex Corp.; high-light aperture equalizer, M. V. Sullivan, CBS Labs; single-sideband broadcast developments, L. Kahn, Kahn Labs; uhf high-power transmitting developments, J. E. Young, L. L. Koros & I. Martin, RCA; dynamic standard signal for color TV systems, R. C. Kennedy, NBC.

Color TV session will hear these papers: Developments in color TV in Europe, C. J. Hirsch, Hazeltine; brightness enhancement techniques for single-gun Chromatron, R. Dressler, P. Neuwirth & J. Rosenberg, Chromatic TV Labs; 3 papers on Philco "Apple" color TV system & tube by J. B. Chatten, R. K. Gardner, H. R. Colgate, C. P. Comeau, D. P. Kelley, P. D. Payne, S. W. Moulton, R. A. Bloomsburg, A. Hopengarten, R. C. Moore & H. H. Wilson.

Among other TV papers: Development of 110-degree TV picture tubes having ion trap electron gun, L. E. Swedlund & L. C. Wimpee, GE; new developments in the panel light amplifier, Benjamin Kazan, RCA; transistor circuit problems in TV receiver design, E. M. Creamer Jr., L. H. DeZube & J. P. McCallister, RCA.

IRE Banquet speaker March 20 will be Dr. John A. Hannah, pres. of Michigan State U, former asst. Defense Secy. for manpower and currently chairman of U. S. section, Canada-U. S. Permanent Joint Board of Defense.

* * * *

Total volume of U. S. electronics business "may be about \$1 billion higher in 1957 than in 1956," RCA pres. Frank Folsom told Canadian Club in Toronto this week, crediting expanding renewal market, increased commercial & industrial sales and govt. purchases with bulk of increase. Pointing out that Canada's electronics production has already achieved \$500,000,000-a-year rate, he said: "The electron may well be one of the keys that will help to unlock the door to Canada's future greatness."

Electronic patent rights are included in 2000 U. S. patents & 1200 applications acquired by North American Philips Co. from research labs of N. V. Philips' Gloeilamp-fabrieken (Philips of Holland) through Hartford National Bank & Trust Co., trustee for foreign firm. North American Philips v.p. Russel G. Pelton said last week that patents, which cover pharmaceuticals and magnetic materials as well as transistors & radio products, will be available to U. S. industry.

Electronic equipment sales in 1957 up 6% from 1956's \$11.5 billion are predicted in Jan. 15 *Forbes Magazine* by editor & publisher Malcolm S. Forbes, who states: "Well situated companies (emphasizing microwave equipment & computers) should fare extremely well over the longer term."

National Electronics Laboratories Inc., Washington, has been acquired by Thiokol Chemical Corp. Inc., Trenton, will continue under its name & management as wholly-owned subsidiary.

Sylvania has organized new semiconductor div. with Charles H. Hosterman as gen. mgr. and special tube operations section with Norman L. Harvey as mgr., both headquartered at Woburn, Mass.

ELECTRONICS PERSONALS: Harry E. Pinkerton, mgr. of Airborne Instruments Lab applications div., named pres. of Intercontinental Electronics Corp. (Intec), jointly owned by Airborne, Compagnie Generale de TSF, American Research & Development Corp., Banque de Paris & J. P. Morgan Co. (Vol. 12:15) . . . Carl W. Zemke, director of RCA Labs administrative services since 1954, named finance & services mgr. of special systems & development dept., RCA defense electronic products; James A. McFadden Jr., RCA Labs controller, appointed to administrative services post . . . Franklyn E. Dailey Jr. promoted to mgr. of applied science section of Stromberg-Carlson research & advanced development dept. . . . Kent J. Worthen promoted to market development mgr. of GE communication products dept., headquartered at Syracuse, to promote 2-way radio sales . . . Edward L. Nung, gen. mgr. of P. R. Mallory electronic div., and G. A. Godwin, gen. mgr. of metallurgic div., elected v.p.'s . . . Gustave Shapiro, acting engineering electronics section chief of National Bureau of Standards' electricity & electronics div. and component parts editor of IRE *Transactions*, promoted to chief . . . Alfred H. Grebe named chief research & development engineer, Filtors Inc., Port Washington, N. Y.



Office duplicating machine, based on closed-circuit TV system and capable of reproducing 17,000 elite-type printed characters per second, is being developed for A. B. Dick Co. at Stanford Research Institute's TV & electron devices labs, Menlo Park, Cal. Using special TV camera and coaxial cable or broadcast signal, process copies line drawings as well as typescript, also may reproduce photographs.

Tiny atomic battery which can deliver current for 5 years was announced this week by Elgin National Watch Co. Developed in conjunction with Walter Kidde Nuclear Labs, Garden City, N. J., cell is size of thumbtack head. Elgin spokesman said it soon will be used in such products as hearing aids, transistor radios and civil defense warning receivers for the home.

West Coast Electronic Manufacturers Assn.'s new pres. is Calvin K. Townsend, Jennings Radio Mfg. Corp., San Jose, Cal.; v.p., Hugh P. Moore, Lerco Electronics; secy., S. H. Bellue, Hughes Aircraft Co.; treas., George Koth, Lenkurt Electric Co. Moore was also elected to WESCON board, replacing Gramer Yarbrough, Yarbrough Sales Co.

Low-light image orthicon tube for industrial and scientific-research TV (RCA-6849) was announced this week by RCA tube div. Used with standard TV system and proper low-noise amplifiers, RCA says it can produce signal information with illumination on the photocathode as low as 0.00001 foot-candle.

Pocket-size TV camera for closed-circuit use in airborne & field military operations has been developed by RCA. Camera weighs less than pound, measures 1 7/8 x 2 3/8 x 4 1/2-in., combines transistors, specially-developed circuitry, new RCA 1/2-in. vidicon tube.

"Supermendur," new magnetic alloy developed by Bell Labs, is claimed to have higher permeability and lower hysteresis losses at higher flux densities than any previously available material. Alloy is 49% iron, 49% cobalt, 2% vanadium.

Motorola has moved west coast headquarters from San Mateo to new building at 1616 Rollins Rd., Burlingame, Cal. and eastern communications & electronics headquarters from Ft. Lee to new building at 540 Bergen Blvd., Ridgefield, N. J.

Belock Instrument Corp. earned \$457,403 (58¢ per share) on sales of \$13,801,336 in fiscal year ended Oct. 30, compared with \$679,443 (86¢) on \$14,896,878 in preceding fiscal year.

POLITICAL contributions by officers and directors of biggest TV-radio licensees, as tallied by Senate subcommittee on privileges & elections in political spending report (see p. 1), leaned heavily on Republican side. Listing all personal 1956 campaign contributions over \$500 by officials of 10 biggest TV-radio chains, subcommittee's total showed \$37,000 to GOP, \$1000 to Democrats. Biggest single contributor in subcommittee's compilation was CBS chairman Wm. S. Paley, listed as having given \$12,600 to Republicans. Others listed (mostly board members), arranged by name of licensee, and amounts contributed (all donations to GOP, except where stated):

CBS—Joseph A.W. Inglehart, \$1000. NBC—Harry C. Hagerty, \$500; Wm. E. Robinson, \$3000. ABC—Earl E. Anderson, \$500; Robert H. Hinckley, \$500 (Democratic). Storer Broadcasting Co.—George B. Storer, \$8200; J. Harold Ryan, \$600; Charles V. McAdam, \$500. Westinghouse Bcstg. Co.—Gwilym A. Price, \$1500; George Main, \$1400; Charles E. Headlee, \$500. RKO Teleradio—“none found.”

Crosley Bcstg. Corp.—George Allen, \$500; James Bruce, \$500 (Democratic); C. Coburn Darling, \$1000; Dr. Robert L. Johnson, \$1000; Herman H. Kahn, \$500; Leroy A. Lincoln, \$500; Thomas A. O'Hara, \$1000. Meredith Publishing Co.—Fred Bohlen, \$1000; E. T. Meredith Jr., \$1500. Scripps-Howard Radio—“none found.” Consolidated TV & Radio Bcstrs.—Ralph S. Euler, \$500.

Admen die younger as time goes on, Jan. 28 *Advertising Age* reports. Obituaries published by magazine show that admen's average age at death in 1956 was 57.9—a year younger than in 1955 and 3.6 years younger than in 1954, when they averaged 61.5. Men in businesses related to advertising averaged 65, those in other businesses 69.5. Mortality breakdown indicates 41% of admen die before 55 and 75% before 66, only 4.7% living to 81 or older. In allied businesses, 10.8% reached 81 or over, publishing leading in longevity with nearly 20% living past 80 to ages ranging to 93. *Advertising Age* comments hopefully that “paucity of similar figures for other professions & industries makes the significance of the results difficult to assess.”

“Live Better Electrically” campaign, sponsored by 52 electrical utilities, was launched Jan. 30 with second annual closed-circuit telecast to 53 cities, featuring Gisele MacKenzie and John Daly with cast of 50. Audiences of the telecast, produced and directed by Theatre Network TV in cooperation with BBDO, consisted of some 40,000 members of electrical and allied industries. Last year's telecast was viewed by some 35,000 businessmen “live” and an additional 250,000 who saw film version via 200 kinescope prints.

TV newsman was target of 2 shots Jan. 27 in month-long violence erupting after Federal court ordered end of Negro segregation in Montgomery, Ala. buses. WCOV-TV news editor Bob Underwood, who told police he had received anonymous telephone calls protesting he favored whites in reports of racial incidents, was cut on face by glass from bullet-shattered windshield as he entered his car near station.

“Sneak preview” of TV film—claimed as first such showing in a neighborhood movie house—was held Feb. 1 in Lake Theatre, Oak Park, Ill. for TPA's new *Tugboat Annie* series.

Equal time must be given other Los Angeles mayoralty candidates, FCC told KTTV, after pondering case of candidate Bob Yeakel, auto dealer who is master of ceremonies on own amateur show on station.

N. Y. State budget, submitted this week by Gov. Harri-man, again includes request for funds to build educational TV station in Albany.

New RCA teacher-training scholarships in science & mathematics, totaling \$22,000 annually, will be awarded at 20 universities & colleges, chairman Brig. Gen. David Sarnoff announced Jan. 30. Described by Sarnoff as “unique among corporate educational aid programs,” plan supplements long-established RCA scholarships & fellowships for science & engineering students. Teacher-training \$800 grants go to U of Delaware, Newark; U of Wyo., Laramie; U of R. I., Kingston. Same grants, accompanied by \$500 unrestricted contributions to colleges themselves, go to Berea, Berea, Ky.; Adelphi, Garden City, N. Y.; Clark, Atlanta, Ga.; Goucher, Baltimore; W. Virginia Wesleyan, Buckhannon; Trinity, Hartford, Conn.; St. Louis U. In addition, \$800 junior-senior and \$250 freshman-sophomore scholarships go to N. J. State Teachers Colleges, Trenton & Montclair; Eastern Ky. State College, Richmond; N. Y. State College for Teachers, Albany; Ga. State College for Women, Milledgeville; Henderson State Teachers College, Arkadelphia, Ark.; Western State Teachers College, Macomb, Ill.; N. M. Highlands U, Las Vegas; Ariz. State College, Flagstaff; Western Wash. College of Education, Bellingham.

TV page of newspaper is read by 70% of population, while only 30% reads movie page, pres. Albert E. Sindlinger of amusement research analysts Sindlinger & Co. told Allied Drive-In Theatre Owners' convention in Chicago this week. Before advent of TV, however, he said, 65% of population read amusement (movie) page. He said his company's studies show that “every week since last October, more than 100,000,000 different people watch movies at least once a week—either at theatres and/or on TV.” Some 45,000,000 people see movies every day, he added—5,000,000 at theatres and 40,000,000 on TV. “Watching the new-old features on TV is whetting the public's appetite to see the newer pictures playing at theatres,” he said, “and people are becoming more selective in their TV viewing.”

Three applications for stations and one for translator were filed this week with FCC, bringing total to 128 for stations (24 uhf) and 36 for translators. Week's station applications were: San Francisco, Ch. 38, by real estate man Marvin Kratter, who is also applicant for Ch. 11 in Fargo, N.D.; for Amarillo, Tex., by Kenyon Brown, who has ownership in TV-radio stations in St. Joseph, Mo., Oklahoma City, and Wichita Falls, Tex., as well as Amarillo's radio KLYN; for Ogden, Utah, by owners of KNAK, Salt Lake City & KBLI, Blackfoot, Ida. Translator application was for Show Low, Ariz., Ch. 80, by non-profit Show Low TV Inc., to rebroadcast KDWI-TV, Tucson. [For details, see *TV Addenda 24-D herewith.*]

Farm services of broadcasters were saluted this week by President Eisenhower in connection with observance of Farm Broadcasting Day Feb. 2. President's letter to Jack Timmons, pres. of National Assn. of TV-Radio Farm Directors, said: “The broadcasters of agricultural information provide an essential service to our national community. By means of modern communications they are able to keep our farmers and ranchers up-to-date on matters which daily, even hourly, affect their crops and livestock, their personal health and prosperity.”

“Radically new” long-distance TV microwave systems may be made possible by extremely low-noise “spin oscillator” solid-state amplifier now in early research stage at Bell Labs. Device has already been operated successfully.

Canadian section headquartered in Toronto will be established for 180 members of SMPTE, whose board also has approved new student chapters at CCNY & Rochester Institute of Technology.

Long-pending U. S.-Mexican AM treaty was signed in Mexico City this week.

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

MARTIN CODEL, *Editor and Publisher*
ALBERT WARREN, *Senior Editor*
ROBERT CADEL, *Business Manager*
DAVID LACHENBRUCH, *Associate Editor*
GERSHON FISHBEIN, *Trade Reports Editor*
Editorial Associates:
Paul Stone, William J. McMahon, Jr.

Television Digest

PLEASE USE ONLY
DO NOT REMOVE FROM
NARTB LIBRARY
FEB 11 1957

with **ELECTRONICS REPORTS**

PUBLISHED WEEKLY BY RADIO NEWS BUREAU • WYATT BLDG. • WASHINGTON 5, D.C. • TELEPHONE STERLING 3-1755 • VOL. 13: No. 6

SUMMARY-INDEX OF THE WEEK'S NEWS — February 9, 1957

NATIONAL AIRLINES wins Miami's Ch. 10 over objections of Sen. Monroney & Rep. Celler. Congressional probes and protracted litigation presaged (p. 1).

DEINTERMIXTURE for Fresno & Evansville voted tentatively by FCC, Madison to remain unchanged. Show of hands on Elmira & Albany due next week (p. 2).

FCC "LEAKS" bring new procedure—announcement of majority's "instructions to staff" in major docket cases, indicating decisions contemplated (p. 3).

TV REPRESENTED 12.6% of all advertising expenditures in 1956, increase of 22.4% in year, according to media-by-media report. Radio gains 4.8% (p. 3).

NO ANTI-TRUST IMMUNITY in FCC grants, House staff study concludes. Magnuson renews plea for all-channel receiver tax exemption (p. 4).

AT&T LOWERS CHARGES for off-air TV pickup service in new tariff schedule inaugurating "regular service"; reduction to present customers is 17% (p. 6).

WILLISTON, N. D. due to be served by KUMV-TV starting Feb. 9, though 162-mi. microwave to Bismarck won't be completed until April (p. 6).

WESTINGHOUSE PONDERS deeper plunge into contract and private-label TV production. 1956 TV output placed at 7,387,029, retail sales 6,804,783 (p. 9).

ADMIRAL'S EXPANSION moves include construction of 150,000-sq.-ft. addition to TV-radio-phono plant at Harvard, Ill., establishment of credit subsidiary (p. 11).

EMERSON MEETING marked by squabbles as stockholders and pres. Abrams debate company's poor showing in last fiscal year. Improved earnings cited (p. 12).

AIRCRAFT & ELECTRONICS firms overwhelmingly dominate list of companies with biggest research & development contracts, as published by House committee (p. 13).

DECISION ON SALE OF WMUR-TV, Manchester, to Storer delayed by engineering question. Step-up in translator activity sees 14 new applications (pp. 8 & 14).

NEW ANTENNA SITE sought by WSM-TV following unexplained crash of new 1262-ft. tower, killing 4 construction workers; engineers examining wreckage (p. 8).

NARTB BOARD approves public relations expansion, recommends change of name back to NAB. TV code board to step up monitoring in 1957 (p. 14).

MIAMI CH. 10 DECISION A CAUSE CELEBRE: Climax came this week in one of hottest TV fights on record -- for Miami's Ch. 10 -- when FCC issued final decision giving CP to National Airlines' Public Service TV Inc. Vote was a decisive 4-1-1 -- Comrs. McConnaughey, Doerfer, Lee & Mack forming majority, Hyde favoring L.B. Wilson Inc., Bartley WKAT, Craven abstaining. Fourth applicant was North Dade Video Inc.

Contest produced most vigorous & overt attempt of Congressional intervention to date -- without effect. Sen. Monroney (D-Okla.), chairman of Commerce Committee's aviation subcommittee, had sought strenuously to forestall grant to airline; so had Rep. Celler (D-N.Y.), chairman of Judiciary Committee.

Last-minute petitions by airline's opponents were also brushed aside by FCC. Early this week, WKAT challenged airline's financial qualifications, calling attention to pres. G.T. Baker's testimony before CAB that if Northeast Airlines were permitted to compete on N.Y.-Miami run it would "ruin National Airlines." WKAT went on to say airlines, entitled to govt. subsidies when in financial straits, shouldn't be permitted to operate TV station -- rates and profits of which are unregulated.

Commission ruled that WKAT's petition was much too late. Furthermore, it said: "It is clear that nothing in our Act expresses or suggests a prohibition against an airline or a corporation owned by a regulated airline holding a license from the Commission. The corporation is state chartered. No argument is made that its legal power is defective under local law. We are not cited to any provision of the Civil Aeronautics Act which would preclude a grant or to any administrative or court decision which would support a disqualification of Public Service TV Inc."

Eastern Air Lines made last-act try. It said reason CAB gave Northeast N.Y.-Miami run was that National was unable to meet its responsibilities; that plan of National pres. Baker to spend 75% of his time on TV station was "shocking"; that

station would give National "tremendous competitive weapon," enabling it to promote air service, forcing Eastern into big ad expenditures.

Commission ruled that Eastern's petition was also too late; that it hadn't shown "good cause" for waiting so long to seek intervention.

* * * *

Commission's reasons for picking National Airlines over other 3 were given as its superiority in ownership-management integration and its equality, at least, with others in terms of its principals' civic participation, program plans, diversification of business interests and lack of communications media ownership.

Death of L.B. Wilson (WCKY, Cincinnati), FCC said, "leaves the applicant competitively weak in several significant elements of comparison." WKAT rates well in several factors, it stated, but its record of radio performance "gives the Commission concern." North Dade, it concluded, wasn't superior in any factor and "moreover, a principal of this applicant failed to evidence the degree of candor desired by the Commission."

* * * *

There will be plenty of repercussions in Congress, perhaps introduction of restrictive legislation. "It is deplorable," Rep. Celler stated to us this week, "that the application of a certificated air carrier has been awarded a franchise to operate a TV station. I don't think any organization that operates under one commission should be permitted a franchise concerning operation under another..."

"I am sure Congress never intended that these types of franchises should overlap. I would be opposed to operation of TV stations by railroads just as much as I would be opposed to operation of TV stations by power companies. The TV spectrum is very limited and should be divided among members of the public who are not already favored by franchises which immunize them from competition.

"Is National Airlines going to ask for subsidies on airline operation if it loses money on its TV operation? How will it keep records of its TV & airlines operations separate when it has the same officials operating both? The temptation to subterfuge is very potent; the whole business bodes ill."

Sen. Monroney wouldn't say anything except that he'd be going into subject when Commission appears before Commerce Committee March 5.

Case is far from over, therefore, and -- as Treasury Secy. Humphrey might put it -- the litigation to come will make your hair curl.

DEINTERMIXTURE CHANCES STRENGTHENED? Surprise action of FCC this week, as it took up deintermixture cases involving Fresno, Evansville & Madison, was to instruct the staff to draft decisions to "demix" Fresno & Evansville. Madison would be left as is. This week's show of hands by commissioners is still tentative, of course, subject to final decision -- but in the Fresno and Evansville cases it certainly ran contrary to expectations -- namely, that the Commission wouldn't move to shift any operating vhf station to uhf.

Thus, so far, Commission is leaning toward creation of "uhf islands" in 4 areas -- Peoria & Springfield (Vol. 13:3), Fresno & Evansville. On agenda next week are 2 more cases -- FCC's original proposals to delete Ch. 9 from Elmira, Ch. 10 from Albany (Vail Mills). It's also possible that another go-around will be conducted on one or more of first group -- Peoria, Springfield, Hartford, New Orleans, in all of which there are vhf grants frozen by the proceeding (Vol. 13:3).

If Commission goes through with current intentions regarding Fresno & Evansville, and it's aiming for final session Feb. 25 on all deintermixture cases, it would be first time any operating vhf station was ordered to move to uhf. KFRE-TV operates on Fresno's Ch. 12, which Commission proposes to move to Santa Barbara. WTVW occupies Evansville's Ch. 7, which is slated to go to Louisville, while Ch. 9 in nearby Hatfield, Ind. would be turned over to educators.

Voting was 4-2 in Fresno, 5-2 in Evansville, 4-3 in Madison. Comrs. Hyde, Bartley & Lee are for deintermixture all the way. Comrs. Doerfer & Mack are consistently against it. Chairman McConaughy joined demix group in Fresno & Evansville, switched over in Madison. Comr. Craven abstained from Fresno, because Lohnes & Cul-

ver engineering firm, of which he was a partner before rejoining FCC, is consultant to KFRE-TV. He plumped for deintermixture in Evansville, against it in Madison.

Commission started consideration of Elmira & Albany this week, couldn't get a majority for instructions to staff. Reportedly, 4-3 votes are expected. Among plans being considered is addition of Ch. 2 to Albany area, giving it 3 vhfs.

The end to all the foregoing is still far over the horizon. On March 5, FCC appears before Senate Commerce Committee, will be asked to explain its actions. The losers in each case, particularly those with operating vhfs or vhf CPs, will exhaust every possible remedy. This will take years.

For whatever it may betoken, meanwhile, President Eisenhower gave his views on reservation of educational channels -- favorable. In news conference this week, he was asked this question by Sarah McClendon, correspondent for several Texas newspapers: "Quite a controversy has developed over this matter of educational TV channels which were assigned to schools and colleges, which some commercial enterprises want to take away and have reassigned to them. I wonder if you think we should leave these educational channels with the schools and colleges, for their development." According to official transcript, President replied:

"Well, I have not had a recent study presented to me on this question, but speaking only from what I believe to be the eventual good of the United States, and not knowing as of now anything of many more channels being available through improvement of techniques and equipment, I would say we must preserve channels for educational purposes."

FCC TO MAKE TENTATIVE ACTIONS PUBLIC: "Leaks" at FCC, as perennial and inevitable as human nature -- but a bit more obvious in recent years -- prompted Commission to adopt a new procedure this week. Henceforth, FCC said, whenever majority instructs staff to draft a decision "in important docket cases," prompt announcement will be made -- with cautionary word that "instructions" don't constitute a final decision.

Most important of such cases are competitive TV hearings, of which there are few left. Heretofore, when commissioners met in "executive session," with only one or 2 staff members present, to order decision favoring particular applicant, only those with good pipelines were able to learn what happened -- prior to issuance of final decision, which sometimes came many months later. Other kinds of docket cases affected would be significant allocations proceedings such as deintermixture. This week's instructions on Fresno, Evansville & Madison (see p. 2), were adopted early in week, before new procedure was initiated -- thus our information had to be obtained unofficially. New system doesn't affect final decisions, which are announced publicly as fast as mimeographed.

Announcements will be made at next regular press release time following the action -- at 11 a.m. or 3 p.m. Actions taken after 3 p.m. Fri. will be announced Mon. There's a fair chance, however, that those who are usually well-informed will continue to seek to be well-informed before Mon.

Comr. Hyde was sole dissenter in adoption of new system. He says: "The FCC should be able to make a decision and announce it promptly. If it can't make up its mind, it shouldn't release anything. Furthermore, I have grave doubts about the legality of the procedure." It has never been tested in courts.

TV TAKES ONE OUT OF 8 ADVERTISING DOLLARS: McCann-Erickson's preliminary estimates of 1956 advertising, prepared for Printers' Ink and released this week, give statistical documentation of TV's continuing climb on national advertising ladder. Out of an estimated national advertising expenditure of \$9.982 billion in 1956, TV's share was \$1.255 billion, or 12.6% of total. Stated another way, one out of every 8 ad dollars spent in 1956 went for TV, compared with one out of 9 in 1955.

[McCann-Erickson figures include all expenses to advertisers -- time, talent, production, etc. The full 1956 McCann-Erickson table, comparing advertising expenditures by media, for each year from 1947 on, will be published in our upcoming Television Factbook, due off presses week of Feb. 18.]

TV's 1956 total was broken down into \$660,000,000 for network, \$325,000,000

spot, \$270,000,000 local. Over-all total increased 22.4% over 1955, when estimated \$1,025,300,000 was spent on TV. It was largest percentage gain by any medium. Spot TV gained 24.8%, network 22.2%, local 20.2%.

TV thus retained third place among all media. Newspapers held on to lead, with 1956 billings of \$3.305 billion, up 7% from 1955's \$3,087,800,000. Newspapers took 33.1% of ad budgets, as against 33.6% in 1955. Direct mail kept second place, with \$1.4 billion, up 7.8% from 1955. Magazines gained 7.2%, farm publications were up 3.6%, business papers 7.6%, outdoor 3%.

It's interesting that radio take went to \$465,000,000, increase of 4.8% from 1955, though network declined 15.6% (\$70,000,000 vs. \$82,000,000). This was more than offset, however, by spot radio's gain of 11.8%, local radio's 7.1% increase.

Printers' Ink predicted that 1957 ad revenues will rise to more than \$10.5 billion. It gave no breakdown for TV and other media in its forecast -- but we figure TV will go to about \$1.5 billion (Vol. 12:52).

TvB pres. Norman E. (Pete) Cash gave us this comment on Printers' Ink predictions for 1957: "Our belief is that advertising will go to about \$10.8 billion in 1957, with TV accounting for at least \$1.4 billion. We're in a competitive year, money is tight, and the way for a businessman to turn over a product more rapidly is to advertise. And, I might add, he can reach more people by TV than any other way." As if to support his contention, TvB this week released report showing that average network TV advertiser in 1956 reached 17% more homes in evening than in 1955, some 18% more homes in daytime, 24% more in daytime weekend programming.

NO INSULATION from anti-trust laws is intended or implied in FCC regulation of broadcast licensees, a House anti-trust subcommittee staff study concluded this week. Study was prepared in connection with Chairman Celler's "primacy of free enterprise" bill, which states that Justice Dept. anti-trust prosecution in regulated industries cannot be barred on ground that another govt. agency has jurisdiction (Vol. 13:2).

While largely devoted to other regulated industries, report contains brief section on FCC which states: "Not only does the Commission lack power to condone anti-trust violations [by] networks but it apparently had no intention to sanction such acts."

Anti-trust subcommittee's report on its TV network investigation is due in late Feb. or early March. On Senate side, meanwhile, Commerce Committee staff has virtually completed its work on reports on network practices and subscription TV, now awaits action and comments of Senators. Printed record of its voluminous network hearings is due to be published next week.

There were these other developments on Capitol Hill affecting TV this week:

(1) House anti-trust subcommittee voted to comply with ABC's request not to make public its list of discounts to TV advertisers. It has already made public the CBS & NBC lists.

(2) Chairman Magnuson of Senate Commerce Committee sent another letter to House Ways & Means Committee Chairman Jere Cooper (D-Tenn.) reiterating his Committee's plea for elimination of 10% excise tax on all-channel receivers to encourage growth of uhf. Ways & Means Committee indicated its reluctance to cut any taxes by quickly approving a bill to extend certain corporate and excise tax rates (not including TV-appliances) which were due for automatic decrease April 1.

(3) Rep. Celler apparently has no current plans to push for action on his bill to ban subscription TV. Whether he does so, he told us, will depend primarily upon whether the public evidences any interest in the issue. Currently, he said, there is "not enough" interest in subject.

Educational TV appropriation of \$950,000 was sought this week of N. Y. State Legislature by Gov. Harriman, asking \$248,000 for continuation of present program; \$202,000 for extension of program to new areas; \$200,000 for building and operating state-operated educational TV station in Albany; \$300,000 for state aid to public schools for TV instruction. State is currently operating with \$200,000 for educational TV purposes. N. Y. this week offered its first college-credit course via TV as Mohawk-Hudson Council on TV Education, in cooperation with New York U and State College for Teachers in Albany, began offering "Introductory Geography" on WRGB, Schenectady. Feb. 3 *New York Herald Tribune* noted that inmates of Dannemora, Great Meadow and Walkill prisons would be permitted to take the courses—but no TV sets are available.

College football TV plan for 1957 was approved by NCAA TV committee after 3-day meeting in Chicago, but was not disclosed by week's end. It will be submitted to mail vote of NCAA member colleges not later than Feb. 18. Earlier, NCAA exec. director Walter Byers had described 3 plans under consideration as: (1) National "game-of-the-week" series; (2) combination national-regional plan as in 1956 season, and (3) TV autonomy for member schools, except for certain "basic rules"—latter plan having endorsement of Big Ten. Committee's plan is believed to be modification of No. 2.

NCTA "broadcasters committee" headed by Paul B. McAdam, Livingston Community Antenna Assn., Livingston, Mont., was appointed this week by pres. Bill Daniels for liaison with NARTB's community antenna committee. Daniels also named nominating committee headed by Lloyd A. Calhoun, Hobbs TV Co., Hobbs, N. M., to pick slate of candidates for NCTA election at annual convention at William Penn Hotel, Pittsburgh, June 4-6.

Appeal from ruling by U. S. Tax Court that community antenna systems initial connection charges are taxable as income (Vol. 13:5) will be taken by NCTA. Its directors agreed unanimously this week at Chicago meeting to continue court fight to establish charges as "contributions to capital."

Personal Notes: Robert E. Kintner, ex-ABC pres. who joined NBC Jan. 1 as exec. v.p. in charge of coordinating color activities, reassigned as exec. v.p. of TV network programs & sales, succeeding Thomas A. McAvity, who becomes exec. v.p. in charge of staff, concentrating on new TV programs & talent and strengthening existing programs; McAvity also becomes chairman of NBC talent & properties committee and member of program board and executive council . . . Alvin Ferleger promoted to mgr. of administration & sales development, NBC International Operations; Richard L. Berman promoted to mgr. of facilities . . . Dr. George Crothers gets new position of CBS director of public service broadcasts, succeeded by Miss Pamela Ilott as director of religious broadcasts . . . Edgar G. Shelton Jr. resigns as director of U. S. National Security Training Commission to become asst. to Robert H. Hinckley, v.p. & director of ABC's Washington office . . . George Huntington, director of TvB sales development, assumes additional duties as asst. to pres. Norman E. Cash . . . Wm. Sackheim promoted to director of program development for Screen Gems, concentrating on new programs . . . Joseph D. Lamneck, ex-Kenyon & Eckhardt, named eastern regional mgr. of Warner Bros. TV commercial & industrial film dept., N. Y.; Burton A. Neuberger, ex-Roland Reed TV, named midwest mgr., Chicago . . . Raymond Junkin, asst. to Official Films pres. Harold L. Hackett, elected a v.p. . . Donald O'Brien promoted to mgr. of accounting & budgets of NBC subsidiary California National Productions . . . Howard Van Der Muelen, ex-*Buffalo Courier-Express*, named publicity director of NBC's WBUF there . . . Howard Wormser resigns as publicity director of KTLA, Los Angeles, to become pres. of *Hollywood Talent Scouts*, a trade publication; James Rue, director of promotion & adv., assumes Wormser's duties . . . Ralph Lopatin resigns as director of motion picture unit, WRCV-TV, Philadelphia, to form own independent commercial studio, Ralph Lopatin Productions, Philadelphia . . . Carlos Rivera Gonzales, ex-Publicidad Badillo Inc., named sales mgr. of WAPA-TV, San Juan, replacing Andrew N. Vladimir, now v.p.-gen. mgr. of Gotham-Vladimir Adv. . . Terry R. Rice promoted to TV-radio adv. mgr. of Borden Co., succeeding Wm. B. Campbell, now mgr. of gen. adv. dept.; Edward J. Peguillan named asst. TV-radio adv. mgr. . . Dr. Alan Willard Brown, provost of Union College, Schenectady, named pres. of Metropolitan Educational TV Assn., N. Y. . . Paul Owen

ADVERTISING AGENCIES: James E. Weber and Wm. T. Young Jr. elected exec. v.p.'s of Leo Burnett Co., Chicago . . . John Heiney, who organized Ford's TV-radio public relations office, joins J. Walter Thompson, Detroit, specializing in TV-radio accounts . . . Wm. H. Lewis Jr., ex-Benton & Bowles, named v.p. of McCann-Erickson's Marchalk-Pratt div., serving also as member of plans board . . . Walter Compton, ex-mgr. of WTTG, Washington, recently 10% stockholder of Miami Ch. 10 applicant North Dade Video Inc., joins J. Gordon Manchester Adv., Washington . . . T. B. Cullimore, ex-TV director of McCann-Erickson Ltd., Canada, elected v.p. of Cousen Productions Inc. . . . Joseph C. Meehan, ex-Geyer Adv., joins Gartley & Assoc. as director of press relations for TV-radio & magazines.

AP counts on TV-radio members for more & more news wire coverage, according to radio editor John Aspinwall. Examples: Mich. radio members supplied 2737 stories in 1956, up 736 from 1955, amounting to 41.8% of news on state wires exclusive of stories by AP staff. Member stations in Tex. set record last year with 3492 stories, 1413 more than in 1955. Radio WTMJ, Milwaukee, topped member-participation list with 398 stories.

resigns as mgr. of educational KUHT, Houston, to become program director of educational KTCA, Minneapolis-St. Paul, headed by Dr. John Schwarzwald, whom he succeeded at Houston . . . Frank Crane, pres. of So. Cal. Broadcasters Assn., appointed sales & merchandising director of radio KPOP, Hollywood . . . Wm. E. Dixon, chief engineer of radio WCHS, Charleston, W. Va., promoted to technical director of WCHS-TV & WCHS; Gene Brick succeeds him as chief radio engineer . . . Bob Lundquist promoted to commercial mgr. of WICU, Erie; Joseph Laconi promoted to succeed him as program director . . . Frank Schudde promoted to production mgr. of Terrytoons Inc., div. of CBS-TV Film Sales . . . Richard Barnhill promoted to operations coordinator of WRCA-TV, N. Y. . . . Arthur Poppenberg, ex-WBNS-TV, Columbus, O., named asst. sales director of WTVJ, Miami . . . Jerry Danford, ex-RAB, N. Y. named eastern sales mgr. of KWK-TV & KWK, St. Louis, and radio WGTO, Haines City, Fla. . . . Barton C. Isbell Jr., ex-Lennen & Newell, named radio mgr. in Atlanta office of Peters, Griffin, Woodward Inc. . . . Morton Grossman, ex-adv. promotion mgr. of *TV Guide*, named promotion director of *Journal of Commerce* . . . Martin F. Rohde named gen. sales mgr. of KONA, Honolulu.

Obituary

Carl Byoir, 68, founder of Carl Byoir & Assoc. and a noted pioneer in public relations field, died Feb. 3 in N. Y. Hospital after long illness. Chairman of firm's exec. committee at death, he helped make headlines in recent years in campaigns for such clients as A&P and railroads in anti-trust cases. Other Byoir accounts include RCA, Bendix Aviation Corp., Minneapolis-Honeywell. Distinguished for public service activities, he directed "War Against Depression" employment campaign in 1932 and staged anti-polio FDR Birthday Balls.

Edgar T. Wolfe Sr., 63, co-publisher & director of Dispatch Printing Co., Columbus, O., owner of WBNS-TV & WBNS, *Columbus Dispatch* and *Ohio State Journal*, died Feb. 2 of cancer in Mt. Carmel Hospital, Columbus. He also headed banking and shoe firms.

Cecil B. Highland, 80, disputatious publisher of Clarksburg, W. Va. *Exponent* and *Telegram* whose many community fights included blocking of operation of WBLK-TV (Ch. 12) there by Wheeling News Co. (Vol. 11:24, 25, 32), died Feb. 6. Surviving are his widow, son and daughter.

TV audience "splinterization"—term used at Newspaper Advertising Executives Assn. convention by Wm. I. Nichols of *This Week Magazine* to deprecate effectiveness of TV ads (Vol. 13:4)—isn't being bought by agency admen generally as argument for newspapers as preferred medium, according to Feb. 1 *Advertising Agency Magazine*. Most media directors questioned by magazine agreed division of TV audience among programs & channels exists, but only one agency had picked newspapers above TV because of it. Typical comment was from Rod MacDonald of Guild, Bascom & Bonfigli, who opposes "introduction of any more such catch phrases or cliches" to "stifle or narrow our media thinking."

TV is top leisure-time activity of 80% of married men & 78.7% of married women, according to Politz survey for North American Newspaper Alliance. Reading is next, with 68.3% among men, 74.1% among women. Movie-going ranked 6th—behind household repairing, gardening, socializing.

Bill to give FCC authority over amount of TV-radio time devoted to commercials (HR-4571) was introduced this week by Rep. Heselton (R-Mass.), member of House Commerce Committee. It's identical to his HIR-5741, introduced in April 1955.

NEW LOWER RATES for off-air TV pickup service for stations and community antenna systems were filed with FCC at week's end by AT&T. Uniform tariff replaces previous practice of charging on case-to-case basis, telephone company said—adding that “it appears that an offering of off-the-air channels on a regular basis is justified.” AT&T told FCC that the new rates, “when applied to existing customers for off-the-air service, will reduce present charges by approximately 17% or about \$42,000 a year.” In no case will there be increase in charges to any existing customer.

Basic charges are listed for 3 types of service—3 or fewer intermediate locations, more than 3 intermediate locations and no intermediate locations. In addition to regular monthly charge, AT&T lists “termination charge” which applies if use of facility is discontinued within 3 years after installation. This amount is reduced by 1/36 for each month of use. Highlights of new tariff schedule:

Three or fewer intermediate locations—Pickup equipment for primary channel, \$550 monthly & \$8500 termination charge; \$60 monthly & \$800 termination charge for pickup of additional broadcast station; \$250 monthly & \$4000 termination for additional channel on same route. Intermediate location primary channel equipment, \$475 monthly & \$8000 termination; additional channel, \$275 & \$4500. Receiving terminal primary channel equipment, \$250 & \$6000; additional channel, \$175 & \$3500.

More than 3 intermediate locations—Primary channel pickup equipment, \$725 & \$11,500; additional channels on same route, \$350 & \$6000. Intermediate location primary channel equipment, \$525 & \$8500; additional channel, \$250 & \$4000. Receiving terminal primary channel equipment, \$325 & \$7500; additional channel, \$250 & \$5500.

No intermediate locations—Primary channel pickup equipment, \$950 & \$13,500. Receiving terminal equipment, \$450 & \$9500.

For color signals, monthly charges for primary channel are \$40 at pickup location, \$20 at intermediate locations, \$25 at terminal location. Land, buildings and towers may be provided by customer or by AT&T.

KSTP Inc. earned \$625,677 net profit after Federal income taxes for fiscal year ending June 30, 1956, \$404,048 in 1955, according to application filed this week in connection with purchase of KOB-TV, Albuquerque, N. M. (Ch. 4) with radio KOB (Vol. 13:2). Operator of KSTP-TV, St. Paul (Ch. 5) and KSTP, purchaser's balance sheet lists \$1,504,377 current assets, \$1,095,223 fixed, out of \$2,982,579 total assets. Dec. 31 combined balance sheet for KOB-TV & KOB lists \$351,205 for property & equipment, \$223,518 current assets, out of \$637,376 total assets.

Steinman brothers' purchase of radio WRAK and CP for WRAK-TV, Williamsport, Pa. (Ch. 36) was approved this week by FCC. Steinman's WGAL Inc., licensee of WGAL-TV, Lancaster, Pa. (Ch. 8) & WGAL, is paying George E. Joy-Margaretta T. Steele group \$125,000 for the stations (Vol. 12:39). New owners plan to build TV, according to Clair R. McCullough, pres.-gen. mgr. of WGAL Inc. & Steinman's WLEV-TV, Bethlehem, Pa. (Ch. 51).

KMMT, Austin, Minn. (Ch. 6) and radio KAUS are being acquired by Black Hawk Bcstg. Co., licensee of KWVL-TV, Waterloo, Ia. (Ch. 7) & radio KWVL, latter exercising option it has held since 1954 (Vol. 10:42). Black Hawk, headed by Ralph J. McElroy, is paying \$41,000 for stock held by 5 co-equal owners (Chester A. Weseman, pres.), also paying \$146,948 in notes due sellers.

Radio WACR, Columbus, Miss. has been sold by J. W. Furr, also owner of WMBC, Macon, Miss. for \$60,000 to J. W. Eatherton, ex-sales mgr. of WCBI, Columbus.

DEMAND FOR TV in isolated Williston, N. D. proved too great for KUMV-TV (Ch. 8) to resist, so it scheduled tests Feb. 9, regular operation Feb. 11, even though 7-hop Raytheon microwave to Bismarck, 162 mi., isn't expected to be completed until April. Start of this semi-satellite of KFYR-TV, Bismarck (Ch. 5) brings on-air box score to 497 (96 uhf).

Area residents had formed Missouri Valley TV Corp., advancing grantee \$300,000 for construction of the microwave. Owner Meyer Bcstg. Co. (Wm. Ekberg, pres.), which also holds CP for KMOT, Minot (Ch. 10), has option to assume ownership of microwave at end of 5 years by paying off loan—or it may turn facilities over to Missouri Valley TV Corp. Station has 10-kw GE transmitter, is using 14-ft. pole pending completion of 878-ft. Stainless tower which will carry 12-bay GE antenna. Les Kleven, ex-radio KNDC, Hettinger, N. D. is gen. & sales mgr. Station is sold only in combination with KFYR-TV, which has \$275 hourly rate. Rep is Blair.

* * * *

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

KHVH-TV, Honolulu (Ch. 13), stayed last week by protest from KULA-TV (Ch. 4), had hoped to begin next April, having ordered RCA equipment for mid-March delivery, reports Hal Lewis, exec. v.p. & 25% owner. It expects to use 165-ft. tower. Rep will be Raymer.

KRSD-TV, Rapid City, S. D. (Ch. 7) plans to order transmitter in March, expects to start next summer, reports partner Harry Daniels, who with John & Eli Daniels also holds CP for KDSJ-TV, Deadwood, S. D. (Ch. 5). KRSD-TV will use 370-ft. self-supporting Ideco tower now on hand. Construction of buildings has been delayed by weather. Rep not yet chosen.

WOWL-TV, Florence, Ala. (Ch. 41) which received grant Jan. 30, plans to order transmitter equipment in 1-2 months, hopes to be on air about Sept. 1, reports Richard B. Biddle, pres.-gen. mgr., also chairman of radio WGAD, Gadsden, Ala. It will add wing for TV studio to present radio building, completed last summer; remainder of TV operation will be in radio building. It will have 300-ft tower. Jack Worley, from WOWL, will be sales & program mgr.; Larry Rohling, WOWL, chief engineer. Rep will be Rambeau.

Radio station sales and transfers approved this week: KVOR, Colorado Springs, by John Riggs & Robert Greene (owners of WHAM, Rochester, N. Y.) to Charles A. Dunbar and associates for \$142,000 (Vol. 12:51). WPET, Greensboro, N. C. by Wayne M. Nelson (owner of WHIP, Mooresville, N. C. and WAYN, Rockingham, N. C.) to Guilford Adv. (Hugh E. Holder, ex-CBS announcer, N. Y., pres.) for \$125,000 (Vol. 13:1). WLOF, Orlando, 37% by John W. Kluge to Harris H. Thomson, who increases holdings to 52%, for \$130,662 (Vol. 13:3). WKBR, Manchester, N. H., 35.3% by Wm. J. Barkley to other principals (W. F. Rust Jr., major owner), for \$111,700. Also approved was Barkley's sale of stock in following N. H. stations: 35.3% of WTSL, Hanover; 31% of WTSV, Claremont, for \$28,000; 33% of WTSN, Dover, for \$3300 (Vol. 13:3).

Clinton D. McKinnon's purchase of KOAT-TV, Albuquerque (Ch. 7) for \$800,000 from A. M. Caldwell-Walter Stiles group (Vol. 12:51, 13:2) was approved this week by FCC. McKinnon, ex-Democratic Congressman and 25% owner of KVOA-TV, Tucson (Ch. 4) & radio KVOA, is paying \$12,500 for stock (after former owners have been issued \$156,000 in 5-year 2½% debentures) plus approximately \$600,000 in obligations.

RCA shipped 6-section superturnstile antenna Feb. 4 to WMFD-TV, Wilmington, N. C. (Ch. 6).

Network Accounts: ABC-TV, preparing presentation to press Feb. 13 on fall expansion plans, has agreed on "re-alignment" of daytime rates to roughly one-third of evening charges. It's now about one-half. Network regards new ratio as more in keeping with viewing audience and providing selling pattern for expansion of daytime programming. "This reflects the realities of TV, not the history of radio, and puts ABC-TV on a sound economic basis so that it can, when justified, raise the network rates of its affiliates," commented Oliver Treyz, v.p. in charge of ABC-TV. He also revealed that video tape recorder will be used to put its programs on clock-time basis starting April 28 . . . Sears Roebuck enters network TV with 3-month partic. schedule on NBC-TV's *Today*, *Home*, *Tonight* starting Feb. 22, thru Cunningham & Walsh (Mayers div.) . . . American Tobacco, for new Hit Parade cigarettes, to sponsor *Marge and Gower Champion Show* as alternate with *Jack Benny Show* on CBS-TV starting March 31, Sun. 7:30-8 p.m., thru BBDO . . . Lever Bros. to be alt. sponsor (with Sheaffer Pen) of *The Brothers* on NBC-TV starting Feb. 19, Tue. 8:30-9 p.m., thru J. Walter Thompson . . . Greyhound Bus to replace Viceroy's as one-third sponsor of *Steve Allen Show* on NBC-TV starting April 7, Sun. 8-9 p.m., thru Grey Adv. . . Standard Brands buys alt. Tue. 4-4:15 p.m. segment of *Queen for a Day* on NBC-TV starting Feb. 12, thru J. Walter Thompson . . . Bird & Son Inc., E. Walpole, Mass. (floor coverings, roofing shingles) to sponsor alt. Mon. 15 min. of *Garry Moore Show* on CBS-TV starting Feb. 11, Mon.-thru-Thu. 10-10:30 a.m. and Fri. 10-11:30 a.m., thru Humphrey, Alley & Richards . . . Viceroy's to sponsor Mon., Wed. & alt. Fri. segments of *Douglas Edwards and the News* on CBS-TV starting April 1, Mon.-thru-Fri. 6:45-7 p.m., thru Ted Bates; Hazel Bishop buys alt. Fri. segment starting March 28, thru Raymond Spector; American Home Products continues as sponsor of Tue. & Thu. segments, giving show sold-out status . . . Quaker Oats to sponsor Tue. segment of *NBC News* for 11 weeks starting Feb. 12, Mon.-thru-Fri. 7:45-8 p.m., thru Needham, Louis & Brorby.

Television Audience Measurement Ltd. (TAM) has been awarded exclusive 5-year contract for audience research by Britain's Independent TV Authority, beating competing A. C. Nielsen Co. Last year TAM won 1-year contract over Nielsen. Nielsen's TV service director for Britain, Graham Dowson, claimed TAM's bid for the service was 57% higher than Nielsen's.

Ziv may start west German TV production this spring, according to international div. chief Ed Stern, who left for Europe this week. He said he will confer with film executives & broadcasters in Munich & Frankfurt on plans for German dubbing of existing Ziv telefilms and possible production of shows there.

TV-radio election notices would have same legal standing as newspaper announcements under measure introduced Feb. 4 in Md. legislature. Present law requires publication of names of nominees in 2 newspapers in each county.

Rate increases: WALB-TV, Albany, Ga. Feb. 15 raises base hour from \$200 to \$250, min. \$40 to \$50. CJIC-TV Sault Ste. Marie, Ont. March 1 raises hour from \$170 to \$200, min. \$37.50 to \$45.

TvB has renewed contract with Nielsen, new agreement calling for special services on relationship between consumer product markets and TV viewing in addition to regular measurement services.

Just published: Collection of columns from *Sponsor* magazine by BBDO TV-radio v.p. Bob Foreman, under the title *An Ad Man Ad-Libs on TV* (Hastings House, \$4.50).

Telecasting Notes: "TV's brightest new face," says 4-page cover story in Feb. 11 *Time* magazine, "wears an agony that in only 10 weeks has grown as familiar to millions as Ed Murrow's cigarette or Arthur Godfrey's tea bag." Fascinating story on NBC's *Twenty-One* \$122,000 contestant Charles Van Doren features this thought-provoking comment on the personality that has helped put NBC in the Mon. 9-9:30 p.m. competition with CBS's *Lucey* for the first time: "Just by being himself, he has enabled a giveaway show, the crassest of lowbrow entertainments, to whip up a dotting mass audience for a new kind of TV idol—of all things, an egghead" . . . "No wholesale defections" by national advertisers from networks to spot sponsorship of Hollywood backlogs are in the wind, Feb. 6 *Variety* reports on basis of "a poll of many top agency execs" . . . Top RKO features, including some made after 1948, reported by Feb. 9 *Billboard* to be slated for ABC-TV on Sun. 7:30-9 p.m. next season . . . TV built up a singing idol in one hour last week: 19-year-old Tommy Sands, who starred in "The Singing Idol" on NBC-TV's *Kraft Theatre*, has a hit record on his hands already (from the TV show), has been signed for more TV performances, and is being considered by 20th Century-Fox for lead in movie based on the TV show . . . Next step in news shows—as planned by CBS—reportedly is series of 90-min. topical wrap-ups, a la "Cyprus Today" and "World in Crisis," with 6 said to be planned for next season . . . Another NBC movie venture: Network becomes equal partner in Bob Hope Enterprises, participating in financing of 5 theatrical features and 40 hour-length TV shows over 5-year period (retroactive 1½ years and including Hope's 2 last Paramount features) . . . National & regional advertisers will spend more than \$125,000,000 for syndicated TV films (including time) in 1957, "or one out of every 4 TV ad dollars spent for any form of non-network TV by other-than-local sponsors," Ziv TV predicts.

Cross libel suits for \$7,500,000 involving MBS commentator Fulton Lewis Jr. and Richfield Oil Corp. (Vol. 12:44) were dropped Feb. 6 in U. S. District Court, Washington. Damage claims of \$7,000,000 by Richfield against Lewis, MBS & RKO Teleradio Pictures and \$500,000 by Lewis against Richfield stemmed from controversy last year over proposed Cal. oil conservation law. They were dismissed with prejudice by court—meaning they can't be filed again. Lewis counsel said settlements involved no financial consideration.

Transfer of WMGT, Adams-Pittsfield, Mass. (Ch. 19) to WCDA, Albany (Ch. 41), CBS-TV affiliate owned by Lowell Thomas group, was approved by FCC this week. WCDA operates satellite WCDB, Haganan, N. Y. (Ch. 29), also plans to operate WMGT as satellite, having acquired outlet for \$379,206 from group headed by Leon Podolsky (Vol. 12:49). In approving sale, Commission waived multiple-ownership rules.

Five European countries plan to televise NBC's "Project 20" documentaries—*The Great War*, *The Jazz Age*, *The Twisted Cross*, and *Three, Two, One—Zero*. NBC says series has been sold to Austria, Denmark, Sweden, Italy & Switzerland for TV showings, with negotiations now under way with BBC, Belgium and Netherlands.

Herman Liveright, 45, former program director of WDSU-TV, New Orleans, was convicted Feb. 8 of contempt of Congress by U. S. District Court jury in Washington for refusal to answer Senate Internal Security subcommittee questions about alleged Red affiliations.

FCC members will be guests of educational WQED, Pittsburgh (Ch. 13) Feb. 19, with Commission Chairman McConnaughey, Mayor David Lawrence and WQED pres. Leland Hazard speaking at luncheon.

PURCHASE OF WMUR-TV, Manchester, N. H. (Ch. 9) by Storer Bcstg. Co., conditioned on move of transmitter to about 20 mi. from Boston, 30 from Manchester, came close to FCC decision this week—but final action was deferred until next week because of engineering matter.

FCC engineers questioned whether station would provide adequate signal to Manchester, as required by rules, from new site. Storer was asked to supply further proof that it would. Washington Airspace Panel this week approved new site with tower height of 927 ft.

Another site-move application was granted—Sarkes Tarzian's move of WTTG, Bloomington (Ch. 4) to spot 27 mi. northeast of Bloomington, over objections of Indianapolis' 4 Ch. 13 applicants. Third site-move application was set for hearing March 4—shift of KOVR, Stockton, Cal. (Ch. 13) to location about 80 mi. east of San Francisco, protested by KCCC-TV, Sacramento (Ch. 40).

Uhf translators figured prominently at FCC this week. In addition to receiving record 14 new applications (see p. 14), Commission granted CPs for 2 to Palm Springs Translator Station Inc., Palm Springs, Cal., turning down objections raised by city's community antenna operator Palm Springs Community TV Corp., controlled by Paramount Pictures. On the other hand, City of Butte was told it couldn't get Ch. 70 translator grant without satisfying Commission on 2 points: (1) Possibility of harming KXLF-TV (Ch. 4) and prospective Ch. 6 station. (2) Butte Mayor Sullivan's apparent involvement in unlicensed booster there.

Two channel shifts were suggested to Commission: (1) Addition of Ch. 10 to Presque Isle, Me., sought by prospective applicant Northeastern Bcstg. Co., which proposes that Ch. 11 be substituted for Ch. 7 in Matane, Ch. 7 for Ch. 6 in Riviere du Loup, Ch. 6 for Ch. 10 in Ste. Anne de la Pocatiere, all Que. Petition says Canadian Govt. has no objection. (2) Shift of Ch. 13 from Biloxi to New Orleans, proposed in comments by KPLC-TV, Lake Charles, La. (Ch. 7), which suggests shift of Ch. 9 from Hattiesburg to Biloxi, Ch. 7 from Laurel-Pachuta to Hattiesburg, addition of Ch. 11 to Houma and Ch. 12 to Beaumont-Port Arthur.

Telecasters' filings in FCC's allocation proceeding covering frequencies above 890 mc are suprisingly light, in view of stations' need for own STLs, remotes and private inter-city links. Those filing this week: NBC, ABC—plus KTNT-TV, Tacoma-Seattle; KOVR, Stockton; McClatchy stations; WSYR-TV, Syracuse; WSB-TV, Atlanta. Among their arguments: station-owned facilities are more flexible and cheaper than common carrier; present assignments will prove too few as industry grows; some frequencies suffer interference from other services; competition will spur Bell System into providing better service; station purchases will encourage manufacturers into improving equipment. Virtually all asserted that stations' establishment of own facilities shouldn't be dependent on non-availability of phone company.

Contract for "candelabra" tower to carry antennas of Baltimore's 3 TV stations—WAAM, WBAL-TV & WMAR-TV—was awarded this week to Dresser-Ideco Co. Antennas, which will bring total height to 731 ft., will be made by RCA (Vol. 12:50). Another multiple-antenna tower was approved this week by Washington Airspace Panel—1111-ft. structure to be used jointly by Philadelphia's WFIL-TV & WRC-TV (Vol. 12:40).

Application for experimental on-channel booster to test value in filling in nulls in Johnstown area has been filed by WFBG-TV, Altoona (Ch. 10). Application specifies 150-watt Adler transmitter, cost of \$60,000.

NEW ANTENNA site is being sought by Nashville's WSM-TV, following unexplained collapse of virtually completed 1262-ft. tower in which 4 construction workers were killed. Decision to move from residential section was made voluntarily by station, but a proposal was introduced simultaneously in city council to rezone area to bar such structures. No houses were struck when tower buckled Feb. 4.

Officials and engineers of Blaw-Knox equipment div., which manufactured tower, and John F. Beasley Construction Co., Muskogee, Okla. erectors whose 4 workers were killed, were still examining wreckage at week's end in attempt to determine reason for mysterious disaster. Tower was the first to be constructed of U. S. Steel's new T-1 alloy, said to be 3 times stronger than conventional bridge steel. Alloy has been used for several years in other types of construction and is in no way considered "experimental," a Blaw-Knox spokesman told us. Tower, including antenna, would have been 1374 ft. tall.

"I've never seen anything like it and I've been in the business for 34 years," said GE engineer G. A. Wallenstrom, who witnessed the crash. GE is prime contractor for the fully insured \$100,000 tower-antenna job.

Collapse occurred while the 4 workers were adjusting tension on guy wires at 700-ft. level; tower buckled at 300-ft. level and "collapsed like an accordion," according to one witness. One construction engineer was quoted as saying collapse might have been caused by unequal tension on some of the 12 guy wires.

Through a freak connection, WSM-TV viewers were the first to know about the tragedy; telephone call from transmitter house was unexplainedly cut into audio of *Modern Romances*—the show being transmitted at the time. Viewers heard excited voice exclaim: "Oh, my God! Send help! The tower has just fallen down. Help, quick!"

"Flagrant" violation by WGN-TV, Chicago, of professed public-interest policy was alleged Feb. 5 by Action Committee for Freedom of Religious Expression in requesting formal FCC hearing on station's ban on "Martin Luther" film (Vol. 13:4). It said that WGN-TV "should no longer be entrusted" with broadcast facilities, for which station seeks full-power license. Letter to FCC asserted that cancellation of movie indicates that "WGN-TV believes that its listening & viewing public is not entitled to hear all sides of each important public issue which confronts that public." Meanwhile 5,000,000-member National Lutheran Council protested "de facto censorship" by station in response to "pressure reputedly emanating from Roman Catholic sources." Action Committee's counsel Frank Ketcham also filed letter on behalf of another religious group, Broadcasting & Film Commission of National Council of the Churches of Christ. He asked that application forms be revised to require stations to supply more explicit answers regarding religious programs—i.e., what programs carried, when, sustaining, whether fund solicitation permitted, etc.

Highly simplified studio vidicon camera for broadcast and closed-circuit telecasting was announced this week by RCA. Among features of new professional quality monochrome camera (TK-15): (1) Seven-inch kinescope viewfinder, permitting direct monitoring. (2) Built-in video operating controls, which can be operated at camera or remotely. (3) One-man operation of camera chain. (4) Improved performance with "appreciable reductions" in tube complement and control adjustments. (5) New-type non-linear optical focus. (6) Four-lens turret. 7) Self-contained variable gamma circuit for gray scale rendition. Approximate prices of the new camera chain with various RCA monitors: With TM-7C, \$6015; with TM-6C, \$8880; as field camera, with TM-6C, \$10,235.

WESTINGHOUSE WEIGHS NEW TV CONCEPT: Deeper plunge into contract and private-label TV production is being considered by Westinghouse as way of utilizing idle productive capacity at TV-radio plant in Metuchen, N.J. Chris J. Witting, v.p.-gen. mgr. for consumer products, estimated last week that its plant is now operating at only 55% of total capacity. While he asserts that's in keeping with Westinghouse's share of TV market, he certainly doesn't believe there's any virtue in idle plant space.

Westinghouse has produced about 5000 private-label TVs for Montgomery Ward, built to latter's specifications and designs. That has been extent of its private-label production -- so far. In Westinghouse planning for future, however, is expansion of both contract and private-label production. Witting told us:

"We're discussing with other TV manufacturers the possibility of making their sets in our plant. In addition, we're talking with key department stores in metropolitan areas about the chance of expanding in private label. We have the most modern TV manufacturing facility in the country, and we intend to operate it as near to capacity as possible, though that's not likely this year.

"We also believe our product improves when we bring a new line into the plant. We will not, of course, sacrifice Westinghouse-label production if we carry out our plans, and I must emphasize that no decision on it has been reached, beyond fulfilling our one-shot order for Montgomery Ward."

Contract production is not new in TV, of course, but for Westinghouse it represents something of a departure from its traditional concept of doing business. It has always turned down requests from other manufacturers to handle production of TV-radio-appliances in past, though its productive facilities admittedly have been more than ample for its shares of markets.

Westinghouse has taken 4-5% of TV market in last few years, according to the most reliable (though necessarily unofficial) estimates. Its immediate goal is for at least 7%, and meanwhile it believes it can take on "plus" business from other set makers who want to remain in TV business to keep their brands before the public, but want to be relieved of high production costs, leaving them free to use funds for more profitable segments of their business, such as defense work.

* * * *

Admiral raised color prices by \$50 across-the-board this week, effective immediately, but other manufacturers said RCA's action last week in increasing prices of 3 color sets and warning of more to come (Vol.13:5) would have no effect on their immediate plans. Admiral's increases boosted price range of its color line from \$550 for consolette to \$880 for low-boy console, all 21-in.

Reaction from distributors and dealers was mixed, though many field reports coming into NARDA and in trade press indicated general approval. Most dealers felt the action would put consumers on notice that price reductions should not be expected and that this in turn would cause them to stop delaying purchase of a color set.

Economic Controls: Chances are against any enactment of legislation, or even administrative action, to reimpose anti-inflation controls this year. President's news conference remark this week that Govt. would be forced to impose price and wage controls unless business and labor used voluntary restraints drew generally cool reception in Congress and precipitated controversy within his Cabinet. The day after President's comment, Commerce Secy. Weeks said Administration has no plans to put controls on wages and prices, added: "I just instinctively recoil from controls in a free economy." He said there was no disagreement between himself and President.

Sen. Fulbright (D-Ark.), chairman of Senate Banking Committee, commented that if President wanted economic controls, he would have to give details to Congress. Sen. Saltonstall (R-Mass.), ranking minority member of committee, said "I would be

slow to vote for any new controls." Rep. Spence (D-Ky.), chairman of House Banking Committee, said: "Mr. Eisenhower is putting out into heavy seas. He had better have all the decks battened down and see that the steering gear is in good order."

Reaction of business organizations was even more adverse. Even as President made his statement, U.S. Chamber of Commerce spokesman told Joint Congressional Economic Committee that no individual businessman or labor leader can exercise the type of restraint which will control inflation. Common task of both business and labor, said Chamber economist Walter D. Fackler, is to "give public support to balanced budgets and tight money policies." Another witness, Federal Reserve Board chairman Martin, urged Congress to go slow in enacting any new anti-inflation control laws, but said that money should have been tighter than it was in last 2 years, added that he wasn't sure that President was correct in saying that anti-inflationary restraints would have further curtailed economic activity in last 2 years.

Production & Sales: TV output dwindled to 101,932 week ended Feb. 1, compared with 111,921 preceding week and 135,358 in corresponding week of 1956. It was year's 5th week and brought production for year to date to about 552,000, as against 732,418 in first 5 weeks of 1956. Radio production totaled 302,356 (127,822 auto) week ended Feb. 1, compared with 302,863 (147,948 auto) in preceding week and 277,927 (130,640 auto) in corresponding week year ago. For 5 weeks, radio output totaled 1,372,000 (654,000 auto), as against 1,352,001 (629,051 auto) in same period of 1956.

Official TV-radio production & retail sales data for 1956 was released this week by RETMA, showing TV output of 7,387,029, retail sales of 6,804,783. They compare with record production and sales in 1956 of 7,756,521 and 7,421,084, respectively. Radio production in 1956 was placed at 13,981,800 (5,057,409 auto), compared with 14,528,777 (6,863,676 auto) in 1955. Retail sales totaled 13,389,486, compared with 13,785,060 in 1955. However, home radio sales of 8,332,077 in 1956 established new record for this category, comparing with 6,921,384 in 1955. Here are RETMA's 1956 recapitulations (retail sales of auto radios equivalent to production):

	<u>1956 Production</u>		<u>1956 Retail Sales by Types</u>			
	<u>Total TV</u>	<u>Total Radio</u>	<u>Total TV</u>	<u>Total Radio</u>	<u>Home Radio</u>	<u>Auto Radio</u>
January.....	558,347	1,078,624	614,213	1,050,854	531,206	519,648
February.....	576,282	1,093,506	530,554	892,478	454,867	437,611
March (5 wks)	680,003	1,360,113	544,411	1,005,921	527,649	478,272
April.....	549,632	992,982	347,630	770,446	471,193	299,253
May.....	467,913	1,060,165	392,080	848,968	566,357	282,611
June (5 wks).	553,025	1,073,775	439,362	1,136,086	839,830	296,256
July.....	336,931	566,697	405,310	775,018	576,453	198,565
August.....	612,927	990,845	566,158	879,239	681,152	198,087
Sept. (5 wks)	894,211	1,319,189	763,908	1,106,135	756,345	349,790
October.....	820,781	1,348,864	683,573	1,133,484	585,666	547,818
November.....	679,993	1,381,831	560,391	1,298,548	689,409	609,139
Dec. (5 wks).	<u>626,984</u>	<u>1,715,209</u>	<u>957,193</u>	<u>2,492,309</u>	<u>1,651,950</u>	<u>840,359</u>
TOTAL.....	7,387,029	13,981,800	6,804,783	13,389,486	8,332,077	5,057,409

DISTRIBUTOR NOTES: Admiral appoints Dealer Appliances Inc., 733 W. Hargett St., Raleigh (Neal F. Schilling, pres.) . . . Sylvania appoints Paul Davis Co., 825 NW 2nd St., Oklahoma City . . . Olympic Radio appoints Gruesel Distributing Corp., 808 No. Market St., Milwaukee (Frank W. Gruesel, pres.); Minsky Bros. & Co., 109 Third Ave., Pittsburgh (Louis M. Minsky, pres.); Duyck Supply Co., 1137 Ellamae St., Tampa (Leroy G. & Loyall H. Duyck, partners) . . . Sylvania Sales Corp., Chicago, appoints Michael Kelly, ex-Hallicrafters, as gen. mgr., succeeding late Thomas P. Ryan . . . DuMont National Distributors appoints Morton Rosenthal as district mgr. for Philadelphia & So. N. J. area . . . Krich-N. J., Newark (RCA) promotes James Shelly to TV-radio sales mgr., replacing Mervin Marcus, resigned; David Sternberg promoted to major appliance sales mgr., replacing Murray Balis, resigned; Herb Rappaport and Larry Bindleglass

promoted to district managers . . . Cooper Distributing Co., Newark (Motorola) promotes Robert Baron to exec. v.p., Nathan Hersh to sales mgr. . . Jos M. Zamoiski Co., Baltimore (Zenith) reports resignation of sales mgr. Norman L. Robinson . . . Bruno-N. Y. (RCA) appoints Arthur Sarnoff, just out of Army, to sales dept.; Bruno is headed by his father, exec. v.p. Irving Sarnoff . . . GE Appliances Co., Detroit, to construct new headquarters on Nevada St. between Mound and Van Dyke Roads for occupancy early next year . . . Hoffman Electronics appoints Interstate Electric Co., New Orleans, and Momsen, Dunnegan & Ryan Co., Albuquerque & El Paso.

Retail sales of TV sets in Britain during 1956 established record of 1,480,000 units, up 11% from 1955's 1,335,000, reports British Radio Equipment Manufacturers Assn. Radio sales totaled 982,000, a decline of 6% from 1955.

Topics & Trends of TV Trade: Admiral's fight to solidify and improve its position among major TV manufacturers is clearly reflected this week in its plans to construct a 150,000-sq. ft. addition to its electronics plant in Harvard, Ill., and in formation of Admiral Credit Corp. as a wholly owned subsidiary to handle financing of dealer purchases and, ultimately, consumer purchases.

Addition to Harvard plant, said Admiral, "will make it the world's largest single facility devoted entirely to TV, radio and phonograph production." When completed, it will have production capacity of 6000 TV receivers and 1000 hi-fi phonos daily. Ground will be broken as soon as weather permits.

All TV production will be concentrated at Harvard, meaning that portable TV receivers will be transferred from Bloomington, Ill. Conventional TV receivers and radios are already in production at Harvard. Bloomington plant will be converted to production of components. Admiral's major appliance production in last 5 years has been concentrated at Galesburg, Ill. Statement by pres. Ross D. Siragusa, currently on around-world air trip, explained expansion move:

"In this highly competitive TV-appliance industry, it is vitally necessary to control production and distribution costs. TV and appliance dealers, faced with substantial freight rate increases in recent years, have been hard-pressed to remain competitive with the giant stores capable of purchasing carloads of any one type of TV receiver or appliance.

"By building and warehousing all our electronic products under one roof, all Admiral dealers will be able to enjoy the advantages of quantity and shipping savings on a mixed freight car or a mixed truckload of black-&-white TV receivers, color TV, portable TV, radios, radio-phonos and hi-fi phonos."

Admiral released no details of its new credit corporation, other than it "follows a trend in the industry to expedite and simplify the financing of dealer and consumer purchases." New subsidiary does not affect company's existing finance plans with 200 banks and outside finance companies. It will be headed by C. R. Overholser, with title of v.p.-gen. mgr. For last 6 years he has managed Chicago office of Northern Illinois Corp.

* * * *

Picture tube sales in 1956 established new record of 10,987,021 units, valued at \$196,220,240, compared with 10,874,234 at \$209,007,518 in 1955, reports RETMA. Receiving tube sales in 1956 totaled 464,186,000, worth \$374,186,000, second only to 1955's 479,802,000 units at \$358,110,000. Here's RETMA monthly breakdown for 1956:

	Picture Units	Tubes Value	Receiving Units	Tubes 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
Oct.	1,146,428	19,786,764	42,921,000	34,362,000
Nov.	957,765	16,014,839	39,489,000	31,476,000
Dec. (5 wk).....	795,476	13,423,157	34,340,000	29,111,000
TOTAL	10,987,021	\$196,220,240	464,186,000	\$374,186,000

New 110-degree tubes were offered for renewal market by RCA in both 17 & 21-in. sizes. The 17-in. tube (17BZP4) has over-all length of 12 9/16-in., weighs only 10 lb., has 1 1/8-in. neck diameter, 154-sq.-in. screen area. The 21-in. tube (21CEP4) weighs 23 lb., has over-all length of 14 7/16-in., gives 262-sq. in. picture. Both are available for immediate shipment.

Special section on air conditioners and fans is feature of Feb. *Electrical Merchandising Magazine*.

Trade Personals: Robert W. Galvin, 34-year-old pres. of Motorola, was honored by Philadelphia's Golden Slipper Square Club Feb. 6 as one of 13 "young men of achievement" in nation . . . Keeton Arnett resigns as DuMont v.p. to become exec. v.p. of Greater Philadelphia Chamber of Commerce; he's latest in series of top-level DuMont resignations (Vol. 13:3) reflecting company's deemphasis of consumer products . . . Earl Muntz, a stormy figure since he entered TV industry in 1948, resigns as pres. of Muntz TV, which recently was reorganized by court under Chapter X proceedings; Walter Poransky, pres. of Poray Inc. (metal stampings), named gen. mgr. of Muntz pending election of new officers . . . John G. Brooks, pres. of Siegler Corp., and Maj. Gen. Pierpont M. Hamilton, USAF (Reserve), Congressional Medal of Honor winner, elected to board of Unitronics Corp. . . . C. Russell Feldmann, chairman of National Union Electric Corp., CR tube facilities of which were purchased by Sylvania, elected a director of Electric Auto-Lite Co. . . . Edward B. Passlow, ex-Motorola, named engineering mgr. of Zenith special products div. . . . Charles W. Shaw, asst. to Sylvania marketing v.p. B. K. Wickstrum, retires after 26 years with company . . . Douglas Beggs, district rep of GE's TV receiver dept. in Denver area, transferred to Syracuse headquarters as sales planner . . . O. Lee Ballengee Jr. named CBS-Hytron midwest equipment sales mgr., Chicago; he's succeeded as eastern equipment sales mgr. by Steve Iovin . . . Otto Krauss promoted to new position of Whirlpool-Seeger director of manufacturing research; Glenn A. Evans promoted to succeed Krauss as gen. mgr. of St. Joseph (Mich.) div.; Jasper F. Burt succeeds Evans as mgr. of Marion (O.) div.; S. J. Smith succeeds Burt as mgr. of La Porte (Ind.) div. . . . Howard Kovin promoted to gen. sales mgr. for consumer products, Waters-Conley Co. . . . Murray I. Rosenberg, ex-CBS-Columbia, named sales promotion mgr. of Harman-Kardon Inc. (hi-fi) . . . Frank Malley resigns as Fisher Radio sales mgr. of industrial products . . . Wesley E. Wood, Harold H. Hart Jr. and Donald K. Hitchcock named field sales managers of DuMont CR tube div., territories undisclosed.

— ■ —

CBS-Hytron plans major expansion in tubes and semiconductors during next 2 or 3 years, intends to mechanize further in all operations. So said Arthur L. Chapman, new pres. of CBS-Hytron, on taking office this week. He also made these predictions for industry in 1957: TV sales of about 7,000,000, with considerably higher percentage of 17-in. portables; 300,000 color sales, or double 1956; 8,500,000 home radios, compared with 8,000,000 in 1956, and 6,000,000 auto radios (about same as 1956); \$165,000,000 worth of records, phonos and allied entertainment devices; \$900,000,000 in sales of tubes, semiconductors and other components. He also predicted that Govt. will spend about \$3 billion for electronics in 1957.

Hamburg Bros., RCA distributor is Pittsburgh, was charged by Federal Trade Commission this week with unlawful price discrimination in resale of TV receivers. In complaint (No. 6721) filed Feb. 8, FTC charged distributor "has given some, but not all, of its customers lower prices ranging from approximately \$2 to \$32 per TV set, depending on the price of the set. The result of this discrimination may be to lessen substantially or prevent competition between favored and non-favored retailers who compete." It's granted 30 days to answer complaint, with hearing scheduled April 16 in Pittsburgh. FTC says Hamburg's annual sales are about \$20,000,000.

Pre-trial depositions of Philco & Westinghouse officials will be taken by RCA attorneys beginning next week in Philadelphia, as first defense move in Philco's \$150,000,000 treble damage suit against RCA, GE and AT&T.

Financial & Trade Notes: Emerson Radio's annual meeting Feb. 6 turned into a highly publicized squabble session as small group of stockholders and pres. Benjamin Abrams exchanged heated remarks about company's earnings of fiscal year ended Oct. 31, termed by Abrams as "the worst in 30 years." Its profit, previously reported, amounted to \$84,852 (4¢ per share on sales of \$73,882,029, compared with profit of \$2,468,063 (\$1.28) on \$87,382,028 in preceding fiscal year.

Abrams said that factors affecting Emerson's 1956 business were dumping of sets by manufacturers who left business; higher sales of low-cost, low-profit portables; restraining effect of color on black-&-white sales; decline in Emerson's defense business. He said that situation had improved somewhat recently, adding that Emerson's earnings for quarter ended Jan. 31 doubled profit of entire preceding fiscal year, but he declined to predict the pattern for rest of year.

Stockholders voted overwhelming to approve company stock option plan, but not until Abrams replied to a minority stockholder's suggestion that executive salary cuts might be more in order. Replied Abrams: "Max Abrams and I have taken salary cuts." Max Abrams, his brother, is secy.-treas.

Repeated references to his family's control of Emerson drew this statement from Benjamin Abrams: "The principal stockholders of the company—my family and myself—are just as interested in seeing profitable operation as any stockholder in this room."

Emerson, he said, has recently been awarded a contract by Post Office to supply electronic equipment for automatic handling of mail, designed to process 30,000 letters an hour. U. S. Post Office will spend about \$40,000,000 for it, he said. It will be installed in Chicago post office shortly.

* * * *

Electronic Communications Inc. is new name of Air Associates Inc., Teterboro, N. J. maker of aviation and electronic products. Pres. Frank W. Godsey Jr., ex-Westinghouse, said new emphasis would be put on electronic research under the reorganization. Company is moving its manufacturing plant to St. Petersburg, Fla., and has established research center in Baltimore, headed by Dr. Donald D. King, ex-director of Johns Hopkins Radiation Lab. Electronic sales in fiscal year ended Sept. 30, 1956 accounted for about 40% of Air Associates' total sales volume of \$14,204,675.

Aerovox had "disappointing" 1956, pres. W. Myron Owen telling stockholders that earnings and sales were below the \$480,956 (55¢ per share) profit on \$25,480,214 in 1955. He said industry-wide components price declines have been particularly severe in ceramic capacitors, of which Aerovox is a major producer. About 25% of company's business has been with Govt. in recent years, he added, anticipating pickup in orders for guided missile components by fall of 1957.

Warner Bros. had consolidated net profit of \$1,569,834 (85¢ per share on 1,843,296 common shares) in fiscal quarter ended Dec. 1, compared with \$927,495 (37¢ on 2,474,263 shares) in corresponding 1955 quarter. Film rentals and sales amounted to \$20,718,988, as against \$19,132,139 for same period of 1955. At annual meeting Feb. 6, pres. Jack L. Warner said profits for current fiscal quarter ending March 2 would not be as high as in preceding quarter, but that profits for 6 months ending March 1 would exceed earnings of corresponding period in preceding fiscal year.

Walt Disney Productions reports net income of \$685,601 (46¢ per share on 1,492,209 common shares outstanding) in quarter ended Dec. 29, down sharply from \$996,229 (76¢ on 1,305,680 shares) in corresponding period of 1955.

More officers-&-directors stock transactions reported to SEC for Dec.: AB-PT—John A. Coleman bought 500, holds 500. Avco—A. B. Newton bought 700, holds 900. CBS—Sig Mickelson bought 100, holds 137. Cornell-Dubilier—Octave Blake sold 1000, holds 33,942 personally, 7139 in estate. GE—Lemuel R. Boulware bought 2250, holds 6750; Edwin H. Howell exercised option to buy 990, sold 76, holds 1535; Clarence H. Linder sold 200, holds 6410; Chauncey Guy Suits exercised option to buy 822, sold 1900, holds 3010; Wm. C. Wichman exercised option to buy 1695, holds 4298. Hazeltine—Laurence B. Dodds bought 110, holds 510; James F. Harrigan bought 100, holds 418; Wilfred M. McFarland bought 100, holds 519. International Resistance—Edward A. Stevens bought 700, holds 9540. Motorola—Walter B. Scott bought 264, holds 1958 personally, 242 in joint account. Philco—Russell L. Heberling sold 1000, holds 24,760. RCA—Charles B. Jolliffe bought 100, holds 963. Raytheon—Paul F. Hannah sold 500, holds 124. Sylvania—Don G. Mitchell sold 100, holds 4231. Texas Instruments—W. D. Coursey sold 200, holds 6254. Webcor—Walter P. Altenburg bought 125, holds 2786; Titus Haffa bought 671, holds 61,754. Westinghouse—John M. Schiff bought 1000, holds 11,500.

Avco's profits in current fiscal year ending Nov. 30 are expected to approximate \$15,000,000, with sales going up to about \$300,000,000, chairman Victor Emanuel told N. Y. Society of Security Analysts Feb. 5. In fiscal year ended last Nov. 30, Avco had net loss of \$387,847, though profit of \$3,111,682 was reported for final quarter of 1956, following discontinuance of unprofitable Crosley-Bendix operations (Vol. 13:4). Emanuel said it's hoped to resume dividends in 1957. Raymond A. Rich, new pres. of Avco, estimated company's sales to Govt. this year at \$182,000,000, or 60.6% of its total sales. He said commercial and consumer products should account for about \$30,000,000 in sales, broadcasting (Crosley Bestg. Corp.) \$12,000,000, other civilian sales \$76,000,000.

Beckman Instruments earned \$708,011 (55¢ per share on 1,287,227 common shares outstanding) on sales of \$17,644,173 in 6 months ended Dec. 31, compared with \$758,889 (61¢ on 1,249,735 shares) on sales of \$12,884,811 in corresponding 1955 period. Pres. Arnold O. Beckman told N. Y. Society of Security Analysts Feb. 7 that lower earnings were due to non-recurring losses on some govt. contracts, equal to about 12¢ per share, and increase in research & development expenditures, equivalent to about 35¢ per share. He predicted that sales for fiscal year ending June 30 would approximate \$40,000,000, profit exceeding the \$1.36 per share in preceding fiscal year.

Electronics Investment Corp., San Diego, mutual fund organized in May 1955 by ex-broadcaster Charles E. Salik, had net assets of \$13,466,893 (\$4.83 per share) as of Jan. 31, up 23% from Oct. 31, 1956. There were 15,416 stockholders as of Jan. 31, compared with 13,285 on Oct. 31. Salik said that 95% of fund's assets are invested in common stocks of electronics companies.

Jerrold Electronics earnings in fiscal year ending Feb. 28 probably will exceed the \$169,422 (15¢ per share) profit of preceding fiscal year, company spokesman told *Wall Street Journal*. Jerrold's profit for 9 months ended Nov. 30 came to \$79,259 on gross revenues of \$3,638,132. Revenues for preceding fiscal year were \$3,703,065.

Dividends: Tung-Sol, 35¢ payable March 2 to stockholders of record Feb. 18; Aircraft Radio, 20¢ Feb. 27 to holders Feb. 13; American Electronics, 12½¢ March 15 to holders March 1; Capitol Records, 25¢ March 31 to holders March 15.

Amphenol Electronics earned \$1,257,987 (\$2.51 per share) in 1956, as against \$952,687 (\$1.90) in 1955.

Electronics Reports: Who gets the big research & development contracts? A list of 300 companies and institutions receiving largest military R&D prime contracts in fiscal years 1954-56 indicates that overwhelming preponderance have gone to companies in aircraft and electronics fields. The list, published in final report of House Small Business Committee, was basis for Committee charge that R&D contracts are "concentrated in a few very large firms." Listing includes total of R&D "procurement actions" of \$50,000 or more in fiscal 1954, and \$10,000 or more in fiscal 1955 & 1956.

Top 10 firms in research & development prime contracts during the period were: North American Aviation \$420,712,000, GE \$338,102,000, Western Electric \$264,195,000, Boeing Airplane \$211,567,000, Hughes Aircraft \$203,009,000, General Dynamics \$146,978,000, Glenn L. Martin \$136,225,000, Bell Aircraft \$133,723,000, Aerojet General \$115,074,000, Westinghouse \$105,483,000.

Other electronics and related firms in top 300, with the amount of their prime research & development contracts during the period:

RCA \$87,639,000, Sperry Rand \$83,230,000, Raytheon \$70,844,000, Radioplane Co. \$57,572,000, IBM \$39,761,000, Avco \$37,206,000, Bendix Aviation \$34,289,000, Minneapolis-Honeywell \$23,906,000, IT&T \$22,802,000, Sylvania \$21,315,000, Philco \$19,953,000, Collins Radio \$14,275,000, AT&T \$14,200,000, Ramo Wooldridge \$14,168,000, Melpar \$13,524,000, Cook Electric \$12,413,000, Gilfillan Bros., \$11,673,000, Motorola \$11,508,000, American Bosch Arma \$9,818,000, Airborne Instrument Lab \$7,399,000, General Mills \$7,082,000, Hallicrafters \$6,298,000.

Belock Instrument \$6,292,000, Kearfott Co. \$6,283,000, Reeves Instrument \$5,715,000, Emerson Radio \$5,037,000, General Tire \$4,943,000, Electronic Engineering Co. \$4,466,000, Magnavox \$4,249,000, Bulova Research Lab \$4,048,000, DuMont Labs \$4,030,000, Hazeltine \$3,889,000, Sanders Assoc. \$3,854,000, Cleveite Corp. \$3,832,000, Norden Ketay Corp. \$3,711,000, Norden Labs \$3,690,000, Continental Electronics \$3,517,000, Varian Assoc. \$3,294,000, Litton Industries \$3,185,000, Librascope \$3,163,000, Hycon \$2,974,000, Lear \$2,906,000, Kollsman Instrument \$2,615,000, Remington Rand \$2,260,000, Daystrom \$2,042,000, Aeronautical Radio \$2,022,000, A. R. F. Products \$2,009,000, General Electronics Lab \$1,989,000, I-T-E Circuit Breaker \$1,948,000.

General Precision Equipment \$1,942,000, Texas Instruments \$1,930,000, General Precision Lab \$1,866,000, Eitel-McCullough \$1,840,000, Admiral \$1,765,000, Fada Radio \$1,725,000, RCA Service Co. \$1,642,000, Consolidated Electrodynamics \$1,547,000, Instruments for Industry \$1,511,000, Electronics Corp. of America \$1,507,000, Thompson Products \$1,358,000, Telecomputing Corp. \$1,208,000, GE Supply Co. \$1,150,000, P. R. Mallory \$1,071,000, International Telemeter \$1,065,000, Nems Clarke \$1,047,000, International Electronics \$1,006,000, Electronic Corp. \$988,000.

* * * *

Tiny battery built to last more than 20 years with 60 times more voltage than flashlight cell is in pilot production in GE specialty electronics dept. at Auburn, N. Y. It's 1-in. long, less than 1/2 in. in diameter, weighs less than 1/5 oz., produces 95 volts, costs \$12.50 but may sell for about \$1 in mass production. It's designed for remote fire & radiation warning equipment, deep well surveys, electronic instruments.

Consulting engineers' seminar will be held Feb. 26 by RCA broadcast & TV equipment dept. at Hotel Statler, Washington.

List of TV transmitters, translators & monitors approved by FCC, revised to Feb. 1, may be inspected at Commission's Washington and field offices.

Network Color Schedules

(February 10-23, 1957)

- Feb. 10—NBC: *NBC Opera Company*, "La Grande Breteche," 3-4 p.m.; *Hallmark Hall of Fame*, "The Lark," 9-10:30 p.m. CBS: *The Boing-Boing Show*, 5:30-6 p.m.
- Feb. 11—NBC: *Matinee Theatre*, 3-4 p.m.; *Robert Montgomery Presents*, 9:30-10:30 p.m.
- Feb. 12—NBC: *Matinee Theatre*, 3-4 p.m.; *Noah's Ark*, 8:30-9 p.m.; *Hold That Note*, 10:30-11 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.
- Feb. 13—NBC: *Matinee Theatre*, 3-4 p.m.; *Kraft TV Theatre*, 9-10 p.m.
- Feb. 14—NBC: *Matinee Theatre*, 3-4 p.m.; *Lux Video Theatre*, 10-11 p.m.
- Feb. 15—NBC: *Matinee Theatre*, 3-4 p.m.; *Red Barber's Corner*, 10:45-11 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.
- Feb. 16—NBC: *Perry Como Show*, 8-9 p.m.; *Saturday Color Carnival*, "TV 'Emmy' Nominations All-Star Show," 9-10:30 p.m.
- Feb. 17—CBS: *The Boing-Boing Show*, 5:30-6 p.m. NBC: *Alcoa Hour*, 9-10 p.m.
- Feb. 18—NBC: *Adventures of Sir Lancelot*, 8-8:30 p.m.; *Robert Montgomery Presents*, 9:30-10:30 p.m.
- Feb. 19—NBC: *Matinee Theatre*, 3-4 p.m.; *Noah's Ark*, 8:30-9 p.m.; *Hold That Note*, 10:30-11 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.
- Feb. 20—NBC: *Matinee Theatre*, 3-4 p.m.; *Kraft TV Theatre*, 9-10 p.m. CBS: *Arthur Godfrey Show*, 8-9 p.m.
- Feb. 21—NBC: *Matinee Theatre*, 3-4 p.m.; *Lux Video Theatre*, 10-11 p.m.
- Feb. 22—NBC: *Matinee Theatre*, 3-4 p.m.; *Red Barber's Corner*, 10:45-11 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.
- Feb. 23—NBC: *Perry Como Show*, 8-9 p.m.

ELECTRONICS PERSONALS: Dr. Lee L. Davenport, exec. v.p. of Perkin-Elmer Corp. since 1950, appointed to executive post with Sylvania preparatory to being named pres. of new Sylvania-Corning Nuclear Corp. (Vol. 12:46) . . . Richard A. Maher, ex-Philco, Avco & RCA, appointed chief engineer of Hoffman Labs . . . Carl W. Zemke promoted to new post of mgr. of finance & services of special systems and development dept., RCA defense electronic products div.; James A. McFadden Jr. promoted to succeed Zemke as director of administrative services, RCA Labs . . . W. J. Delaney Jr. named to head new X-ray & industrial electronics div. of Westinghouse Electric Corp., headquartering in Baltimore . . . Kent J. Worthen promoted to mgr. of market development, GE communication products dept., Syracuse . . . Charles E. Arnold promoted to mgr. of Sylvania's Avionics Lab . . . F. Roy Chilton elected pres. & gen. mgr. of Magna Electronics Co. . . . Wayne M. Pierce Jr. elected v.p. of Norden-Ketay for engineering & manufacturing . . . Paul D. Rockwell named asst. engineering director for design engineering, Page Communications Engineers Inc., Washington . . . Tom C. Clark promoted to new post of director of military sales, Hoffman Labs.

Electronics acquisitions and mergers announced this week: (1) Directors of Airborne Instruments Lab, Mineola, N. Y. and Aircraft Radio Corp., Boonton, N. J., have reached "substantial agreement" on merger; one share of new corporation's common stock would be exchanged for each share of Airborne Instruments and for each 1 1/2 shares of Aircraft Radio. (2) Belock Instrument Corp., College Point, N. Y., enters motion picture camera field through acquisition of Andre Debrie Mfg. Co., distributors of equipment made by Establissements Andre Debrie, Paris; under new 10-year franchise, new Belock subsidiary will have exclusive rights to make and sell all products of French firm in U. S. & territories, Cuba, Philippines, Canada & Formosa. (3) Ling Industries Inc., Dallas, has purchased Electronic Wire & Cable Co., Los Angeles, making it wholly owned subsidiary of Ling Electronics Inc., 50% owned by Ling Industries.

Another "revolution" in electronics: The cryotron—100 of which can fit in a thimble—developed by MIT's Lincoln Lab to replace tubes and transistors in computers. MIT engineers said that through use of cryotrons a large-scale digital computer might occupy 1 cu. ft.

PUBLIC RELATIONS expansion proposals of NARTB (Vol. 13:5) won board approval this week at meetings in Hollywood, Fla., following presentation by public relations director Donald N. Martin, who will have staff of 10 working under him. As approved by board, plan has these 6 objectives:

(1) To gain appreciation "of the fact that broadcasters run their industry respectably as evidenced by codes of good practice." (2) To dramatize role of radio as information, entertainment and advertising medium. (3) To counter adverse criticism "by special interest groups attempting to use broadcasting as a 'whipping boy' in an effort to achieve their own end." (4) To obtain general support for broadcasters' right to equal access in covering news. (5) To foster appreciation of constructive role broadcasting plays in development of youth. (6) To oppose, "as a matter of public interest, any proposal which would limit the industry's ability to offer a free, competitive and selective program service to the entire nation."

NARTB's joint board also unanimously recommended change of name back to NAB, and referred matter to membership for vote. It will be discussed further at 8 regional conferences this fall and, if approved by membership, will be effective Jan. 1, 1958. Among other joint board actions:

Approved agreement with McGraw-Hill Publishing Co. for publication and sale of revised edition of NARTB Engineering Handbook, due next fall; adopted resolution favoring extension of broadcast license period from 3 to 5 years; changed by-laws to forbid NARTB membership for less than 6 months; set future conventions for April 27-May 1, 1958 at Los Angeles' Biltmore and Statler Hotels and March 15-19, 1959 and April 3-7, 1960 at Chicago's Conrad Hilton Hotel.

TV board authorized convening of all TV stations to discuss formation of committee to represent industry in negotiations with various music licensing organizations. It voted tentatively to hold meeting April 11, final day of convention at Chicago's Conrad Hilton Hotel. Board also voted to hold TV business meeting and election of TV directors as final order of business at convention.

G. Richard Shafto, WIS-TV, Columbia, S. C., chairman of NARTB's TV code review board, said monitoring activities would be stepped up in 1957 and that some means would be found to make public more aware of stations which conform to code. Board also approved amendment stipulating that dramatized advertising involving purported statements by physicians, dentists and nurses must be presented by accredited members of such professions, or words "A Dramatization" must be superimposed on picture. Shafto said 319 TV stations subscribed to code as of Jan. 9, a gain of 40 during year.

Audit TV Circulation Committee, charged with responsibility of setting up industry-approved continuing county-by-county census of sets-in-use, received word that final report on methodology will be ready by May. Progress of research subcommittee, headed by NBC's Hugh M. Beville Jr., was commended by official resolution.

Equal-time requirements for political broadcasts don't apply when a candidate appears in routine news program, FCC ruled this week. Allen H. Blondy, one of 21 candidates for Detroit common pleas court judge in Feb. 18 primary election, had demanded time on WWJ-TV because Judge Elvin L. Davenport, also running, was shown in film of City-County Bldg. ceremonies Jan. 3. FCC rejected Blondy's protest against WWJ-TV's refusal, pointing out that Davenport hadn't initiated film, that it was part of routine broadcast by station in "exercise of its judgment as to newsworthy events."

Record total of 14 applications for uhf translators and 3 for stations were filed with FCC this week, bringing total pending to 48 for translators, 127 for stations (25 uhf). Week's station applications: (1) For Decatur, Ill., Ch. 23, by Keith Moyer, principal owner of WTIM, Taylorville, Ill. & WMMA, Miami, Fla. (2) For Sheridan, Wyo., Ch. 9, by Harriscope Inc., Beverly Hills, Cal., TV film production firm which holds CP for KTWO-TV, Casper, Wyo. (3) For Elko, Nev., Ch. 10, by Donald W. Reynolds & Southwestern Publishing Co. (resubmitted with revisions). Translator applications: For Bullhead City, Ariz., Ch. 72, by Mohave County Supervisors (to rebroadcast KLRJ-TV, Henderson, Nev.); for Blythe, Cal., Ch. 71, 74, 77 & 80, by Palo Verde Valley TV Club (KTVK, Phoenix; KRCA & KNXT, Los Angeles, and KIVA, Yuma); for Lone Pine, Cal., Ch. 80, by Lone Pine TV Inc. (KRCA, Los Angeles); for Shelby, Mont., Ch. 76, by Shelby T.V. Club Inc. (CJLH, Lethbridge, Alta.); for Battle Mountain, Nev., Ch. 72, by Battle Mountain TV Club (KOLO-TV, Reno); for Boise City, Okla., Ch. 70, by City Govt. (KGNC-TV, Amarillo); for John Day, Ore., Ch. 72 & 77, by John Day Valley TV Inc. (KBOI-TV & KIDO-TV, Boise); for Castle Dale, Utah, Ch. 70 & 78, by Emery County (KSL-TV & KTVT, Salt Lake City); for Rock Springs, Wyo., Ch. 72, by Robert R. Laird (KSL-TV). [For details, see *TV Addenda 24-E* herewith.]

Tax-financed TV translators are authorized in bill which appeared headed this week for passage by Utah legislature. State Senate voted 19-6 for plan by which counties, municipalities & school boards could impose .75-mill levy to build & operate public stations in remote communities. Industry committee of House is under heavy popular pressure to report bill favorably despite newspaper & TV industry opposition. *Salt Lake City Tribune* denounces measure as "socialism." Joining in efforts to block bill in House are KSL-TV, Salt Lake City; TV Operators of Utah, representing community antenna interests which see private systems threatened by govt. competition; NCTA, which warns members to watch for similar bills in other state legislatures.

Regular U. S.-Cuba TV network service moved step closer this week as construction work began near Florida City, Fla. on foundations for 200-ft. tower to provide first regular commercial over-the-horizon (scatter) microwave link. Florida end of link is being constructed by AT&T's long lines dept., the Guanabo, Cuba, terminal by Radio Corp. of Cuba (IT&T). AT&T says 180-mile link will be used only for telephone transmission at first and declines to estimate when it will be used for TV service. Relay will use 840-880 mcs and is understood to have been designed with eventual TV use in mind. Completion of tower foundations and building is scheduled for April.

Gross revenue increase of 65% in 1956 over previous 1955 record is reported for NBC basic affiliate WVEC-TV, Hampton-Norfolk, Va. (Ch. 15) by pres.-gen. mgr. Thomas P. Chisman. He attributes successful uhf operation largely to mushrooming population in Tidewater area. More than 30 national advertisers were added at station last year, bringing total past 70.

KTVR, Denver, is operating in the black as result of its feature film policy, reports v.p.-gen. mgr. Hugh LaRue. Since station started programming MGM movie library in Oct., he said, gross monthly billings have increased 86%, adding that MGM features are 85% sold out through April. Station runs different first-run feature every evening.

Birth of baby was televised by BBC Feb. 4 in 40-sec. sequence. Though flood of protests was expected, only 4 critical telephone calls came in. Joyce Chesterton of *London Daily Herald* found sequence "extremely touching," while Alan Gardner of *London Daily Sketch*, father of 2, said births "should never be shown on TV."

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

MARTIN CODEL, *Editor and Publisher*
ALBERT WARREN, *Senior Editor*
ROBERT CADEL, *Business Manager*
DAVID LACHENBRUCH, *Associate Editor*
GERSHON FISHBEIN, *Trade Reports Editor*
Editorial Associates:
Paul Stone, William J. McMahon, Jr.

TELEVISION *Digest*
with **ELECTRONICS** REPORTS

PUBLISHED WEEKLY BY RADIO NEWS BUREAU • WYATT BLDG. • WASHINGTON 5, D.C. • TELEPHONE STERLING 3-1755 • VOL. 13: No. 7

SUMMARY-INDEX OF THE WEEK'S NEWS — February 16, 1957

SUBSCRIPTION-TV TRIAL under controlled conditions urged in staff report to Senate Committee; at least 4 members favor test, others noncommittal (p. 2).

ABC-TV UNVEILS PLANS for fall programming, new daytime rate, improved station clearances, expansion of facilities in bid for strong 3rd network status (p. 3).

UTAH TRANSLATOR BILL passes legislature, would permit tax-support. Broadcasters split. CATV and translators embroiled in other legal fights (p. 4).

RECORD SPOT OUTLAY of \$397,498,000 reported by TvB for 1956, including \$107,842,000 for 4th quarter. Prospects for 1957 called even brighter (pp. 4 & 6).

GOVT. ACCUSES JERROLD of restricting competition in community antenna field through "tie-in" sales in civil anti-trust suit filed in Philadelphia (p. 5).

TWO UHF STATIONS QUIT—WTVE, Elmira, N. Y. and WBLN, Bloomington, Ill.—first in 5 months. CP-holders ask Commission to extend permits (p. 7).

17-in. PORTABLES due for greater emphasis in lines to be shown at midyear. Westinghouse signs new production agreement with Montgomery Ward (p. 10).

POOR DISTRIBUTION POLICIES, top-level management changes, product difficulties biggest reasons Avco quit appliances, says Fortune post-mortem (p. 11).

RECORD SYLVANIA SALES of \$313,825,804 reported for 1956, though pres. Mitchell blames TV competition for decline in earnings to \$13,706,189 (p. 13).

EQUAL ACCESS OF TV with other media in covering courtroom proceedings should be studied by citizens committee, says attorney Ernst (p. 8).

DEINTERMIXTURE DEBATED, no decisions reached; final showdown planned Feb. 25. WMUR-TV purchase hangs fire. Boston & Miami vhf fights continue (p. 9).

NETWORK TV SCORES 20% rise in 1956 billings by setting record high, approaching half-billion; ABC gains nearly 50%. Dec. totals hit \$44,761,571 (p. 14).

ALMANAC OF TV'S PROGRESS—24th EDITION: New and completely revised version of the TV industry's standard reference volume -- the 1957 Spring-Summer Television Factbook -- will be in the mails within a few days to all full-service subscribers.

This prime source of facts & figures on all phases of the industry contains listings for every one of the world's 843 TV stations -- with full data on rates, personnel and facilities of the 496 operating in U.S. & 37 in Canada and on the 15 U.S. stations due to start by spring. New Factbook shows 22 new U.S. stations have gone on air since previous edition, while only 3 have left air in 6-month period.

All 75 directories and departments which compose the Factbook have been completely updated -- with the many changes in personnel, rates, data, statistics detailed after having been double-checked for accuracy. New Factbook is by far the biggest yet, with 480 pages and many new departments -- including complete section on TV households in U.S., new handy list of abbreviations commonly used in TV, list of donors of major TV-radio awards, 1956 TV-electronics stock market analysis, etc.

The regular Factbook directories have been expanded wherever possible, including the 210-page U.S. & Canadian Station Directory section, Foreign TV Directory, complete lists of applications & CPs, lists of TV-radio manufacturers (U.S., Canadian & foreign), community antenna systems, live & film program producers, color-equipped stations, consulting engineers, TV-radio attorneys, laboratories, trade associations, research firms, unions, equipment makers, etc.; completely updated allocations tables; statistical tables on TV billings, advertising expenditures, network and station revenues, TV-radio receiver production, sales, inventories, etc.

New and handy feature of the Factbook is quick-reference edge index, designed to key major Factbook directories for easy location; we'll be interested in your reaction to this innovation to guide us in making the book even easier to use in future editions. A 43x29-in. wall map in color, showing locations of all U.S. and Canadian stations and network routes, is inserted in each Factbook. Extra copies of the Factbook with map are available at \$4.50 each, extra maps at \$1.50.

FEE-TV TRIAL URGED IN SENATE STAFF REPORT: Carefully controlled test of subscription TV is recommended in draft report distributed this week to the 15 members of Senate Commerce Committee by its TV investigation staff headed by Kenneth A. Cox.

The 24-page report, a preliminary document intended for the Senators' eyes alone, will probably be discussed at Committee's next scheduled meeting Feb. 27. Whether Senators will buy staff's let's-try-it proposal is, of course, problematical -- but chances seem to favor endorsement of some kind of test. No legislation is involved -- merely moral suasion of FCC by its Senatorial watchdog. There already is some sentiment within FCC for a trial of fee TV, and a strong push by the Committee could get Commission off dead center on issue.

Every action has an equal-&-opposite reaction, however -- and Committee's endorsement of a test could galvanize pay-TV opponents into strong lobbying action.

We took an informal poll of Senate Commerce Committee members at week's end, found 4 who could be considered as generally in favor of some kind of fee-TV trial, one tentatively against, remainder either undecided, uncommunicative or unavailable.

Inclined to favor test are Chairman Magnuson (D-Wash.), Sens. Bricker (R-O.), Schoeppel (R-Kan.) and Monroney (D-Okla.), latter espousing trial in "one or 2 selected spots." Sen. Butler (R-Md.) said: "I don't have any firm convictions on it, but right now I don't think I'm in favor of subscription TV." Those who preferred to wait before forming or announcing opinions were Pastore (D-R.I.), Payne (R-Me.), Thurmond (D-S.C.), Cotton (R-N.H.), Lausche (D-O.). Other 5 couldn't be reached.

On the FCC, Comr. Lee is strong advocate of fee-TV test, having set down his views in controversial Look Magazine article last March (Vol. 12:8,10). Chairman McConnaughey told Senate Committee last summer that he personally favored considering "experimental subscription TV some place."

* * * *

Draft report, evaluating testimony by 22 witnesses at hearings April 23-27 last year, takes view that FCC should act "at the earliest possible moment" on the issues involved in subscription-TV case -- its own power to act and the technical merits of the proposed systems. "If its conclusions on these points are favorable," draft continues, "carefully controlled tests should be authorized to determine how subscription TV will operate and what its effects on sponsored TV will be. In the light of the results of such tests, an informed final decision as to whether subscription service should be authorized generally could then be reached."

Report specifically avoids conclusions on technical qualities of systems or on FCC's legal authority to permit pay TV. Unimpressed with argument that Commission should wait for direction from Congress, staff draft says: "This would be complete abdication of administrative responsibility." These suggestions are made for tests:

* * * *

Markets -- Representative cross-section of U.S. markets, in size, number of stations, etc. Initially, only one fee-TV test station and system are recommended in any community, except possibly in the very largest markets.

Period of test -- Long enough to give subscription-TV operators reasonable time to manufacture and distribute equipment, make arrangements for operations, secure programming, and for FCC to make accurate assessment of fee-TV operation.

Types of stations -- To qualify for trial fee operation, outlets must be independent non-network stations which are (a) operating at loss, (b) just starting, or (c) uhf outlets now off air or about to go off. In one-station markets, station must show it would otherwise be forced to leave air.

Hours of operation -- "It would seem that some percentage limitation [of the total broadcast hours] is necessary, and that in addition it should be specified that no station could offer more than a certain number of hours of subscription programming during the hours of peak viewing."

Expense and risks -- "Should, so far as possible, be borne by the promoters [and] broadcasters [with] any expense to the viewer kept to the absolute minimum."

Programming -- Would be limited to (a) shows so costly they can't be supported on regular basis by advertisers (current feature films, legitimate plays),

(b) programs with appeal to limited audiences (opera, ballet, concerts, cultural programs, formal courses of instruction), and (c) those events upon which free TV might have adverse boxoffice effects (major sports events).

Opponents' fears that free TV would siphon off free TV's popular programs "may be exaggerated," report states. "If not, this would develop during the course of the test and proper steps could be taken to deal with the situation." FCC is urged to pay particular attention to quality and balance of pay-TV programming. "The subscription broadcaster should [be] upon notice that the performance in this respect will be very carefully supervised."

Trial is only way to determine just what free TV can do, report says, adding: "Unless these tests produce clear indications that subscription TV service can do the things which its proponents claim -- that, in fact, it can provide new and supplemental programming and support additional stations without material damage to the existing system of sponsored TV -- then subscription TV will be doomed to extinction."

ABC-TV's THRUST FOR REAL 3RD NETWORK STATUS: Salesmen are hitting the hustings in a massive sales pitch to prospective sponsors as aftermath of ABC-TV's disclosure of master plan to achieve competitive 3rd network status in fact as well as in name. As revealed to overflow turnout of press, admen, reps, et al, in New York Feb. 13 and repeated in Chicago Feb. 15, presentation made these salient points:

(1) New "D" rate of daytime programs has been established at about one-third of evening rate as "the single most important innovation in the business of TV this year," in words of Oliver Treyz, v.p. in charge of TV network.

(2) At least 20 new programs will be offered for 1957-58 season, including a wide range of Hollywood properties which network hopes will free New York facilities for expansion of live originations.

(3) Minimum of 75 markets will be cleared by this fall for live programs, representing 36,000,000 homes or 84% of total TV households. Including delayed markets, a typical new 30-min. program next fall on ABC-TV can command 130 stations.

(4) Major expansion of studio and office facilities in N.Y., Hollywood and Chicago is being undertaken, involving eventual construction of 8 studios on west coast alone, plus 2 additional studios in N.Y.

Presentation used Cellomatic big-screen process in manner reminiscent of TvB pitches under Treyz. Complete with sound effects, it made big hit with audience, moved one ABC veteran to comment: "We've never had anything like this before. This really made ABC look big-time and, by God, we are!"

* * * *

Occasion was 4th anniversary of AB-PT merger, and Treyz seized on occasion to make some pointed before-and-after comparisons. In Feb. 1953, he said, ABC-TV network comprised 7 exclusive affiliates (5 of them network-owned); currently it has 71 first-call live affiliates. At that time, ABC programs were seen by fewer than 8,000,000 homes; today they reach more than 30,000,000.

Ratings comparison by Treyz made ABC-TV look even stronger. He said that, according to Nielsen and Trendex national reports for Jan., ABC-TV has forged ahead of NBC-TV in those fully-sponsored evening programs where all 3 networks compete. He said Nielsen average audience ratings for those competitive evening periods gave CBS 28.1, ABC 21.1, NBC 18.6. Similarly, he said Trendex average ratings for same times gave CBS 20.3, ABC 16.1, NBC 13.7.

NBC is expected to offer rebuttal shortly, to present own figures showing a stronger competitive rating. NBC's data, it's anticipated, will be more inclusive and take in a greater portion of the entire programming schedule.

* * * *

Daytime expansion figures prominently in ABC-TV's plans. Intention is to "program up" from Mickey Mouse Club at 5 p.m. Definitely not in works is so-called "island" programming whereby network puts on a show, say, 12:30-1:30 p.m., then does not resume until 5 p.m.

ABC's program plans are heavily oriented to Hollywood. In addition to shows

built around such performers as Frank Sinatra, Pat Boone and Guy Mitchell, ABC has contracted with Warners for new hour-long alt. week film shows, with MGM for one-hour mystery series, has taken option on 52 RKO features. In addition, Disney is preparing Zorro, new weekly 30-min. series (already purchased by 7-Up as alt. sponsor).

Big problem of station clearance is easing up, said Treyz. FCC decisions, he stated, have enabled construction of new stations this year in Boston, Pittsburgh, Omaha, Miami, St. Louis and Ft. Wayne. He also anticipates addition of Louisville market, expects to have vhf affiliation in New Orleans (instead of current uhf).

RASH OF TRANSLATOR AND CATV FIGHTS: More than merely local interest is involved in action this week by Utah state legislature in voting to permit local taxes to be levied for purpose of supporting uhf translators. Utah broadcasters are sharply split over implications. Some consider tax-supported translators excellent technique for extending big-city service to remote towns. Some small-town station operators are concerned over potential competition for audience.

Most vigorous opposition to measure, naturally, came from community antenna operators -- to whom translators are direct financial threat. Strongest supporting testimony was given by G. Bennett Larson, pres. of KTVT, Salt Lake City. Technical feasibility of translators was attested to by Jay W. Wright, exec. v.p. of KSL-TV, Salt Lake City. Larson noted that poll of Utah Bcstrs. Assn. board found members split on pros & cons of permitting municipalities, school boards and county govts. to levy .75-mill tax to finance the translators. CATV operators are likely to take matter to courts; NCTA counsel E. Stratford Smith believes bill is unconstitutional.

* * * *

"Hamlet TV" was in a ferment all over the place this week. Bill before Montana legislature, to permit state regulation of CATV systems, was killed in committee after CATV operators descended on Helena and overwhelmed bill's proponents. In West Virginia, similar bill was reported out of committee but is given very slim chances of passage nonetheless.

From Flagstaff, Ariz., FCC this week received request that Coconino TV's 3 translator applications be designated for hearing -- grantee KLOF-TV (Ch. 9) arguing that translators would deprive city of local TV.

And to top off the whole small-town TV turmoil there was Dept. of Justice's anti-trust suit against Jerrold Electronics, charging it with restricting competition in sale of community antenna equipment (see p. 5).

1956 SPOT OUTLAY A RECORD; '57 LOOKS BETTER: "Some highly encouraging developments in spot TV thus far this year give every indication that advertisers are going to spend at least 20% more this year than last on spot. It's too early to give figures but we know, for example, that there's lots of activity among beer and auto sponsors in spot so far this year -- and the whole picture improves every day."

That's look-ahead by TvB pres. Norman E. Cash, in commenting to us on TvB's report of Feb. 15 showing spot TV expenditures in 1956 by national and regional advertisers came to resounding \$397,498,000, including \$107,842,000 in 4th quarter. (Details of TvB's report, including estimates of full 1956 spot spending by 31 product categories and by top 10 advertisers, plus breakdown for programs, announcements, IDs & participations, and 4th quarter spending by top 200 sponsors on p. 6.)

* * * *

This was first full year TvB has compiled spot expenditures, hence it did not make any direct comparisons with 1955 -- but McCann-Erickson's industry-accepted estimates for Printers' Ink showed outlay of \$325,000,000 for spot in 1955.

Increase in TV viewing level thus far in 1957 over all-time highs of 1956 is also cited by Cash as reason for belief that TvB's estimate of a 20% increase for 1957 will be more than fulfilled. He points out that, based on latest Nielsen data, "the average nighttime program delivered over 2,000,000 more homes at the start of 1957 than at the start of 1956." While this should benefit all TV advertising, spot should gain especially in form of lower costs to advertisers, said Cash.

FIRST ANTI-TRUST suit in community antenna field was civil court action filed Feb. 15 by Justice Dept., charging Jerrold Electronics Corp., Philadelphia, with violating Sherman & Clayton Acts by restricting competition in sale of community antenna equipment.

Complaint filed in Philadelphia District Court also names pres. Milton J. Shapp and 5 Jerrold subsidiaries as co-defendants and conspirators and asks for injunctions restraining them from engaging in the alleged restrictive practices.

Jerrold is specifically accused of selling community antenna equipment on "tie-in" basis, whereby system operators—as a condition of obtaining any Jerrold equipment—have been forced to buy all equipment from Jerrold and to "enter into service contracts with the defendants which provide that the defendants, in return for substantial continuing fees, will furnish engineering services with respect to the installation, maintenance and repair of the system."

Jerrold is also accused of threatening to install competing community systems in localities where system operators propose to use equipment manufactured by competitors or refuse to pay engineering fees. Govt. charges Jerrold with threatening prospective community operators with patent infringement suits unless they buy Jerrold equipment exclusively, and of offering royalty-

free licenses to operators who agree to use only Jerrold equipment.

In addition to Shapp and Jerrold Electronics, defendants are National Jerrold Systems Inc., Philadelphia; Jerrold-Northwest Inc., Seattle; Jerrold-Southwest Inc., Dallas; Jerrold-Ohio Inc., Cleveland, and Jerrold Mid-Atlantic Corp., Baltimore.

Pres. Shapp immediately denied that he or his company "have done anything which is in violation of the anti-trust laws." On the contrary, he said in statement, Jerrold has "faced daily the competition of such giants of the electronics industry as RCA, International Tele-meter Corp. (Paramount subsidiary), Phileo and others."

"For 9 years my associates and I have been working to build our company," he said. "While we have been moderately successful, we still acknowledge that our company falls into the category of small business [last year's total sales were under \$4,000,000]. It is puzzling to us that a company of our size should become the target of an accusation of practices of a monopolistic character when our competitors comprise in large measure giants of American industry. We are confident that we violated no laws and we shall with all the vigor at our command prove this contention."

He said competition in community equipment is "intense" and attributed Jerrold's leadership in field "directly to design of better equipment."

IRE conference on TV will be conducted by Cincinnati section April 26-27, in Cincinnati Engineering Society Bldg., with Dr. George H. Brown, chief engineer for RCA commercial electronics products, as April 26 banquet speaker. Papers at April 27 meetings: "Practical Aspects of TV Tuner Design," C. D. Nestlerode, DuMont; "A Constant Input-Impedance RF Amplifier for VHF TV Receiver," H. B. Yin & H. M. Wasson, RCA; "A Transistorized Carrier System for Transmission of TV Signals," L. G. Schimps, Bell Labs; "Color TV Recording on Black-&-White Lenticular Film," J. M. Brumbaugh, E. D. Goodale & R. D. Kell, RCA; "Transistor Receiver Video Amplifiers," M. C. Kidd, RCA; "Transistor Design for Picture IF Stages," R. J. Turner & P. E. Hermann, Philco; "Color Signal Distortion in Envelope Type of Second Detectors," B. D. Loughlin, Hazeltine; "A Transistorized Horizontal Deflection System," H. C. Goodrich, RCA; "A New Approach to Horizontal Deflection Tube Testing," G. M. Lankard, Sylvania.

Traffic control by TV may be solution to big-city street congestion, according to Frank P. Barnes, industrial TV marketing mgr. of GE's technical products dept. In Feb. 6 speech to Pittsburgh AIEE, he said traffic could be kept flowing by radio-operated signals, controlled by coordinator who watches monitors linked to closed-circuit TV cameras installed at intersections. It would be "relatively inexpensive answer" to problem, Barnes said.

TV monitor watches students in Pearl River, N. Y. high school study hall, where camera connects by closed circuit with screen in principal Walter Reiner's office. Result, according to supt. Samuel Hicks, is that they "pay attention to their studies as they never did before" whether or not teacher is in room. Kids call system "private eye."

Closed-circuit TV system has been installed on Italian liner Christoforo Colombo to enable passengers to remain in their cabins and watch ship concerts, movies, sporting events, as well as liner's arrivals and departures from ports.

Closed-circuit industrial TV systems will be offered on rental basis by New York's Camera Equipment Co., which has ordered 5 vidicon camera chains from GPL.

Canadian TV application for Ch. 2 Kelowna, B. C. and request by CKSO-TV, Sudbury, Ont. (Ch. 5) to increase power to 30-kw using directional antenna will be considered by CBC board of governors at March 15 meeting in Ottawa. Kelowna applicant is Okanagan Valley TV Co. Ltd., owned by radio stations CKOV, Kelowna (Mrs. J. W. B. Browne, pres.); CKOK, Penticton, B. C. (Maurice P. Finnerty, managing director); CJIB, Vernon, B. C. (Charles Pitt, pres.). Applicant also requests Ch. 13 satellite at Penticton and Ch. 7 satellite at Vernon.

Corporate mergers increased again in 1956, FTC reported Feb. 14. Total last year was 905 compared with 846 in 1955 and 617 in 1954. Fewer mergers in manufacturing & mining were reported (683 vs. 689 in 1955) but mergers in retailing & wholesaling increased to 148 last year from 83 in 1955. FTC tables showed no TV-radio breakdowns, but 70 electrical machinery mergers were noted in 1956, compared with 53 a year earlier.

Air-to-ground radio telephone service, first of its kind to provide 2-way in-flight communications, was proposed Feb. 8 by Michigan Bell Telephone Co. in FCC application for radio CP for base & auxiliary test stations and 5 units. System centered at Dixboro, Mich. with Detroit control point would use frequencies of 454.95 mc on ground and 459.95 mc in air. Cost is \$10,000, with RCA equipment.

Uhf-equipped homes in Erie & Niagara counties, served by NBC's WBUF, Buffalo (Ch. 17), now total 200,000, or 59.4% of total TV homes, according to recent ARB survey, station announced this week. Gen. mgr. Charles C. Bevis Jr. said uhf figure is nearly double that of year ago when NBC purchased station.

Standard Electronics Corp. announces "first successful application of production line technique to manufacture of TV broadcast amplifiers" has made possible production of 25-kw amplifier selling for \$25,000.

Portable transistorized amplifier for remote TV-radio broadcast service, claimed to be lightest equipment of 4-channel type, is now being offered by RCA; it's 4½x17¼x8-in., weighs 15 lb.

Picture history of WWJ-TV & WWJ, Detroit, brochure titled *The Birthplace of Broadcasting*, is being distributed by *Detroit News* stations to Mich. educational institutions.

SPOT EXPENDITURES for 1956 by various product categories, based on N. C. Rorabaugh Co. data and released Feb. 15 by TvB (see p. 4), show food and grocery products led with outlay of \$107,615,000, or 27% of total spot expenditures of \$397,498,000 for year by all national and regional advertisers. Following food & grocery products were cosmetics & toiletries, \$34,240,000; ale, beer & wine, \$34,237,000; drug products, \$32,026,000. (For full list, see below.)

Top 10 spot advertisers for 1956: Procter & Gamble, \$17,521,900; Brown & Williamson Tobacco, \$11,288,700; General Foods, \$9,411,400; Sterling Drug, \$8,823,400; Philip Morris, \$7,369,400; Colgate Palmolive, \$7,314,600; National Biscuit, \$5,536,500; Miles Labs, \$5,354,700; Continental Baking, \$5,264,900; Kellogg Co., \$4,815,100.

Of the total spot expenditure in 1956, some \$222,517,000 (56%) went into evening TV, \$135,339,000 (34%) daytime, \$39,642,000 (10%) late night. Another breakdown revealed that announcements took \$176,429,000 (44.4%); participations, \$90,541,000 (22.8%); shows, \$83,722,000 (21%); ID's, \$46,806,000 (11.8%).

Breakdown of 4th quarter expenditure of \$107,842,000 by top 200 advertisers was also given by TvB. It compares with \$83,863,000 in 3rd quarter and \$103,872,000 in 4th quarter of 1955. Top 10 advertisers for 4th quarter:

Some \$3,000,000 in daytime TV sales were recorded by NBC in last 2 weeks, network reports, announcing these purchases: (1) Minnesota Mining & Mfg., 4-4:15 p.m. segment of *Queen for a Day* and 12:15-12:30 p.m. segment of *Tic Tac Dough*, alt. Thu., for 52 weeks starting March 14—plus 7 alt.-week quarter-hours on 2 unspecified daytime programs during last quarter, thru BBDO. (2) Standard Brands, 4-4:15 p.m. segment of *Queen for a Day*, alt. Tue. starting April 16 thru Ted Bates. (3) Corn Products (Nu-Soft fabric softener), 12-12:15 p.m. segment of *Tic Tac Dough*, 26 alt. Wed. & 26 alt. Fri., starting April 10 thru McCann-Erickson. (4) Mentholatum Co., extending its 12:15-12:30 p.m. segment of *Tic Tac Dough* to include Feb. 22, March 1 & 15, thru J. Walter Thompson.

Quoteworthy quote: "While the basic franchise for the large advertiser is typically in TV, network radio for approximately 10% additional cost typically increases the monthly net unduplicated homes reached by 30%. Today's Nielsen-minded TV advertiser sees in network radio not the old medium of filling in where TV isn't, but a new medium that adds important audience in terms of TV homes not otherwise reached by the basic TV properties and adds important frequency and multiple home visits in terms of TV homes reached only once or twice a month by the basic TV properties."—ABC radio v.p. Don Durgin, in address to N. Y. City Chapter of American Women in Radio & TV Feb. 12.

Blackburn-Hamilton brokerage firm has been dissolved, with Ray V. Hamilton heading a new firm and James W. Blackburn stating he'll announce his plans in near future. New Hamilton, Stubblefield, Twining & Assoc. on March 1 establishes offices at 1735 DeSales St., Washington (Executive 3-3456), with Wm. T. Stubblefield in charge. Hamilton remains in Chicago offices, W. R. Twining in San Francisco.

Rate increases for about half of CBS-TV affiliates, to go up 5-10%, will be put into effect shortly, network confirmed this week, stating that move is based on new Nielsen data. It noted that its affiliates are priced under NBC-TV's in such cities as Chicago, Baltimore, Cincinnati, Dallas, Denver, Houston, Kansas City—and that some of its outlets hadn't had increases in 3 years.

WCBS-TV, N. Y., reports Jan. spot billings up 12.6% over Jan. 1956, increase attributed by sales mgr. Frank Shakespeare Jr. to commercial success of *Early Show* and *Late Show*.

Brown & Williamson Tobacco, \$2,386,700; Sterling Drug, \$2,391,600; Procter & Gamble, \$2,324,400; Continental Baking, \$2,012,800; General Foods, \$1,939,200; Philip Morris, \$1,924,100; Colgate Palmolive, \$1,775,900; Robert Hall Clothes, \$1,664,400; Anahist Co., \$1,523,100; Lever Bros., \$1,297,800.

This is TvB's complete 1956 breakdown of spot expenditures by product categories:

Agriculture	\$ 1,225,000	Household Equip-ment-Appliances	7,735,000
Ale, Beer & Wine	34,237,000	Household Furnish-ings	3,805,000
Amusements, Enter-tainment	560,000	Household Laundry Products	16,286,000
Automotive	12,912,000	Household Paper Products	5,329,000
Building Material, Fixtures & Paints	3,422,000	Household, General	3,075,000
Clothing, Furnish-ings, Accessories	8,688,000	Notions	456,000
Confections & Soft Drinks	21,576,000	Pet Products	4,658,000
Consumer Services	12,545,000	Publications	1,366,000
Cosmetics & Toi-letries	34,240,000	Sporting Goods, Bicycles, Toys	1,440,000
Dental Products	13,202,000	Stationery, Office Equipment	239,000
Drug Products	32,026,000	TV, Radio, Phonos, Musical Instru-ments	2,360,000
Food & Grocery Products	107,615,000	Tobacco Products & Supplies	30,390,000
Garden Supplies & Equipment	413,000	Transportation & Travel	2,866,000
Gasoline & Lubri-cants	16,030,000	Watches, Jewelry, Cameras	7,066,000
Hotels, Resorts, Res-taurants	290,000	Miscellaneous	4,583,000
Household Cleaners, Cleansers, Polishes, Waxes	6,863,000	Total	\$397,498,000

Best ad campaign of 1956 in all media, by 5-1 margin, was Bert & Harry series of Piel's Beer (Young & Rubi-cam)—according to poll of 1100 ad executives on *Tide Magazine's* Leadership Panel. Voted next best in TV were Gillette (Maxon), Ford (J. Walter Thompson), Theodore Hamm Brewing (Campbell-Mithun), Mercury on *Ed Sullivan Show* (Kenyon & Eckhardt), Kraft (J. Walter Thompson). In print campaigns, Marlboro (Leo Burnett) was first in consumer ads, GE (BBDO) in industrial. Voted most important event in advertising during year was consent decree signed by AAAA, ANPA and other media associations. Growth of color TV was also included among significant developments.

Big closed-circuit "Tele-Sell" sessions, sponsored by Sales Executives Clubs and Chambers of Commerce, are scheduled to link 40,000 salesmen in 34 cities Feb. 26 & March 5. The 2-day "how to sell" course, highlighting National Sales Week, will be opened by Vice President Nixon and Commerce Secy. Weeks, with 12 of nation's top salesmen acting as instructors from New York's Man-hattan Center. The sales meetings will be first big project of Teleprompter's new Group Communications subsidiary, formed from old Sheraton Closed Circuit TV Inc. Another closed-circuit event of note will be Feb. 21 convention of big BBDO ad agency, piped to 9 of the agency's 16 U. S. & Canadian offices from New York's Hotel Roosevelt.

Annual CBS-TV film sales clinic for 9 sales offices & Canadian distributor will be held Feb. 18-20 in St. Regis Hotel, N. Y.

Storer Bestg. Co. moves New York sales office to 625 Madison Ave. (Plaza 1-3940), other N. Y. offices remaining at 118 E. 57th St.

Westinghouse Broadcasting Co. moves midwest sales office to 2818 Prudential Pl., Chicago.

ADVERTISING AGENCIES: Esty Stowell, former exec. v.p. of Benton & Bowles, named exec. v.p. of Ogilvy, Ben-son & Mather . . . Richard R. Uhl, TV specialist of Sulli-van, Stauffer, Colwell & Bayles, elected a v.p.; also elected v.p.'s from TV dept. were Thomas F. Vietor and Eugene F. Whelan . . . Alfred V. Hansen, ex-Bryan Hous-ton, named TV copy supervisor of C. L. Miller Co. . . . Mrs. Faye Steckly promoted to TV-radio v.p. of Fraser Adv., San Antonio.

TWO UHF STATIONS have left air, first to go off in 5 months—WTVE-Elmira (Ch. 25) and WBLN, Bloomington, Ill. (Ch. 15) informing FCC this week they couldn't hold out any longer. Last station to go dark was WHUM-TV, Reading, Pa. (Ch. 61), which quit in Sept. (Vol. 12:36).

One uhf started, even as other 2 quit—KBAS-TV, Ephrata, Wash. (Ch. 43) beginning programming as third satellite of KIMA-TV, Yakima (Ch. 29). Week's changes produce on-air box score of 496 stations (95 uhf).

WTVE stopped Feb. 13, pres.-gen. mgr. Thompson K. Cassel reporting it lost \$350,000 in 44 months of operations. Station left air once before, when tower & antenna were demolished by hurricane Oct. 15, 1954; it resumed in May 1955 (Vol. 12:18). This week, it told Commission that failure to get network affiliation plus uhf operating difficulties in rough terrain led to decision to drop out. Area gets service from CBS-TV affiliate WBNF-TV, Binghamton (Ch. 12) and WSYE-TV, Elmira (Ch. 18), satellite of NBC-TV affiliate WSYR-TV, Syracuse.

WBLN put situation this way in letter to Commission: "Considerable financial help is needed . . . to make necessary equipment repairs and for operating capital. We are working on this problem and hope to have it solved in the near future. In the meantime, we find it necessary to remain off the air until financial aid is received."

Sale of 75% of KTXL-TV, San Angelo, Tex. (Ch. 8) to local radio KGKL (Lewis O. Seibert, owner) and Brownwood businessman Roy H. Simmons was sought in application filed with FCC this week. KGKL is acquiring 50% by paying \$32,288, assuming obligations. Simmons gets 25% for \$50,000. Owner Seibert also owns 10% of KBST-TV, Big Spring, Tex. (Ch. 4), now operated under lease arrangement by KDUB-TV, Lubbock; 20% of radio KBST; 45% of radio KPLT, Paris, Tex. Sellers are co-equal owners A. D. Rust, selling all stock, and B. P. Bludworth, retaining 25%. Jan. 31, 1957 KTXL-TV balance sheet shows that \$82,418 deficit as of April 30, 1956 has been reduced to \$41,648. It also lists \$144,461 in long term liabilities, largest item being \$97,904 notes payable to officers. It has \$44,016 current assets (\$39,021 accounts receivable), \$139,700 fixed, out of \$184,747 total assets.

Complying with 5-vhf ownership limit, Mormon Church has sold its 8080 shares (6.73%) of KGMB-TV, Honolulu (Ch. 9) and satellites to Consolidated Amusement Co. for \$125,000. Consolidated now owns 75.45%, *Honolulu Star-Bulletin* 24.55%, of KGMB-TV and satellites KHBC-TV, Hilo (Ch. 9) and KMAU-TV, Wailuku (Ch. 3). FCC last Sept. ruled that Church had interest in 6 vhf outlets, counting KGMB-TV and satellites as 3. Church retains 63.5% of KSL-TV, Salt Lake City (Ch. 5), 23% of KID-TV, Idaho Falls, Ida. (Ch. 3), 6% of KBOI-TV, Boise, Ida. (Ch. 2)—with their radio adjuncts.

Radio station sales reported this week: WDCL, Tarpon Springs, Fla. by J. M. & Margaret Miller and Hal & Beatrice Freede for over \$100,000 to author-newsman Hodding Carter and associates John T. Gibson, McClain Bowman and songwriter Floyd Huddleston. WHIE, Griffin, Ga. by John A. Boling and associates for \$100,000, including \$56,827 in obligations, to Telerad Inc., equally owned by station employes W. C. Courson & Fred L. Watkins. WDCL broker was Paul H. Chapman Co.

Sale of radio WMGW & WMGW-FM, Meadville, Pa. by H. C. Winslow for \$99,600 was approved by FCC this week. New co-owners are Wm. Rich, ex-WINS and WABC-TV, N. Y., and American Business Enterprises Ltd. (Alistair B. Martin-Edwin A. Bernstein interests). Latter owns 50% of Treasure Records Inc., 49% of clinical testing lab, 100% of inactive music firm Majestic Music Corp.

KBAS-TV began programming Feb. 15, reports KIMA-TV gen. mgr. Tom Bostic. Station has 1-kw RCA transmitter, 100-ft. Fisher tower with 5-bay antenna. James Schroeder is KBAS-TV sales mgr., with Howard Hammond, ex-KIMA-TV, chief engineer. It's sold only in combination with KIMA-TV, which has \$450 base hour. Rep is Weed.

KIMA-TV principals also operate KEPR-TV, Pasco, Wash. (Ch. 19); KLEW-TV, Lewiston, Ida. (Ch. 3); hold CP for satellite KWAB, Walla Walla, Wash. (Ch. 8).

* * * *

Holder of uhf CPs, both those who had built and quit and those who never built, this week filed with FCC their reasons why CPs shouldn't be cancelled. Last Nov. (Vol. 12:47), Commission gave grantees until Feb. 15 to reply. This week, 60 out of the 83 so warned responded—and balance are expected to file soon. Of the 60, two dropped their CPs—KEDD, Wichita (Ch. 16) and WJLN-TV, Birmingham (Ch. 48).

Responses of the grantees, most of which sought 6-8 months grace, comprised reiteration of uhf's difficulties, expression of hopes for deintermixture in some areas, etc.

— ■ —

Maupin, Ore. translator K72AB began tests week of Feb. 4 repeating programs of KOIN-TV, Portland, reports owner Estel L. Stovall, who operates Maupin Drug Store.

Transfer of off-air WQMC, Charlotte, N. C. (Ch. 36) to new Century Advertising Co. Inc. is proposed by adman Hugh A. Deadwyler in application filed this week. Century principals with 49.5% each are Deadwyler and Frank P. Larson Jr., manufacturers' representative. Principals have arranged to lend new firm \$120,000 to purchase GE equipment and 400-ft. Truscon tower. Also filed was application to change transmitter to City Auditorium, with increase to 200-kw. CP expires in April but extension will be sought. Application also states that Deadwyler will be mgr.; Douglas M. Bradham, now asst. mgr. of WUSN-TV, Charleston, S. C., chief engineer; Cecil Campbell, RCA & Columbia recording artist, program director; Harry D. Moore, advertising associate of Deadwyler, sales mgr.

Option for 50% of KNAC-TV, Ft. Smith, Ark. (Ch. 5) is being exercised by local jeweler and TV-appliance dealer George T. Hernreich who had obtained option from late Hiram S. Nakdimen in connection with withdrawal of his competing application. Hernreich becomes partner in Nakdimen stock subscription agreement, purchasing half of 1500 shares to be issued at \$100 each. In addition, he assumes half of obligations under agreement to advance \$150,000 to station, if needed.

Truth Publishing Co. owner of *Elkhart Truth* and WSJV, Elkhart, Ind. (Ch. 52), in Dec. 31 balance sheet filed with application to buy WKJG-TV, Ft. Wayne (Ch. 33) & WKJG (Vol. 13:5), lists \$79,346 surplus; current assets are \$218,484 (\$112,451 accounts receivable), with \$390,976 fixed out of \$647,559 total assets. Projected balance sheet for purchasing firm lists \$207,000 cash on hand and accounts receivable, \$1,100,000 fixed out of \$1,850,000 total assets.

Seeking ⅓ control of CHCT-TV, Calgary, Alta. (Ch. 2), ⅓ owner radio CKXL (Frederick Shaw) has applied for permission to acquire ⅓ held by CFCN, price undisclosed. Other ⅓ is held by CFAC (*Calgary Herald*).

Educational TV & Radio Center received \$113,550 from Ford Foundation last week to continue its informational and promotional efforts in behalf of educational TV during 1957.

Fire gutted 3-story brick building housing radio WPAR, Parkersburg, W. Va., last week end, causing damage estimated at \$250,000.

Personal Notes: Giraud Chester resigns, effective April 1, as gen. program executive in charge of NBC-TV daytime programs to join ex-NBC chairman Sylvester L. (Pat) Weaver in unannounced TV venture . . . George Greaves resigns as staff executive of NBC's KRCA, Los Angeles, to become station mgr. of KBET-TV, Sacramento, under pres.-gen. mgr. John Schacht . . . Paul E. Wilson promoted to mgr. of CBS-TV's new operations information center, set up as "clearing house" for all program production information and services to clients and producers; Larry Paulus promoted to asst. mgr., both reporting to Hal Meier, mgr. of network operations . . . Alfred R. Beckman, director of station relations for TV, elected a v.p. of ABC, along with Edward J. DeGray, director of station relations for radio, and Robert L. Stone, gen. mgr. of WABC-TV, N. Y. . . . Thomas K Fisher, v.p. & gen. attorney of CBS-TV, and Mrs. Geraldine B. Zorbaugh, v.p. & gen. attorney of CBS Radio, elected v.p.'s and directors of CBS Inc. . . . Harold W. (Hank) Shepard returns as director of special projects for NBC-owned stations after special assignment as director of business development for NBC subsidiary California National Productions . . . John M. Couric resigns as asst. news editor of United Press Washington bureau to join NARTB as chief writer, filling a key vacancy in expanded public relations setup . . . Berry Smith, ex-WAVE-TV, Louisville, named gen. mgr. of WFIE-TV, Evansville, Ind., replacing Ted Nelson, resigned . . . Lester G. Bowles, ex-Canadian mgr. of Crowell-Collier, named Canadian rep of *TV Guide*, headquartering at 181 Richmond St., W. Toronto . . . Richard Johnson promoted to sales mgr. of WWSA-TV & WWSA, Harrisonburg, Va. . . . Everard W. Meade, ex-TV-radio v.p. of Young & Rubicam, returns

to TV after 4 years to become exec. producer of new TV film series, *Battleflag*, produced by Dayton Productions . . . Peter S. Good named asst. program mgr. of WWJ-TV, Detroit . . . George Marr, ex-NBC & WTMJ-TV, Milwaukee, heading own Delmar Productions there for last 3 years, joins WISN-TV, Milwaukee, in sales capacity . . . Miss Jean Hendrix promoted to asst. to Marcus Bartlett, station mgr. of WSB-TV, Atlanta . . . Frances Haugh promoted to sales service supervisor of CBS-TV Pacific Network and KNXT, Hollywood . . . Harry F. Hunter Jr., ex-Chicago *Journal of Commerce* and *Tide Magazine*, named Chicago mgr. of Taplinger Assoc. . . . Wm. Berns, news & special events director of WRCA-TV & WRCA, N. Y., given year's leave of absence to serve as managing director of Marine Amphitheatre, Jones Beach . . . Richard D. Heffner, ex-WRCA-TV, joins Metropolitan Educational TV Assn., N. Y., as program director . . . Robert Nashick, ex-WCKT, Miami, named adv. & promotion mgr. of KYW-TV, Cleveland, replacing Alan Bautzer, resigned.

Obituary

Edwin C. Hill, 72, radio newscaster & newspaper syndicate feature writer since 1931, died Feb. 12 in St. Anthony's Hospital, St. Petersburg, Fla., where he maintained winter home. He started career on *Indianapolis Journal*, moved to old *N. Y. Sun* in 1904 and became noted for headline interviews with world leaders before he began broadcasting *The Human Side of the News* and *Your News Parade*. Surviving is his widow.

Sir David Gammans, 61, former Postmaster General in Churchill govt., who as Member of Parliament was principal sponsor of bill which created Britain's commercial TV service, died in London last week end.

TOP LEVEL COMMITTEE of public-spirited citizens to study problems involved in granting TV equal access with other media in covering courtroom proceedings was proposed this week by noted N. Y. attorney Morris Ernst—and promptly won enthusiastic endorsement of NARTB pres. Harold E. Fellows, who told us:

"I believe it's a wonderful idea. There is already a committee working on the problem, but the members are representatives of media and the American Bar Association. Mr. Ernst's proposal involves a group which represents neither lawyers nor broadcasters, and that's all right with us. He can count on the backing of NARTB."

Ernst made proposal in lively debate at weekly luncheon of Radio & TV Executives Society in N. Y. Feb. 13. He later suggested that one or more foundations put up \$500,000 to finance the study and subsequent report.

Justin Miller, ex-NARTB pres. and now its consultant, was the other panelist in debate—and he, too, agreed with need for such a commission. But he disagreed with Ernst on whether TV should be given carte blanche admission to cover court trials.

Miller said enough experience had been gained thus far to show that TV could and should be permitted to gain access to courtroom. He said that Canon 35 of American Bar Assn. code, which forbids cameras and microphones in courts, is "unconstitutional on its face." He also said he was "ashamed" at attitude of some jurists and lawyers on that point.

Ernst said he would not favor "at this moment in history" the unqualified admission of TV to courts. But neither, he added, would he favor automatic exclusion. He said he was primarily concerned by such considerations as who would sponsor such trials, what effect it would have on witnesses, whether it would invite histrionics, what kind of cases will be covered and who will be the

final judge of which cases would be covered. These questions, he said, called for further consideration by the committee he proposed.

Note: N. Y. City Council touched off another controversy in equal access question when it barred TV-radio coverage of its session Feb. 8. Its action drew sharp protests from Radio-TV News Directors Assn., N. Y. State Assn. of Radio & TV Broadcasters and Radio-Newsreel-TV Working Press Assn.

Paul C. Smith resigned Feb. 15 as pres. & chairman of Crowell-Collier Publishing Co., whose *American*, *Collier's* and *Woman's Home Companion* folded last year, along with deal to buy Bitner stations (Vol. 12:50, 52, 13:4). He had headed magazine-book house 3 years. Sumner Blossom, Crowell-Collier v.p. and former editor of *American*, becomes exec. v.p.

NBC pres. Robert W. Sarnoff is subject of cover story in Feb. 16 *Business Week*, reviewing his efforts to regain No. 1 position from CBS-TV. It says one-shot special shows will be few and far between, declares the new approach to programming has already resulted in "a sharp upsurge" in network's program ratings.

Title of Private Chamberlain has been awarded by Pope Pius XII to Frank M. Folsom, chairman of RCA exec. committee, for his work with Catholic Charities. Papal honor was announced Feb. 13 in N. Y. by Francis Cardinal Spellman.

Lawrence H. Rogers II, pres.-gen. mgr. of WSAZ Inc., Huntington, W. Va., receives Distinguished Service Award of Huntington Junior Chamber of Commerce.

Allen Woodall, gen. mgr. of WDAK-TV & pres. of radio WDAK, Columbus, Ga., appointed to Board of Regents of U of Ga. System—first broadcaster so honored.

Charles G. Mortimer, pres. of General Foods, received 1956 *Printers' Ink* Advertising Award Feb. 13.

Telecasting Notes: Outstanding service in TV film programming and sales is given recognition for 5th year in *Billboard's* "TV Film Service Awards," listed in Feb. 16 issue. Based on balloting by TV stations, networks, agencies, sponsors, producers and distributors, winners were tallied on point system—each voter being given chance to select first, second & third place winners . . . In syndicated film distributor awards, Ziv ranked first in 4 separate categories: Over-all quality of product; aid to stations & agencies in obtaining sponsors; assistance to advertisers in clearing time; best technical service. MCA-TV was second in all 4 categories. Firsts for MCA-TV: Best library plan; outstanding sales staff. Art Breecher of Official Films was voted the syndicated film salesman giving best service . . . In feature films, *Billboard* awards went to: MGM-TV, for best feature package; AAP, for best short subject package; NTA, for best sales staff and best technical service. NTA's Gerald Corwin was voted No. 1 feature film salesman . . . In station category, Los Angeles' KTTV won awards for most effective programming of 30-min. series and most outstanding job of selling advertisers on use of film programs; New York's WCBS-TV was voted tops in effective programming of features . . . Perhaps programming is a mite duller than usual this season—but nearly every week there's at least one network TV drama which causes plenty of favorable comment. This week it was *Hallmark Hall of Fame's* extremely skillful adaptation of "The Lark," on NBC-TV; last week "The Miracle Worker," story of Helen Keller's teacher, on CBS-TV's *Playhouse 90*. The critics were en-

thusiastic, and so are we . . . "The half-hour seems to be through as network TV's bread-&-butter show"—at least for the time being—notes Feb. 13 *Variety* in story geared to theme that full-hour shows are now considered "safe" programming. Nine new 60-min. shows are being prepared for next season, says article, with most of this season's hour-long shows to be continued . . . Biggest audience ever measured by ARB for any regularly scheduled TV show was the total 68,270,000 who watched Jan. 6 *Ed Sullivan Show*, featuring Elvis Presley. Program's rating was 59 . . . "Most talked-about" TV program during week ended Feb. 2 was NBC-TV's *Twenty-One*, reports research analyst Sindlinger & Co.—noting that talk about TV was third highest in the 2 years the firm has been measuring "talk-about." Next in "talk-about" were *Ed Sullivan*, *\$64,000 Question*, *I Love Lucy*, *Tonight* & *Tennessee Ernie Ford Show* . . . Film on integration, "A City Decides," produced under grant from Fund for the Republic, is slated for presentation on NBC-TV Feb. 23 as special Brotherhood Week feature . . . The case for noise in commercials is presented in Feb. 10 *Advertising Age* as one of 6 rules listed to guide sponsors on how to be "dominant" on TV: "Strive for noise. Don't be subtle. Commercials must penetrate sales resistance, follow people out of the room, command their absolute attention, shout over the shrill voices of children, interrupt family quarrels, drown out the clank of dishes and glasses. [If] your commercial isn't heard it is a complete loss" . . . NBC-TV's answer to *Disneyland* in competitively tough Wed. 7:30-8:30 time period this fall will be "adult western," tentatively titled *Wagon Train*.

DEINTERMIXTURE got lots of talk at FCC Feb. 11 & 15, but no decisive action, and Commission still aims for a big windup Feb. 26—no allocations sessions scheduled before then. Elmira & Albany (Vail Mills) cases were discussed this week, but commissioners came to no agreement on what to do. Among ideas bruited about was the dropping in of Ch. 2 in Albany area (Vol. 13:6). Though drop-in would be lower than 170 mi. from CBS's co-channel WCBS-TV, N. Y., there were reports that CBS told FCC it wouldn't object.

Among more significant actions of Commission this week was vote to send McFarland letter to WMUR-TV, Manchester, N. H. (Ch. 9) and Storer Bestg. Co., latter seeking to purchase station and move it to 20 mi. from Boston. Comrs. McConnaughey & Doerfer voted for grant now—encouraging belief majority ultimately will favor approval.

McFarland letter said approval couldn't be given because it looks as if: (1) Move of station would deprive some people of service they're now getting. (2) Giving more service to Boston would be unfair to New Hampshire. (3) Considerable portion of Manchester would be outside line-of-sight from antenna, in violation of Sec. 3.685(b) of FCC rules. (4) Storer might be getting too great "concentration of control" of TV stations in major markets.

There were more moves in the big competitive vhf cases. *Boston Herald-Traveler* bounced back with categorical denial of "threats" alleged by *Globe* (Vol. 13:5), stating that *Globe's* charges are "spurious" and "untimely." *Herald-Traveler's* opponents in contest for Ch. 5, delighted with *Globe's* entry into case, urged FCC to reopen case. FCC's Broadcast Bureau, not too impressed with *Globe's* petition, said it was extremely untimely, urged that hearing should be severely limited to charges of "threats and intimidation" if case is reopened.

WKAT, Miami, a loser in Ch. 10 contest won by National Airlines (Vol. 13:6), hastened to Court of Ap-

peals, challenging FCC decision and asking stay of grant.

Following CPs were granted by Commission this week: La. Salle, Ill., Ch. 35, to WEEK-TV, Peoria, which plans satellite; Pekin, Ill., Ch. 69, to Mid Illinois TV Co. (McNaughton family-*Pekin Daily Times*); Helena, Mont., Ch. 10 to Helena TV (W. L. Piehl) and Ch. 12 to KXLJ. KPAC, Port Arthur, Tex., obtained initial decision for Ch. 4, following agreement of competitors to drop out (Vol. 12:51).

Two channel changes were authorized—KGEZ-TV, Kalispell, Mont. to shift from Ch. 8 to Ch. 9, grantee WRLP, Greenfield, Mass. from Ch. 58 to Ch. 32.

One allocations proceeding was concluded—Commission declining to add a commercial vhf channel to Bozeman, Mont. It had considered several alternatives—shifting Ch. 12 from Helena, Ch. 6 from Butte or unreserving educational Ch. 9 in Bozeman—turned all down because demand arose for the channels where they are.

Suit for \$10,000,000 damages, alleging fraud in management of KFMB-TV & KFMB, San Diego, and in deals involving KOTV, Tulsa, oil and real estate properties, was filed Feb. 13 by Mrs. Maria Helen Alvarez against her associates. Principal defendants: Jack Wrather; George E. Whitney, v.p.-gen. mgr. of KFMB-TV; rep Edward Petry & Co.; financier Walter E. Heller & Co. The filing in Federal District Court in San Diego was counterclaim to suit against her filed Dec. 11 in San Diego Superior Court by Wrather-Alvarez Bestg. Inc., demanding accounting of her transactions as v.p. & director. Lengthy pleading by Mrs. Alvarez, 39% owner of the San Diego stations, charges defendants with defrauding her all along the line in many transactions.

FCC's testimony on budget Feb. 15 before House Appropriations Committee reportedly ran smoothly in the closed session, Congressmen confining themselves generally to money questions—not policy, competitive cases, etc. Rep. Yates (D-Ill.) was interested in deintermixture, learned a little about it, didn't needle Commission with demands.

17-in. PORTABLES DUE FOR GREATER EMPHASIS: New TV lines to be introduced in midyear seem certain to include a wider offering of 17-in. portables, tied in with increased use of 110-degree tubes with lighter-weight faceplates. Net effect would be to make the sets lighter, thus shifting them from "transportable" to truly portable, and giving industry new talking point in advertising pitches to housewives.

Portables as such are solidly entrenched as big consumer-demand item, appear certain to account for minimum of 35% of total TV market this year. Having established the portable per se, the next objective of set makers is to recapture the larger-screen market, which for a time appeared to be weakening under pressure of 14-in. popularity. Common belief is that the 2 market factors -- portables & bigger screens -- can be mated in the 17-in. models.

Some major TV manufacturers, notably RCA and Motorola, are just starting in 17-in. portables -- which accounts for fact that such models represented only about 10% of total retail TV sales in Dec. On the other hand, 14-in. portables accounted for 21% of TV market that month. Consensus is that as 17-in. goes up in importance, the 14-in. will correspondingly decline.

Larger screen sizes usually yield greater profit margins -- and, in an industry harassed by continually declining profits, any such trend is welcomed.

* * * *

TV volume at retail level is holding up surprisingly well -- despite all the forecasts of doom. Preliminary figures indicate that Jan. retail sales were about equal to the 625,000 sold in Jan. 1956 -- and there are no reports of a letdown so far in Feb. Distributor sales in Jan., however, were reported to have been about 25% below Jan. 1956 -- a clear indication that dealers were selling out of their heavy inventories they built up last fall in anticipation of big Christmas season.

John M. Otter, Philco exec. v.p. for marketing, seemed to typify bullishness of many manufacturers. He said Philco increased its share of TV market in Jan. by 4% over Jan. 1956 and if current sales pace continues, company record for the first quarter may be established. He said its TV inventories were 20% below year ago.

Impression is that TV manufacturing is more stabilized now than at any time in last few years. The widely-predicted dumping of TV sets does not appear to have materialized -- at least not on the big-name brands. One set maker put it this way:

"No manufacturer has to dump to raise cash these days. The fly-by-nights and the small-time operators have left the TV business. Consequently, there are fewer dumpers around, and the net result is greater stability at the manufacturing level. Whether this will be matched by greater stability at dealer level, I don't know."

GE's layoffs continued to be biggest sore spot among manufacturers. It told 2500 TV workers to take 7-day furloughs starting Feb. 21 to correct an "imbalance" in TV inventories. Herbert Riegelman, gen. mgr. of TV receiver dept., said "this will be the last layoff required to bring inventory into a more normal relationship with consumer requirements." He said GE's retail TV sales in Jan. exceeded level of Jan. 1956 -- but this did not help factory inventory problem.

Westinghouse-Ward's Deal: Another step in its course as a private-label and contract manufacturer (Vol. 13:6) was taken by Westinghouse in disclosing plans to produce a full TV-radio and appliance line for Montgomery Ward. The new TV sets, to be sold under Ward's Airline label, would be over and above the original order of 5000 TVs recently placed with Westinghouse. New agreement makes Westinghouse and Wells-Gardner the prime suppliers of Montgomery Ward. It's expected that Ward will discontinue ordering TV sets from the handful of smaller manufacturers who formerly supplemented Wells-Gardner's offerings with limited quantities of receivers. Meanwhile, Westinghouse is continuing its efforts to place Westinghouse-brand TV-radios

and appliances in Montgomery Ward stores as well as Airline merchandise. Moreover, it's continuing discussions with several TV manufacturers in an effort to take over their TV output on a contract basis in order to use idle productive space.

Packard-Bell's Success: Individuality and versatility remain qualities which enable a smaller manufacturer to compete profitably with electronic giants. So says Packard-Bell pres. Robert S. Bell in interesting talk to San Diego Council of West Coast Electronics Mfrs. Assn. in revealing how his firm has been able to keep up the pace in an increasingly competitive industry. He said: "Our styling has gone with western living. We were quick to realize that radio and TV sets for the west needed more power, more maneuverability for casual and patio living." He also cited his concentration on specialty distribution and selection of high-caliber independent dealers in metropolitan areas. He said a recent survey of 12 TV-radio-electronics manufacturers turned up fact that 6 of them currently have sales 52-95% larger than 7 years ago, with 4 showing sales increases of 95-177%; Packard-Bell, he said, has increased its sales 422% in that period. As to profits, 4 of the companies showed decreases of 18-82%, whereas 7 had increases of 20-89%; Packard-Bell's profits for same period, he said, increased 371%.

Production: TV output totaled 116,134 week ended Feb. 8, compared with 101,932 preceding week and 136,189 in corresponding week of 1956. It was year's 6th week and brought TV production for year to date to about 668,000, compared with 876,489 in corresponding period year ago. Radio production totaled 319,386 (135,055 auto) week ended Feb. 8, compared with 302,356 (127,822 auto) preceding week and 283,553 (121,933 auto) in same 1956 week. Radio output for first 6 weeks totaled 1,691,000 (788,000 auto), as against 1,625,378 (738,454) in same period of 1956.

Topics & Trends of TV Trade: Post-mortem on Crosley-Bendix TV-radio-appliance operations, as presented in Feb. *Fortune Magazine* article by Spencer Klaw, "Why Avco Quit Appliances," reveals that between 1950 and mid-1956 Bendix washers fell from 1st to 8th place in sales and Crosley refrigerators dropped from third to a "hopeless also-ran," along with Crosley TV sets, ranges and freezers.

How come? Biggest factors, says article, were poor distribution policies following consolidation of Crosley and Bendix divs. in 1953, series of "unsettling" management changes and product difficulties. "The new [Crosley-Bendix] line, which included Crosley TV sets, was offered to distributors on an all-or-nothing basis," says article. "Bendix distributors in such important markets as Boston, New York, Pittsburgh and Los Angeles promptly severed their connections with Avco and started hunting around for another washing-machine line to replace Bendix . . .

"In retrospect, [chairman Victor Emanuel's] mistake appears to have been not so much his decision to consolidate, as the manner in which the consolidation was carried out. If Avco had not insisted on forcing all its distributors to handle Crosley's weak TV line—or if it had put this policy into effect only gradually—the company might have been in better shape to weather the intense competition that set in in 1953."

Crosley's troubles with its "Super V" TV sets are retold, with the additional revelation that more than 10,000 of the 21-in. "Super V" sets were shipped back to the factory or to distributors for major alterations because they were underpowered and gave poor reception in suburbs.

Avco seriously considered leaving TV production in 1953, story says, but Emanuel ruled against it at that time in expectation that "color would be another bonanza."

* * * *

Magnavox anticipates big boom in hi-fi, plans annex to its Jefferson City, Tenn. plant for expanded production and assembly of hi-fi cabinets and components. Addition would double floor space of Jefferson City plant to 200,000-sq. ft. and increase employment to 1800. TV and radio-phono production continues at Greeneville, Tenn.

RCA's see-saw court battle with Zenith, involving long-standing patent infringement charges, took another turn Feb. 14 when RCA filed petition in Chicago Federal Court charging that Zenith and its tube-making subsidiary Rauland Corp., interfered with RCA's taking of depositions from foreign witnesses. Petition asks court to direct Zenith to send letters to 11 European witnesses informing them that Zenith approves RCA's taking of depositions from them. It charged that an unidentified Zenith executive "wined and dined" Robert Roth, head of radio sales dept. of a Zurich dept. store, in an effort to prevent him from giving deposition.

High saturation figures in TV-radio-appliances does not mean that sales will fall off, Chris J. Witting, v.p.-gen. mgr. of Westinghouse consumer products div., told New York U School of Business Administration conference Feb. 16. "An ounce of merchandising will create a pound of sales in the present market," he said. Continued technological improvement of products and better consumer market research will always assure high level of sales in consumer products, he declared.

Recent drop-outs among manufacturers should help stabilize TV-radio-appliance industry, says National Retail Dry Goods Assn. in bulletin to its members (mostly dept. stores and specialty shops). "There were just too many in the field, each with productive capacity which had to be kept alive," it said. "The consequence was that not only did the manufacturers lose money competing with one another, but the retailer suffered also because production had to be moved 'at all costs.'"

Boom in transistors is documented by RETMA report this week of 12,840,000 units sold by factories last year, compared with 3,646,802 in 1955 and 1,317,327 in 1954. The 1956 sales had value of \$37,352,000 at factory level, as against \$9,860,062 in 1955 and \$5,122,266 in 1954.

World trade fair participation by U. S. firms will be promoted by new industry exhibits div. of Commerce Dept.'s Office of International Trade Fairs under Phillips B. Marsden, ex-v.p. of Diethelm & Keller Ltd., N. Y. chemical and drug firm.

Trade Personals: John E. Gingrich, IT&T v.p., named pres. of subsidiary Federal Telephone & Radio, succeeding Raymond S. Perry, who becomes IT&T marketing v.p. in reorganization involving new product responsibilities; J. A. Frabutt, v.p. of Federal, heads new div. which will concentrate on production of variety of electronic components . . . Arthur L. Chapman, new pres. of CBS-Hytron, elected a v.p. & director of CBS Inc. . . . Robert W. Galvin, Motorola pres., addresses N. Y. Society of Security Analysts Feb. 26 . . . George R. Heidenblut elected engineering v.p. of Admiral appliance subsidiary Midwest Mfg. Co. . . . John E. Lau, ex-Crosley-Bendix, named sales promotion mgr. of Sylvania TV-radio div. . . . Michael F. Dowley Jr., director of consumer products marketing of RCA International div., promoted to director of export operations . . . Brig. Gen. Samuel P. Collins, USA (ret.), promoted by RCA Service Co. to operations mgr. of Army & non-military services, govt. service dept. . . . Thomas W. Easton promoted to mgr. of Magnavox Ft. Wayne plant . . . Robert K. Clifford promoted to production control mgr. of DuMont receiver div.; Henry Jaskot promoted to general foreman . . . Robert N. Parsell promoted to contract administrator of Philco appliance div. . . . Roger H. Penick named Houston district merchandiser for Magnavox's Spartan line; Wm. A. Calka named Detroit district merchandiser . . . James P. McCarvill, RCA, named chairman of American Public Relations Assn. annual conference April 24-26 at Philadelphia's Warwick Hotel . . . Paul Eckstein, ex-Lion Mfg. Co., joins Bell & Howell as marketing mgr. of hi-fi instruments & tape recorders; John Caviezel promoted to mgr. of hi-fi sales . . . James F. White, ex-Crescent Industries, named sales mgr. of Columbia Records . . . Robert Smith promoted by Dot Records to director of distribution relations . . . Harold Ashback and Sam Jenkins promoted to west

coast sales mgrs. of Wilcox-Gay and Grundig-Majestic subsidiary, both headquartering in Los Angeles . . . Charles R. Ochs named adv. & sales promotion administrator, RCA components div., Harrison, N. J. . . . John Hubeny promoted to asst. comptroller of Motorola . . . Joseph A. Ricca, ex-Norden-Ketay, named mgr. of DuMont mobile radio communications dept. . . . James Girdwood promoted to adv. sales mgr. of *Electronics Magazine*, mgr. Wallace B. Blood retiring, becoming its consultant.

Allen Center, Motorola public relations director, is editor of *Public Relations Ideas in Action* (McGraw-Hill, 327 pp., \$5), compilation of 500 case histories in public relations.

Elisha Gray II, pres. of Whirlpool-Seeger, addresses Washington Ad Club Feb. 26 on "Is the U. S. Losing the Race for Industrial Supremacy?"

DISTRIBUTOR NOTES: Philco appoints Graybar, 10 So. 6th St., Richmond, replacing B. T. Crump Inc., which is leaving appliance distribution . . . Heald Supply Co., Billings, Mont. (RCA-Whirlpool) appoints Thomas E. Heald as gen. mgr., James A. Whitson TV-radio sales mgr., E. W. Johns appliance sales mgr. . . . Alabama Appliance Co., Birmingham (Emerson) appoints Mike S. Goldman as gen. sales mgr. . . . American Elite Co., exclusive importing agent for Telefunken radios, appoints Franklin Electric Co., Philadelphia.

Gerald O. Kaye & Assoc., former Crosley-Bendix distributor in metropolitan N. Y., has consolidated its operations with Laundercenter Corp. at latter's location in Union, N. J. Kaye's building at Maspeth, L. I., has been leased to House of Seagram. Kaye, ex-Bruno-N. Y., said his company planned to remain in appliance distribution but did not indicate what lines it would handle.

SHIPMENTS OF TVs to dealers totaled 7,028,456 in 1956, when production was 7,387,029, compared with record shipments and production of 7,421,978 and 7,756,521 in 1955, reports RETMA in state-by-state tabulation (county-by-county data available to members on request to RETMA). Shipments in 5-week Dec. totaled 977,190, compared with 617,516 in Nov. and 800,192 in Dec. 1955. RETMA's state-by-state breakdown for 1956:

State	Total	State	Total
Alabama	107,710	New Hampshire	21,045
Arizona	47,850	New Jersey	223,040
Arkansas	70,195	New Mexico	25,344
California	641,663	New York	778,806
Colorado	58,502	North Carolina	150,102
Connecticut	113,669	North Dakota	28,240
Delaware	18,274	Ohio	392,310
District of Columbia	60,673	Oklahoma	90,937
Florida	238,140	Oregon	81,729
Georgia	147,751	Pennsylvania	492,842
Idaho	28,093	Rhode Island	37,480
Illinois	394,985	South Carolina	64,736
Indiana	179,985	South Dakota	27,746
Iowa	86,186	Tennessee	129,471
Kansas	79,620	Texas	365,849
Kentucky	111,830	Utah	29,074
Louisiana	126,667	Vermont	17,838
Maine	42,537	Virginia	130,674
Maryland	97,210	Washington	110,809
Massachusetts	202,488	West Virginia	79,961
Michigan	282,579	Wisconsin	134,210
Minnesota	110,791	Wyoming	9,562
Mississippi	64,692		
Missouri	164,533	U. S. Total	7,010,722
Montana	29,469	Alaska	4,494
Nebraska	59,249	Hawaii	13,240
Nevada	13,580	Grand Total	7,028,456

Distribution franchise suit seeking \$7,731,000 in treble damages was filed Feb. 7 in Federal Court, N. Y., by David H. Rubinger and Wm. R. McAllister against IT&T, charging that old Rubinger-McAllister Corp.'s exclusive franchise for Capehart-Farnsworth products in metropolitan N. Y. was removed without cause and given to Gross Distributors Inc. Suit charges that franchise transfer took place before Gross purchased Capehart-Farnsworth TV-radio-phono business.

Bait ads and other sales deceptions are charged in FTC complaint (No. 6724) against former set maker American Television Inc. and deForest-Sanabria Corp., Chicago, both controlled by U. A. Sanabria. Hearing is scheduled April 25 in Chicago. American Television is currently operating under Chapter XI bankruptcy proceedings.

Cross-production agreement has been signed by Philco and Westinghouse on behalf of their Mexican subsidiaries. Philco S. A., Mexico, Mexico City, will produce TVs, radios and other electronic equipment under Westinghouse label for Industria Electrica D.E. Mexico, S.A., the Westinghouse subsidiary. Latter will make Philco white goods.

Philco introduced 5 new portables, each \$10 higher than comparable models they replace. New portables have handles which can be rotated and telescopic antennas which disappear into handle when not in use. Two 14-in. portables are priced at \$140, the third \$150; both 17-in. are \$170.

New uhf antenna for translator reception on Ch. 70-83 is offered by Clear Beam Antenna Corp., Canoga Park, Cal. Termed "Kat's Whisker," it comprises 4-bay vertically-stacked dipoles with screen reflector.

Emerson introduces what it claims are "world's lowest-priced" table & clock radios. AC-DC table model (874) is priced at \$14.88; clock model (871) at \$17.88.

Sun-powered radio-phono developed by Admiral, utilizing 48 solar cells for printed circuit radio & 7-transistor phono amplifier, gets first public demonstration Feb. 14-March 2 at R. II. Macy's N. Y. music festival. Claimed as "first," experimental radio-phono unit valued at \$5000 follows Admiral's 7-cell solar transistor radio introduced in Oct. 1955, retailing now at \$69.95, and "lifetime" sun-powered radio introduced 6 months later, priced now at \$185.

Network Color Schedules

(Feb. 17 - March 2, 1957)

- Feb. 17—CBS: *The Boing-Boing Show*, 5:30-6 p.m. NBC: *Alcoa Hour*, 9-10 p.m.
- Feb. 18—NBC: *Adventures of Sir Lancelot*, 8-8:30 p.m.; *Robert Montgomery Presents*, 9:30-10:30 p.m.
- Feb. 19—NBC: *Matinee Theatre*, 3-4 p.m.; *Noah's Ark*, 8:30-9 p.m.; *Hold That Note*, 10:30-11 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.
- Feb. 20—NBC: *Matinee Theatre*, 3-4 p.m.; *Kraft TV Theatre*, 9-10 p.m. CBS: *Arthur Godfrey Show*, 8-9 p.m.
- Feb. 21—NBC: *Matinee Theatre*, 3-4 p.m.; *Lux Video Theatre*, 10-11 p.m.
- Feb. 22—NBC: *Matinee Theatre*, 3-4 p.m.; *Red Barber's Corner*, 10:45-11 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.
- Feb. 23—NBC: *Perry Como Show*, 8-9 p.m.
- Feb. 24—CBS: *The Boing-Boing Show*, 5:30-6 p.m. NBC: *Goodyear TV Playhouse*, 9-10 p.m.
- Feb. 25—NBC: *Adventures of Sir Lancelot*, 8-8:30 p.m.; *Robert Montgomery Presents*, 9:30-10:30 p.m.
- Feb. 26—NBC: *Matinee Theatre*, 3-4 p.m.; *Noah's Ark*, 8:30-9 p.m.; *Hold That Note*, 10:30-11 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.
- Feb. 27—NBC: *Matinee Theatre*, 3-4 p.m.; *Xavier Cugat Show*, 7:30-7:45 p.m.; *Kraft TV Theatre*, 9-10 p.m.
- Feb. 28—NBC: *Matinee Theatre*, 3-4 p.m.; *Lux Video Theatre*, 10-11 p.m.
- March 1—NBC: *Matinee Theatre*, 3-4 p.m.; *Xavier Cugat Show*, 7:30-7:45 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.
- March 2—NBC: *Your Figure Is Your Fortune*, 1-2 p.m.; *Perry Como Show*, 8-9 p.m.

All NBC affiliates will be offered on co-op basis the daily 12:30-1:30 p.m. live color *Club 60*, originated by NBC's WNBQ, Chicago, and originally scheduled only for NBC's 7 o-&-o stations.

Financial & Trade Notes: Sylvania sales set record of \$313,825,804 in 1956, compared with \$307,371,315 in 1955, but earnings declined to \$13,706,189 (\$4.03 per share on 3,330,206 common shares outstanding) from \$13,812,970 (\$4.29 on 3,020,871 shares) in 1955. Pre-tax income in 1956 came to \$25,906,189, as against \$27,912,970 in 1955.

"Unusually intensive competition in the TV set business which affected both our volume and our operating results" was blamed by pres. Don. G. Mitchell for lower earnings. He added: "The year's results again reflected the vital importance of Sylvania's broad base of operations, with our diversified product lines minimizing the effects of the volatile TV industry." Mitchell had previously commented that "excessive inventories" had caused special deals and big discounts in TV (Vol. 13:3).

Note: Sylvania is gearing for 10% increase in earnings and sales this year, treas. W. R. Seibert told Cleveland Society of Security Analysts. Biggest factors, he said, are recent acquisition of Argus Cameras, formation with Corning Glass of Sylvania-Corning Nuclear Corp., and establishment of new data processing center near Syracuse.

* * * *

CBS Inc., detailing pres. Frank Stanton's earlier comments to newsmen (Vol. 13:5), reports record earnings and sales for 1956. Consolidated profits for fiscal year ended Dec. 29 totaled \$16,283,000 (\$2.17 per share), or 21.5% over the \$13,397,000 (\$1.83) earned during 1955. Sales in 1956 totaled \$354,000,000, or 12% above 1955 sales of \$316,573,000. The 1956 earnings are after provision of 41¢ per share for expenses and losses related to discontinuance of CBS-Columbia last July.

Collins Radio Co. earned close to \$1.38 per common share in 6 months ended Jan. 31, about same as year earlier, *Wall Street Journal* reports, quoting unidentified company official. Anticipated improvement in next 6 months should bring full year's net above \$1.92 earned in fiscal 1956, spokesman said. Collins has \$120,000,000 backlog of orders as of Jan. 31, "well above" last July 31.

Guarantee against decline in color prices has been given its distributors by RCA, covering all merchandise shipped on or before last Dec. 31. Price guarantee pledges, in effect, that RCA will not lower prices on its color sets this year. RCA recently increased prices of 3 color receivers by \$45-\$50, saying there was "no possibility" of price cuts "in the foreseeable future."

Mail campaign aimed at some 10,000 prospects is planned to start end of Feb. by RCA distributor Raymond Rosen & Co., Philadelphia. Dealers are asked to supply at least 50 names each, will be charged only for postage for 10-week series. Mailings will include color program schedules, special letters, gift offers, etc.

British debate over color standards continues, with latest technical attack on NTSC standards reported in Feb. *Wireless World*—EMI's E. L. C. White stating that system "is designed to fit a particular type of tube, which is not a really sound basis for choosing a system which must remain valid for many years to come."

Hoffman raises prices of 4 color sets, following similar actions by RCA and Admiral (Vol. 13:5-6). Models M4021 & M4041 go from \$695 to \$745, B4041 from \$715 to \$745, M4061 from \$775 to \$795.

RCA shipped 2 live color cameras Feb. 15 to NBC Brooklyn studios, 2 color film cameras Feb. 13 to NBC Burbank, Cal. studio.

Third live color camera has been added by pioneer colorcaster WTMJ-TV, Milwaukee, which now originates 17 hours of live color weekly.

Dividends: CBS 'A' & 'B', 25¢ (increased from 20¢) payable March 8 to stockholders of record Feb. 21; Hazeltine, 35¢ March 15 to holders March 1; Famous Players (Canada), 37½¢ March 13 to holders Feb. 21; Indiana Steel Products, 30¢ March 11 to holders Feb. 21; Columbia Pictures, 30¢ April 30 to holders March 29.

Television-Electronics Fund lists net assets of \$138,209,373 as of Dec. 31, 1956, equal to \$11.79 per share on 11,724,172 shares outstanding, compared with net assets of \$116,730,597 (\$11.55 on 10,107,667 shares) Dec. 31, 1955.

Arvin Industries, with no breakdown for radios or TV cabinets, reports 1956 consolidated net income of \$3,784,839 (\$4.22 per share on 895,835 common shares outstanding) on sales of \$64,612,775, compared with \$4,052,091 (\$4.55 on 890,625 shares) on sales of \$67,421,582 in 1955. For quarter ended Dec. 31, Arvin earned \$1,428,012 (\$1.59 per share), as against \$1,332,684 (\$1.50) in same 1955 period.

— ■ —

ELECTRONICS PERSONALS: Dr. Harvard L. Hull, Litton Industries v.p. & ex-pres. of Farnsworth Electronics, appointed gen. mgr. of subsidiary Litton Industries of Md., College Park, Md., formerly Ahrendt Instrument Co. . . . Col. Forrest W. Donkin, retiring as deputy commander of Army Airways Communications System, March 1 becomes v.p. & operations director of western div. of Page Communications Engineers Inc., responsible for projects in Pacific & Asian areas . . . Walter W. Slocum named exec. v.p. of Daystrom's Weston Electrical Instrument Corp. . . . Rear Adm. Curtis S. Smiley (ret.) elected a v.p. of Sterling Precision Corp. and appointed gen. mgr. of instrument div. . . . E. Philo Davis, ex-Hughes Aircraft, named adv. & sales promotion mgr. of Hoffman Labs . . . J. J. Slattery promoted to mgr. of Magnavox govt. & industrial west coast operations, headquartering at newly established offices at 2255 So. Carmelina Ave., Los Angeles . . . Andrew F. Haiduck promoted to exec. v.p. of Lear Inc. . . . Frederick J. Anderson promoted to asst. mgr. of Avionics Lab of Sylvania's Waltham Labs; he continues as mgr. of projects dept.

Network Television Billings

December 1956 and January-December 1956

(For November report see *Television Digest*, Vol. 13:4)

BILLINGS of all 3 TV networks edged up to \$44,761,571 in Dec. 1956 compared with \$39,398,617 in same 1955 month, bringing combined total last year to record-high \$488,167,634—up 20% from 1955, according to Publishers Information Bureau. ABC led relative gains in 1956 with 49.3% increase to \$76,726,129 from \$51,393,434 in 1955. CBS was up 18.3% for year with \$223,520,382 compared with \$189,018,121; NBC, 15% with \$187,921,123 vs. \$163,384,796. The complete PIB Report for Dec. and all of 1956 (for preceding years, see *TV Factbook No. 24*, p. 43):

NETWORK TELEVISION						
	Dec. 1956	Dec. 1955	% Change	Jan.-Dec. 1956	Jan.-Dec. 1955	% Change
CBS	\$20,395,400	\$17,086,161	+19.4	\$223,520,382	\$189,018,121	+18.3
NBC	17,666,721	16,010,878	+10.3	187,921,123	163,384,796	+15.0
ABC	6,699,450	6,301,578	+6.3	76,726,129	51,393,434	+49.3
DuMont*	---	---	---	---	3,102,708	---
Total	\$44,761,571	\$39,398,617	+13.6	\$488,167,634	\$406,899,059	+20.0

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.	5,673,910	18,399,872	14,932,295†	39,006,077†
Oct.	6,878,183	20,446,755	18,142,005†	45,466,943†
Nov.	6,619,109	19,866,463	17,593,056†	44,078,628†
Dec.	6,699,450	20,395,400	17,666,721	44,761,571
Total	\$76,726,129	\$223,520,382	\$187,921,123	\$488,167,634

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

† Revised as of Feb. 14, 1957.

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

Four applications for translators were filed with FCC this week, bringing total to 52. Total applications for stations stood at 122 (23 uhf). Week's translator applications were: For Alturas, Cal., Ch. 72, by Alturas T. V. Club, to rebroadcast KVIP, Redding, Cal.; for Likely, Cal., Ch. 70, by Likely T. V. Club, to rebroadcast KOLO-TV, Reno, Nev.; for Ely, Nev., Ch. 70, by White Pine Bcstg. Co., to rebroadcast KSL-TV, Salt Lake City; for Redmond, Ore., Ch. 73, by Redmond Junior Chamber of Commerce, to rebroadcast KOIN-TV, Portland. [For details, see *TV Addenda 24-F* herewith.]

Voice of Democracy essay contest for high school students, sponsored annually by NARTB, RETMA and Junior Chamber of Commerce, comes to climax at awards banquet Feb. 22 at Washington's Sheraton Park Hotel, when 4 co-equal national winners receive TV sets donated by manufacturers. Winners will deliver excerpts of their prize-winning broadcast scripts.

National Community TV Assn. will split jobs of gen. counsel and exec. secy., both now handled by attorney E. Stratford Smith, who will confine duties to legal problems. Smith and ex-NCTA pres. Martin F. Malarkey are now considering applicants for exec. secy.

New affiliations: WSOC-TV, Charlotte, N. C. (Ch. 9), NBC-TV optional interconnected, about May 1; KOVR-TV, Stockton, Cal. (Ch. 13), ABC-TV full interconnected, Feb. 17. Radio KXOK, St. Louis, drops ABC this spring.

It takes 9 TV sets to keep Mrs. F. M. Cooper of Memphis supplied with programs. She dislikes fiddling with dials, so she adjusts each set to single channel, then moves from room to room to view shows she wants.

CBS was rebuked in Senate Feb. 11 for killing Eric Sevareid's Feb. 6 radio commentary in which he assailed State Dept.'s ban on coverage of Communist China by U. S. newsmen. Sen. Morse (D-Ore.) called CBS action "amazing." Deploring Administration policy, Sen. Monroney (D-Okla.) said it created climate in which "a major radio network does not allow one of our leading commentators even to discuss the subject." Both Senate speeches included script of 5-m'n. Sevareid broadcast which was stopped by CBS on ground it contained editorial opinion instead of news analysis. In Feb. 13 *N. Y. Times*, Jack Gould said incident pointed up "perennially difficult problem of handling news & opinion on the airwaves." But he found "fatal flaw" in CBS policy: "its method of assuring broadcasting's fairness & impartiality may lead only to a vacuum."

Equal-time issue in political broadcasting wasn't touched in election reform bill (HR-4763) introduced Feb. 14 by Rep. Davis (D-Tenn.), chairman of Special House Committee on Campaign Expenditures which held hearings on question last session (Vol. 12:51). Davis said on floor that question of whether equal-time Sec. 315 of Communications Act needs amendment or repeal should be answered, but he wasn't ready with solution. His measure, similar to bill submitted in 84th Congress (Vol. 11:16-17) by Sen. Hennings (D-Mo.) raising limits on national committee expenditures to \$12,300,000, would permit Presidential candidates to spend 20¢ per vote cast in preceding election, Congressional candidates 10¢.

Vice President Nixon, via film, will discuss public service challenge to broadcasters at opening session of Westinghouse Bcstg. Co.'s local programming conference Feb. 27-March 1 in Boston (Vol. 13:3-4-5). Filmed messages also will come from UN Undersecy. Ralph Bunche, John Hopkins U pres. Milton Eisenhower, poet Carl Sandburg. TV & radio panels on public service areas, including news, education, children's programs, religion, music will highlight other sessions. Joseph N. Welch, Army counsel in celebrated Army-McCarthy Senate hearing and *Omnibus* narrator for "One Nation" series last year, will be principal speaker at Feb. 28 dinner session in Hotel Statler.

"Real Democrats" aren't appointed by President Eisenhower to bipartisan regulatory agencies, Chairman Celler (D-N. Y.) of House Judiciary Committee complained Feb. 14. He said Congress intended members of FCC and other agencies to represent "conflicting philosophies" in competition of ideas, but that President picked only "those who voted for him." Celler's observation was interposed in civil rights subcommittee hearings. A spokesman for the Congressman said he has no plans to investigate subject.

FCC would be stripped of its quasi-judicial functions if Congress adopts proposal endorsed by American Bar Assn. Feb. 15 at 20th annual meeting of ABA's House of Delegates in Chicago. Committee headed by Ashley Sellers, of Washington, announced that ABA will ask Congress to establish separate courts to take over judicial functions of such govt. agencies as FCC, FTC, NLRB, etc.

"FCC Chairman Expected to Quit" headlined Scripps-Howard newspaper stories this week, over articles implying inside information that George McConaughy will definitely leave at end of term June 30. It is considered probable that he'll leave, but his only comment is that he has yet to make up his mind.

Rock 'n' roll TV ban in Cuba was ordered Feb. 13 by Communications Minister Ramon Vasconcelos, who condemned it as "immoral & profane." Educators & parents have led public outcry recently against effect on teen-agers of rock 'n' roll dancing exhibitions & contests featured regularly on Havana stations.

SUMMARY-INDEX OF THE WEEK'S NEWS — February 23, 1957

REAPPOINTMENT TO FCC offered by White House to McConnaughey, who says he hasn't made up mind about staying. Guessing about successor continues (p. 1).

COLOR-EQUIPPED STATIONS increase at modest rate. RCA's Tracy sees encouraging signs as stations enlarge facilities, new large-city CP-holders build (p. 1).

DEINTERMIXTURE ZERO HOUR is Feb. 26, when FCC hopes to finalize allocations decisions. Pa. uhfs unite for "UHF Preserve"; Neuberger hits Craven Plan (p. 2).

FORD FOUNDATION sells TV-radio Workshop and Omnibus to Robert Saudek, but says its interest in TV remains high, cites continuing commitments (p. 3).

WESTINGHOUSE DISTRIBUTION pattern altered by creation of new subsidiary and factory field sales force designed to split TV from non-consumer items (p. 8).

GUARANTEED ANNUAL WAGE in TV-radio industry is sought by IUE, irked by continuing layoffs; RETMA declines to take direct role in meetings with union (p. 9).

SUBSCRIPTION TV discussed by FCC, no trend apparent, will be taken up again first week of March. Examiner favors WVJS for Ch. 9, Hatfield, Ind. (p. 4).

WCDC, ADAMS-PITTSFIELD, Mass. resumes operation as satellite of WCDA, Albany, making second uhf satellite for station. Translators testing (p. 4).

McCONNAUGHEY SAYS REAPPOINTMENT OFFERED: To spike rumors he is being "dumped" by Administration, FCC Chairman McConnaughey this week said that he has been offered reappointment when term expires June 30 but that he still hasn't made up his mind whether to accept. He said "personal" reasons are involved. These are understood to be desires of family to return to Columbus, O.

McConnaughey was irked by Feb. 18 N.Y. Times story reporting "there is talk around town that the White House has decided to 'dump' McConnaughey [and] that Administration officials have not been pleased with the way [he] has handled matters."

Because McConnaughey says he hasn't yet made up his mind, speculation as to possible successors will continue. Herewith is handy guide of names mentioned to date, to be consulted with tongue in cheek and with full awareness that dark horses are appointed more often than not:

Former Sen. George H. Bender (R-O.), who was defeated by Democrat Frank J. Lausche. George H. Clinton, W.Va. broadcaster and hard-working Republican leader. Warren E. Baker, FCC general counsel who has kept his nose clean. Former Rep. Harris Ellsworth (R-Ore.), former broadcaster (KRNR, Roseburg, Ore.), recently nominated as member of Civil Service Commission but still regarded as possible candidate for FCC, sooner or later. Samuel L. Golan, member of International Boundary Commission; he's a Chicago lawyer, highly regarded by Illinois Republicans. There'll be more.

COLOR STATION GROWTH—GRADUAL, PERSISTENT: Number of stations equipped to originate color has been increasing at only modest rate, it's evident in comparing listings in our current Factbook with tabulation in previous Factbook 6 months ago. However, the trends and portents are encouraging, according to the man most intimately concerned with selling color equipment -- E.C. Tracy, mgr. of RCA broadcast & TV equipment dept. Checking "color status" reports, we find these changes in 6 months:

(1) Now capable of live originations -- 21 NBC affiliates, 14 CBS, 7 ABC & independent. Six months ago, there were 18 NBC affiliates so equipped, 12 CBS (ABC & independents not tabulated then).

(2) Now equipped for film & slide originations -- 50 NBC affiliates, 40 CBS, 16 ABC & independent. In last Factbook, 38 NBC affiliates were so listed, 31 CBS.

Here's Tracy's outlook: "I'm encouraged by the fact that when stations are rebuilt, enlarged, etc., color is considered basic almost universally. If stations don't buy all the color equipment immediately, they almost always make complete

provision for it. Another important fact is that new stations, in large markets, frequently start right out with color."

Example of rebuilt station acquiring color equipment is WGAL-TV, Lancaster, which dedicates new building this week end. Example of new station is the upcoming WFGA-TV, Jacksonville, which has acquired 2 RCA live cameras.

Latest station due to begin live colorcasts is uhf WBRE-TV, Wilkes-Barre (Ch. 28), starting March 4 with full week of special color features -- on-air and closed-circuit -- from Fowler, Dick & Walker dept. store. Including network & local, station plans to telecast 25 hours of color weekly, hopes eventually to convert its special educational religious programs to color.

Tracy foresees color equipment sales continuing at about same clip for next few months. He says there's no price change in sight. Live camera chains, cut from \$65,000 to \$49,500 year ago, will remain steady, as will 3-V film chains at \$39,500.

Stations' color buying plans are constantly changing, but here is what they estimated when last surveyed by NBC & CBS: 13 plan to buy live equipment this year, 4 next year; 19 aim to buy film & slide chains this year, 5 next year.

As for stations capable of rebroadcasting network color, we count 258 -- 134 of them NBC affiliates, 124 CBS. This compares with 113 NBC, 116 CBS, six months ago. ABC isn't originating color yet, talks about doing so next year.

ZERO HOUR ON DEINTERMIXTURE AT HAND: Feb. 26 is still "Der Tag" for final go-round on allocations -- FCC hoping to reach decisions then on all major pending proposals.

Best bet is that Commission will stick close to original instruction votes (Vol. 13:3,6). Yet there's always possibility that commissioners' second thoughts will reverse some 4-3 votes -- for examples, Madison, Peoria, Hartford.

Chairman McConnaughey and Comr. Craven emerge as key men in deintermixture voting -- with Comrs. Hyde, Bartley & Lee rather consistently pro-deintermixture and Doerfer & Mack generally opposed. This situation naturally heightens interest in whether McConnaughey will remain on Commission after his term expires June 30. Some parties involved in critical cases are working for delays on the chance that -- if McConnaughey leaves -- the "right man" is appointed.

They're not leaving it entirely to chance -- some are hard at work beating the bushes to find a replacement for McConnaughey who will vote their way. At the same time, parties satisfied with the way things are going now are working to retain the status quo FCC membership. To no small degree, this background activity accounts for talk about possibility of chairman's leaving the FCC and for the ever-popular game of dropping names of possible successors (see p. 1).

* * * *

In the "campaigning" on allocations, there were 2 significant events this week -- clash between Sen. Neuberger (D-Ore.) and Comr. Craven over "Craven Plan" and its effect on educational TV, and an emergency mass meeting of 11 Pa. & N.Y. uhf operators to call for "UHF Preserve" in central & northern Pa. & south central N.Y.

The uhf operators' meeting, held Feb. 21 in Wilkes-Barre and spearheaded by WBRE-TV's David Baltimore & WILK-TV's Tom Shelburne, resulted in a manifesto which was sent to all FCC commissioners, Senate & House Commerce Committees, networks, etc., calling for inviolate preservation of the uhf stronghold in that Pa.-N.Y. area, which encompasses 27 authorized uhf outlets (13 operating) plus 21 additional uhf assignments -- and only one currently operating vhf (WNBF-TV, Binghamton).

Immediate objective of group is to urge deletion of Elmira's Ch. 9 drop-in -- due for Feb. 26 consideration by FCC. This loosely knit "Committee for the Maintenance of a UHF Preserve" asked Commission to recognize the area as a uhf preserve and protect it from "any additional vhf assignments or new vhf operations." Such a preserve, encompassing more than 6,500,000 people, would be helpful in testing and proving uhf, both technically and commercially, it said.

Signatories of uhf statement included representatives of WBRE-TV & WILK-TV, Wilkes-Barre; WGBI-TV, Scranton; WSYE-TV, Elmira; WKOK-TV, Sunbury; WNOW-TV, York; WSEE, Erie; WHP-TV & WTPA, Harrisburg; WBPZ, Lock Haven. Others may join.

Oregon's Sen. Neuberger got involved in hot dispute over Craven Plan to rescind allocation table and consider applications on case-to-case basis (Vol. 12:52, 13:1) when he charged in Feb. 18 Congressional Record that the proposal amounts to an attempt to destroy educational TV reservations.

Comr. Craven shot back letter telling Neuberger he was "misinformed" and that his plan "not only favors educational TV in a constructive manner but also goes further than the Commission's existing policy [in] terms of flexibility and efficiency." He pointed out that if educational institutions wished to make use of their channels they had but to tell FCC and his plan would offer "cooperation and encouragement." He blamed JCET exec. director Ralph Steetle for misrepresenting his proposal.

Apparently unconvinced, Neuberger inserted Craven's letter in Feb. 21 Record, commenting: "While Comr. Craven offers a defense of his proposal to reassign unused educational TV channels, he admits that if, under his proposal, educational TV channels are not used within a reasonable time, his plan provides for other uses of such channels. This is precisely what I am opposed to, for it means that these channels will go to commercial operators, and it forces educators to determine now their future use of educational TV channels. Educators need further time..."

Senator also asked Steetle's reaction, putting his letter in record, too. Said Steetle: "We believe that any such action [elimination of allocation plan] at this time would seriously jeopardize the development of educational TV throughout the United States and unquestionably deal a fatal blow to plans for the establishment of educational stations in virtually all communities that do not now have stations on the air or under construction."

On another allocations front this week, role of TV Allocations Study Organization was evaluated by NARTB pres. Harold E. Fellows. Addressing Conference of State Presidents of Bcstr. Assns., he stated: "It would be foolhardy to assume that this industry group...being voluntary and set upon a policy of fact-finding and not conclusion...could solve this whole difficult pattern of electronic contradictions."

FORD FOUNDATION SELLS WORKSHOP, OMNIBUS: Ford Foundation's immense interest in TV, particularly educational TV, remains undiminished despite sale this week of its TV-Radio Workshop and Omnibus to Robert Saudek, veteran producer who has been serving as director of the Workshop. He'll set up own organization, Robert Saudek Assoc., as strictly commercial venture, to produce and market Omnibus. In addition, Saudek is negotiating for transfer of Omnibus title and library of films used on show, plus kines of show itself. Price of transaction was not revealed.

Henry T. Heald, pres. of Ford Foundation, said that TV-Radio Workshop had been created in 1951 to prove that "cultural TV of high caliber could compete successfully for a large and loyal audience on a standard TV network." The experiment, he said, had been successful -- hence there was no need for Ford to continue in it.

Clarence Faust, v.p. of Ford Foundation, tells us that inference should not be drawn that the vast philanthropic organization's interest in TV has declined one whit. As examples of how deeply Ford is committed, he cited:

(1) Educational TV & Radio Center at Ann Arbor, Mich. has been granted about \$2,000,000 a year through 1959.

(2) Joint Council on Educational TV recently received renewal of \$125,000 grant for 1957, with expectation that it will be continued indefinitely.

(3) National Assn. of Educational Broadcasters has been given total of \$94,000 through July for its various projects and workshops.

(4) Land-grant colleges have been appropriated \$1,500,000 for release-time educational TV purposes, of which only about \$400,000 has been spent.

(5) Fund for Advancement of Education has spent about \$2,500,000 since 1953 as part of its continuing experiment in closed-circuit classroom use of TV. This experiment will continue indefinitely. Most widely publicized element in that program is closed-circuit hookup of Hagerstown, Md. public schools (Vol. 13:3).

Fund for Adult Education's investment in direct construction grants for educational TV stations, which has amounted to about \$2,000,000, will shortly run out. Faust says that this fund will not be renewed; it's felt the need has diminished.

SUBSCRIPTION TV examination was started by FCC this week, but it didn't get beyond stage of staff presentation. Attorney Louis C. Stephens, of Rules & Standards Div., carried the ball—but commissioners' questions weren't revelatory of any trend. Discussion is due to resume first week in March.

NARTB's attitude on toll TV was emphasized forcibly this week, when pres. Harold E. Fellows addressed NARTB Conference of State Presidents of Broadcasters Assns. NARTB's position, he said, is that no TV channels be used for subscription TV; that viewers should continue to have "freedom of choice without conditions—such as dropping a coin in the slot." Pay-TV proponents should find own channels, he said, or use "other means" to get their signals into homes.

Week brought another examiner's initial decision in vhf case—Thomas H. Donahue favoring WVJS, Owensboro, Ky. over WOMI-Owensboro Messenger and Inquirer for Ch. 9, Hatfield, Ind. (Evansville area). Choice was simple, he said. Applicants were about equal in all respects, so FCC's diversification policy dictates choice of radio-only applicant over radio-newspaper competitor. "Seldom in the annals of Commission precedent," he said, "has the diversification concept so clearly pointed to the applicant which should be preferred for grant." Donahue's decision may become moot—for FCC has voted tentatively

RESUMING AS SATELLITE of WCDA, Albany, N. Y. (Ch. 41), WCDC, Adams-Pittsfield, Mass. (Ch. 19), formerly WMGT, got going again Feb. 22. This makes second satellite operated by the CBS-TV affiliate which is owned by Lowell Thomas group. Other is WCDB, Haganman, N. Y. (Ch. 29). New owners acquired WCDC for \$379,206 from Leon Podolsky and associates (Vol. 12:49, 13:6); in approving sale, FCC waived rules covering overlap between the 2 stations.

Len Lavendol, who was WMGT chief engineer, remains with WCDC as resident mgr. WCDA base hour is \$500. Rep is Harrington, Righter & Parsons. Box score of operating stations remains at 497 (96 uhf), because WMGT wasn't subtracted from total when it went dark temporarily.

Full, regular licenses must be sought by TV stations in stricter compliance with rules, FCC announced this week, stating that special temporary authorizations (STAs) for operation will not be issued after April 1—except for short-term equipment-change purposes. Reason for new policy, Commission said, is that proper equipment is readily available and stations have no excuse for not seeking conventional licenses. Commission feels that many stations have had long extra lease on life, without undergoing license-renewal scrutiny, under the STA procedure. Existing STAs will be examined on case-to-case basis whenever their extensions are requested—with goal of converting all to licenses as soon as possible.

Translators on equipment tests: K73AB and K7OAJ, Trinidad, Colo. on Feb. 17 began repeating KKTU, Colorado Springs and KCSJ-TV, Pueblo. K73AD, Palm Springs, Cal. on Feb. 19 began repeating KRCA, Los Angeles. Grant of CP to latter has been protested by community antenna system there controlled by Paramount Pictures which is expected to ask Commission to stay translator operation.

Cornerstone of studio building for KETV, Omaha (Ch. 7), due to begin operating by fall, will be set in Feb. 26 ceremonies. Sealed box will contain 9-in. GE TV set, prophesies by govt., business & professional leaders to be opened in 2007. Speakers include pres. Sigurd S. Larmon of Young & Rubicam, graduate of Omaha high school.

to turn Ch. 9 over to educators, along with moving Ch. 7 from Evansville to Louisville.

No letup, meanwhile, in fight over Miami's Ch. 10. Eastern Airlines has filed with Court of Appeals, challenging grant to National Airlines, following similar filing last week by WKAT. Argument over requests for stay of CP is set for Feb. 28, may be postponed.

In the new-CP category, Commission finalized grant of Ch. 7, Laurel, Miss. to Laurel TV Co., authorized Ch. 74 translator in Pagosa Springs, Colo., Ch. 70 translator in Manson, Wash.

Commission also authorized WKST-TV, New Castle, Pa. (Ch. 45) to move transmitter to Youngstown, O.—but specifically made grant contingent on showing, via field intensity survey, that station's coverage of New Castle would comply with its rules. Also authorized was change of city designation for WLAC-TV (Ch. 5)—from Old Hickory to Nashville, Tenn.

Following petitions for channel changes were received: (1) Shift Ch. 13 from Yuma, Ariz. to El Centro, Cal., filed by KYAT, Yuma (Ch. 13 CP-holder). (2) Add Ch. 3 or 8 to Harrisburg, Ill., by WSIL-TV, Harrisburg (Ch. 22). (3) Add Ch. 10 to Lafayette, Ind., by WFAM-TV, Lafayette (Ch. 59). (4) Add Ch. 2, 7 or 8 to Knoxville, by WTVK, Knoxville (Ch. 26). (5) Add Ch. 3 to Thermopolis, Wyo., by KWRB-TV, Ch. 10 CP-holder in Riverton.

NARTB is cooperating with WDAY-TV, Fargo, N. D., in its defense against \$150,000 libel suit filed by Farmers Union of N. D. because, it charged, a speech by a minority-party candidate in U. S. Senatorial race defamed it. Speech was carried by WDAY-TV in accordance with equal-time provisions of Sec. 315 of Communications Act. Robert L. Heald, chief attorney of NARTB, told Conference of State Presidents of Broadcasters Assns. in Washington Feb. 21-22 that NARTB was cooperating in defense as means of testing effectiveness of Sec. 315. Other developments at conference: Charles H. Tower, mgr. of employer-employee relations dept., said NARTB plans to renew efforts to exempt small-market stations (less than 50,000 pop.) from overtime provisions of Wage-Hour Act, saying it would offer relief to 2/3 of radio stations, 1/4 of TV stations; special welcome was extended to Harvey C. Smith (WDEL, Wilmington), pres. of newly formed Delaware Bcstrs. Assn., whose inclusion made membership roster complete with 48 states; Howard Bell, asst. to NARTB pres. Harold E. Fellows and State Assn. Coordinator, urged state groups to form local freedom of information committees, saying TV will be treated as a "second-class medium" until equal access to courtrooms and legislative sessions is granted; Vincent Wasilewski, mgr. of govt. relations, said state groups would be called on for help in getting broadcast license period extended to 5 years, a proposal re-endorsed in luncheon speech by FCC chairman George C. McConaughy.

RCA consulting engineers' seminar Feb. 26 in Hotel Statler, Washington, includes these sessions: transmitter's & antennas, E. N. Luddy, moderator—"One & 5 Megawatt UHF TV Packages," J. E. Young & H. E. Gehring; "50 kw & 250 w AM Transmitters & Remote Control," C. J. Starner; "Precise Carrier Frequency Control for TV," W. C. Morrison; "New TV Traveling-Wave Antenna," H. N. Wescot. TV studio equipment, W. B. Varnum, moderator—"Status of Color TV," G. W. Bricker; "TV Reference Signal," J. W. Wentworth; "Video Switching Systems," A. F. Inglis; "Unattended Operation," A. H. Lind; "Microwave Equipment," M. Berry; "New TM-21 Color Monitor" & "The New TA-9 Stabilizing Amplifier," J. W. Wentworth; "TP-7 Slide Projector," A. H. Lind.

Transportation & communications subcommittee of House Commerce Committee, responsible for TV-radio investigations was selected Feb. 21. New Commerce Chairman Harris (D-Ark.) keeps chairmanship of 13-man unit he held in 84th Congress. Other Democrats on subcommittee are Reps. Roberts (Ala.), Staggers (W. Va.), Rogers (Tex.), Friedel (Md.), Flynt (Ga.), Macdonald (Mass.). Republicans are Reps. Wolverton (N. J.), O'Hara (Minn.), Hale (Me.), Springer (Ill.), Derounian (N. Y.), Younger (Cal.). Three Democrats on subcommittee last session—Reps. Williams (Miss.), Mack (Ill.), Dollinger (N. Y.)—dropped off. Holdover Republicans kept assignments. Subcommittee set no meeting on agenda or staff for session, but Committee counsel Kurt Borchardt is expected to get communications assignment again. Meanwhile, full Committee delayed naming subcommittee for its announced investigation of administrative agencies.

BBDO had record billings of \$194,500,000 in 1956, increase of more than \$30,000,000 over 1955—and 1957 billings are currently running at rate of \$200,000,000. So reported chairman Bruce Barton in closed-circuit telecast during agency's convention Feb. 21. Of the 1956 billings, TV accounted for 33.5%; radio, 5.9%; general magazines, 22.5%; newspapers, 19.1%; "mechanical production," 7.8%; trade papers, 5.6%; outdoor and car cards, 3.6%; farm papers, 1.4%. Other random data: half of BBDO's 1956 billings came from N. Y. office; 153 clients were served in 1956, 46 billing more than \$1,000,000 each; average BBDO account has been with agency 14 years; agency has 2238 employes; largest BBDO stockholder owns less than 5% of agency's stock. BBDO pres. Ben Duffy, convalescing from serious stroke, watched telecast on specially-installed monitor at home in Rye, N. Y.

All 78 USIA transmitters will be used for first time in 15th VOA anniversary program Feb. 25 featuring talk by President Eisenhower—first by a President to be addressed directly by radio to people of world. Program, "Freedom to Listen," will be carried in 42 languages. VOA began in pre-Pearl Harbor Office of Coordinator of Information at time when Germany & Japan alone operated 114 propaganda transmitters. USIA now is worldwide \$113,000,000 business and seeks \$140,000,000 budget (Vol. 13:3). But agency's 7th report to Congress, issued Feb. 21, points out U. S. still lags far behind totalitarian powers in propaganda campaigns. Communist Poland, e.g., spends \$17,500,000 annually just to jam VOA broadcasts—equivalent to total cost of VOA.

"Detailed analysis" of USIA is needed to see whether it needs new TV-radio facilities sought from Congress in \$140,000,000 budget (Vol. 13:3), Senate Appropriations Committee investigator Paul J. Cotter reported Feb. 14. Cotter found agency performing "quite satisfactorily" at many of 27 USIA field installations in 16 countries he visited during 2-month inspection.

Broker James W. Blackburn forms new Blackburn & Co. firm, starting March 1, following dissolution of Blackburn-Hamilton Co. His former associates have organized Hamilton, Stubblefield, Twining & Assoc. (Vol. 13:7). Principals in new firm are Blackburn and Jack V. Harvey, with offices in Washington Bldg., Washington (Sterling 3-4341) and Clifford B. Marshall, in Healey Bldg., Atlanta (Jackson 5-1576).

New Canadian microwave extension targets, according to CBC: April 28—Timmins, Ont.; Brandon, Man.; Regina, Sask. June—Saskatoon, Sask. Nov.—Calgary, Edmonton & Lethbridge, Alta. March 1958—Sault Ste. Marie. June 1958—Vancouver, B. C. Also due Nov. 1957 is interconnection from Montreal to Atlantic region, including Charlotte-town, P. E. I. French network is due to add Jonquiere & Rimouski, Que. July 1957.

Radio station sales reported this week: WKNK, Muskegon, Mich. by Nicholas W. Kuris and wife for \$150,000 to Music Bestg. Co. (Paul F. Eichorn, pres.), owner of radio WGRD, Grand Rapids, Mich. KRGI, Grand Island, Neb. by Grand Island Bestg. Co. Inc. (Robert L. Lester, pres.) for \$145,000 to James Stuart, also pres. of radio KFOR, Lincoln, Neb. KBMY, Billings, Mont. 50% by Don C. & John W. Foote for \$59,000 to other stockholders, principals being Horace S. Davis and Rockwood Brown Jr. family. KVWO, Cheyenne, by W. J. Harpole, Troyce Harrell, Kermit Ashby & Arthur Kline for \$57,000 to Great West Co. Inc.; new owners are A. C. Etter, also 25% owner of radio KWKC, Abilene, Tex., 19% of KTOW, Oklahoma City; E. L. Thornton, owner of Abilene dept. store and 19% of KTOW; W. P. Wright, Abilene businessman; Norman E. Jorgensen, Washington attorney, also owner of 25% of WMEG, Eau Gallie, Fla. and WALY, Herkimer, N. Y. WTOK, Meridian, Miss. by owners of WTOK-TV (Ch. 11); paying \$56,200 for WTOK is New South Bestg. Corp. (J. W. Carson, pres.), whose ownership interlocks with Miss. radios WCLD, Cleveland; WLSM, Louisville; WNSL, Laurel.

Radio station sales approved by FCC this week: WKXL, Concord, N. H. by H. Scott Killgore's Tele-Broadcasters Inc. to co-owners WKNE Corp. (Joseph K. Close) and Frank B. Estes for \$50,000 cash plus \$58,000 in obligations (Vol. 13:3). WFPR, Hammond, Ind. by Cyril W. Reddoch & Ralph L. Hooks (also owners of KREH, Oakdale, La.) to Airweb Inc. for \$52,500; Airweb co-owners are John E. Judd, mgr. of radio WEND, Baton Rouge, and Baton Rouge businessmen Robert S. Boeker & Jesse L. Webb Sr. (Vol. 13:1). KOMA, Oklahoma City, 14½% by owners headed by Burt Levine to station mgr. Sol Schildehouse, ex-chief of FCC's TV application branch, for \$24,727 (Vol. 13:4).

Marshall Pengra gets 20% of KLTV, Tyler, Tex (Ch. 7) for \$7460, plus assumption of 20% of obligations; according to application filed with FCC to change ownership from Lucille Ross Lansing to partnership in which Mrs. Lansing and husband Gerald Hall Lansing will each hold 40%. Mrs. Lansing remains sole owner of radio KGKB, Tyler; Pengra also owns ½ of radio WATO, Oak Ridge, Tenn. KLTV balance sheet for Oct. 31, 1956 lists \$144,271 in notes payable in year's time, \$237,234 in long term notes. It also shows \$350,923 in fixed assets, \$86,314 current assets (\$55,620 accounts receivable) out of \$442,490 total assets.

CP for KBAY-TV, San Francisco (Ch. 20) is being sold by Dr. & Mrs. Leonard Averett for \$1750 to Sherrill C. Corwin. Purchaser also owns 15% of KAKE-TV, Wichita (Ch. 10) & KAKE, and 11% of Cal. radio stations KPRO, Riverside; KREO, Indio; KROP, Brawley; KYOR, Blythe. Averetts acquired CP from Lawrence Harvey in 1954 (Vol. 10:45, 11:1). Corwin says he'll spend \$225,000 for construction, \$275,000 for first year's operation. He shows net worth of \$1,330,600.

O. E. Richardson's sale of WFAM-TV, Lafayette, Ind. (Ch. 59) with radio WASK for \$330,000 (Vol. 13:4) was approved this week by FCC. New owners: Henry Rosenthal, station's asst. mgr., 25% (also 25% of applicant for AM in Crawfordsville, Ind.); Alvin H. Huth, tax expert and secy.-treas. of National Homes, 25%; D. & B. Equipment Corp. (Jack M. Drysdale, pres.), 50%.

Gerity Bestg. Corp. (WNEM-TV, Saginaw & radios WPON, Pontiac, and WABJ, Adrian, Mich) appoints newly formed John S. Allen & Assoc., Miami, as consultants. Latter firm is headed by John S. Allen, ex-v.p. & gen. sales mgr. of WTVJ, Miami.

Gates Radio Co., manufacturer of radio transmitters and other electronics equipment, marks 35th anniversary,

Personal Notes: Weston C. Pullen Jr., chief representative of Time Inc. in negotiations for company's broadcasting interests, including recent purchase of Bitner stations (Vol. 12:50-52), elected v.p. in charge of all TV-radio operations, reporting to Time Inc. pres. Roy E. Larsen; Pullen joined *Time* in 1939 as an office boy, rising to most recent title of asst. to exec. v.p. Charles L. Stillman . . . Robert Lewine, NBC-TV v.p., given responsibility for all nighttime network programs, with v.p. Mort Werner in charge of daytime programs, plus *Today*, *Home & Tonight*, both reporting to Emanuel Sacks, v.p. in charge of TV network programs; Walter D. Scott, v.p. & TV sales director, assumes administrative responsibility for TV network sales, with v.p. Michael H. Dann taking charge of sales of spectaculars & special shows . . . James Stabile, ex-ABC v.p. & gen. counsel who moved to NBC few weeks ago, assigned as mgr. of talent negotiations . . . Louis B. Ames, feature editor & production mgr. of *Home*, named theatrical div. director of NBC's California National Productions, succeeding Alfred R. Stern, now director of NBC international operations . . . Richard A. Harper promoted to gen. sales mgr. of MGM-TV, supervising sales of feature films, commercials & film shows to TV; he's succeeded by Sol Schreiber as operations director . . . John F. Whalley, business affairs director of NBC's WNBQ, Chicago, promoted to operations director of WNBQ & WMAQ; Russell G. Stebbins, sales director of WNBQ & WMAQ, to concentrate on TV sales only, with Harry D. Trigg concentrating on TV programs; Howard W. Coleman promoted to station mgr. of WMAQ . . . David M. Greene named mgr. of KCCC-TV, Sacramento, succeeding Al J. Richards, now devoting full time as sales mgr. . . . Jack Murphy, program director of KOOL-TV, Phoenix, promoted to asst. mgr. of station, reporting to pres.-gen. mgr. Tom Chauncey . . . Ralph Hansen, ex-WHAS-TV, Louisville, named program mgr. of KYW-TV, Cleveland . . . Warren Park, ex-WFMJ-TV, Youngstown, named program mgr. of WMUR-TV, Manchester, N. H., succeeding Wm. A. Gildersleeve, now promotion mgr. . . . James H. Burgess promoted to national sales mgr. of WLWA, Atlanta . . . Henry Jaffe, national counsel of AFTRA for 20 years, resigns to concentrate on TV production field . . . Malcolm Beelby, ex-Paramount Pictures, joins CBS-TV, Hollywood, as director

Martin I. Levy promoted from asst. chief to chief of FCC's TV Applications Branch; Edward J. Brown from Hearing Div. to chief of Renewal Branch. Other Commission staff changes: Marguerite M. Van Dyke retires Feb. 28 as chief of Broadcast License Div. TV Branch after 28 years with FRC & FCC, having served Govt. 36 years; Joseph N. Jackson, chief of Docket Div. File Branch, retires Feb. 28, having served FRC & FCC 27 years, Govt. 37 years; Robert W. Loehne, asst. chief of Broadcast License Div. TV Branch, becomes asst. chief of Docket Div. Feb. 25.

Dictionary of dates—*When Did It Happen?*—compiled by Stanford Mirkin, senior editorial researcher for CBS news & public affairs, has been published by Ives Washburn Inc., N. Y.

Fred Niles Productions, Chicago TV film producer, forms industrial show & sales meeting div., to be headed by Arnold Coty, independent industrial show producer.

J. L. Van Volkenburg, retired pres. of CBS-TV, to receive outstanding achievement award from alma mater U of Minnesota on Charter Day, Feb. 28.

Bernard Herman Ridder, director of Ridder Publications (WCCO-TV, Minneapolis-St. Paul) decorated by Spanish Govt. for work in photography.

Triangle Stations moves national sales offices to 485 Lexington Ave., N. Y.

of music operations, succeeding Lud Gluskin, now devoting full time to creative music activities for CBS-TV & Radio . . . J. C. Hauser promoted to asst. commercial mgr. of KOTV, Tulsa . . . Jones Scovern, v.p. of reps Peters, Griffin, Woodward Inc., also elected treas. . . . David R. Wilson resigns as director of press relations for Crosley stations to join promotion dept. of *Cincinnati Post*; Joe Cella, ex-TV Guide, named press relations mgr. of WLWT & WLW, Cincinnati . . . Arthur Sprinkle promoted to mgr. of KULA-TV, Honolulu, Bob Denison and Ted Scott eo-mgrs. of radio KULA, all reporting to gen. mgr. Jack Burnett . . . Joseph L. Brechner, mgr. of radio WGAY, Silver Spring, Md., to leave Feb. 28 for Kabul, Afghanistan, to advise Radio Kabul on broadcasting . . . Louis J. Volpicelli, ex-CBS & ABC, named production mgr. of WSUN-TV, St. Petersburg, Fla. . . . Walt Plant named administrative exec. in charge of TPA's newly consolidated central & Chicago divs., reporting to Bruce Eells, v.p. of western operations.

Obituary

Charles F. Gannon, 54, N. Y. adv. & public relations executive, died Feb. 16 of heart attack at Dupont Plaza Hotel, Washington, while on business trip. Recently associated with ex-VOA director Jack Poppele in "Santa's Land" recreation park in Putney, Vt., he had been a stockholder in losing applicant for Ch. 3, Hartford, headed by Harry C. Butcher & Clifford S. Strike. Gannon was Benton & Bowles v.p. 1943-1951, previously was v.p. of Arthur Kudner Inc. and Erwin Wasey & Co., served as program director of WOR, N. Y. in 1920's. Surviving are his widow, a daughter, a brother.

Carveth Wells, 69, explorer-author-lecturer and pioneer radio figure who recently had TV series in Los Angeles, died there Feb. 16 following heart attack. He wrote 18 books, lectured at schools and on radio before starting TV show, *Carveth Wells Explores the World*, in collaboration with wife, Zetta. She will continue program alone. Also surviving are a daughter and 4 grandchildren.

Thomas P. Littlepage Jr., 49, member of Washington law firm of Littlepage & Littlepage, and son of pioneer radio attorney, died Feb. 16 of cancer after 6-month illness. Surviving are his widow, a son, a daughter, a sister, 2 brothers.

ADVERTISING AGENCIES: Joseph J. Hartigan elected vice-chairman of Campbell-Ewald & re-elected senior v.p.; Lawrence R. Nelson elected chairman of exec. committee and reelected senior v.p.; Colin Campbell elected senior v.p. . . . John Matthews elected v.p. & mgr. of copy dept., Leo Burnett Co.; Howard Shank, Ernest Evers & Ben S. Laitin elected v.p.'s & assoc. copy directors, each with responsibility for a major div. of live TV, radio copy & radio dept. . . . Chris Cross, Grant Adv. v.p., to head western foreign operations, headquartering in new San Francisco international office . . . Robert W. Ballin transfers from N. Y. to Hollywood TV-radio dept. of Sullivan, Stauffer, Colwell & Bayles; Corey Allen, senior producer in N. Y. TV-radio dept., named contact man on all new programs in N. Y. . . . Sherwood Dodge, v.p.-gen. mgr. of N. Y. office of Foote, Cone & Belding, appointed national marketing director . . . Leonard Keenon named TV art director of Kenyon & Eckhardt.

Top 10 agencies in spot billings were led again by Ted Bates in 4th quarter of 1956, reports TvB. Bates held same position throughout year. Report supplementing TvB's release of N. C. Rorabaugh Co. data on top 1956 advertising expenditures (Vol. 13:7) listed these other agencies in order: McCann-Erickson, Young & Rubicam, Dancer-Fitzgerald-Sample, Benton & Bowles, J. Walter Thompson, BBDO, Leo Burnett, Compton, N. W. Ayer.

Telecasting Notes: What happened to the kiddie show? Feb. 18 *Advertising Age* harks back to days of *Howdy Doody* and *Hopalong Cassidy* in interesting analysis—based on interviews with network people, sponsors and agencies—of why the golden days of the kiddie show are over. Says *Ad Age*: “In the early days of TV, everybody had a favorite story about the terrific impact of TV on children . . . If you listened to enough of these heady success stories, you could almost believe that the shopping responsibility had been completely usurped by the children. It is difficult to say how much of this was fact and how much legend” . . . The few kiddie shows still on air are having sponsor trouble. ABC-TV’s *Mickey Mouse Club* cuts back to 30 min. in April; CBS-TV’s high-rated *Captain Kangaroo* is far from sold out. *Ad Age* survey indicates that sponsors still want kids in audience—but they want their parents, too, and prefer to concentrate on all-the-family shows . . . These are reasons given for advertisers’ switch away from kiddie shows: (1) Only a limited number of products aim at children’s market. (2) Since many kiddie shows were sold on partic. basis, “product conflicts invariably keep out some people who might like to buy.” (3) Many manufacturers interested in kid market are strictly seasonal advertisers. (4) Sponsors complain about “overcommercialization” of such shows as *Mickey Mouse*. (5) TV has made kids more sophisticated; they now often prefer adventure and family-type shows to programs aimed especially at moppets . . . For first time in 5½ years, a regularly scheduled NBC-TV show out-Trendexed CBS-TV’s *Lucy* in Mon. 9-9:30 p.m. period—with contestant Charles Van Doren leading *Twenty-One* to slim 30.6-to-30 victory . . . ABC-TV had 2 shows in Trendex Feb. top 10 list, *Wyatt Earp* showing up in third place with 30.7 rating (after *Ed Sullivan’s* 34.9 and *Lucy’s* 30.8) and *Disneyland* ninth with 27.5 . . . Top-rated *I Love Lucy* may become once-a-month 60-min. show if negotiations between Desilu Productions and sponsors General Foods and Procter & Gamble bear fruit . . . Food products makers are biggest buyers of syndicated TV films, survey in Feb. 20 *Variety* indicates, with beer, gas-oil-automotive, retail stores, soft drinks, furniture-appliances, banks & financial institutions the runners-up . . . Screen Gems’ gross from TV film showings in foreign markets is currently at annual

rate of \$3,000,000 . . . TPA gets world sales & distribution rights to Jack Wrather’s *Lone Ranger* TV films—not including U. S., Canada & England . . . Batjac Productions, movie production firm owned by actor John Wayne, moves into TV films with series called *Flight*, based on activities of Air Research & Development Command . . . “TV’s first original 2-hour drama” is billing given by CBS-TV’s *Studio One* for 2-part play, “The Defender,” by Reginald Rose, to be presented Feb. 25 & March 4 . . . New time slot being sought by NBC-TV for *Robert Montgomery Presents*, being dispossessed next season by new drama series *Crisis*, Mon. 10-11 p.m., which will include 10 filmed shows produced and directed by Alfred Hitchcock and 10 more by a film company he will establish.

Squall over “Martin Luther” film cancellation by WGN-TV, Chicago (Vol. 13:6) blew on this week with (1) filing of formal FCC petition by Action Committee for Freedom of Religious Expression for “appropriate action” against station, (2) admission by Catholic lay weekly *Commonweal* that “deplorable” pressure by Catholics caused WGN-TV to drop movie, (3) comment by Jack Gould in *N. Y. Times* that Action Committee’s tactic to force showing of film “borders on the ludicrous.” FCC petition, seeking hearings on WGN-TV’s application for full-power license, was accompanied by protests signed by 150,000 persons. *Commonweal* said Catholics “damaged the fabric of our democratic society” by inducing station to stop filmed life of Protestant leader. Gould said WGN-TV made “error in judgment,” but that attempts by Action Committee to have FCC “order a TV station to run a particular film or be put out of business” are “altogether repugnant.” He predicted “almost certain rejection” of complaint by FCC.

Networks face new contest for time between rival Protestant groups, Feb. 18 *Christianity Today* warns. Editorial in new bi-weekly takes side of “fundamentalist” National Religious Broadcasters Inc. against “modernist” National Council of Churches (Vol. 13:5) in claims for free-time religious programming. It assails network recognition given NCC as most representative Protestant coalition, claiming that at “very most” it is entitled to only about 63% of available time.

Network Accounts: ABC-TV’s ambitious plans, revealed at special demonstration last week (Vol. 13:7), got shot in arm this week when AT&T switched *Telephone Time*, filmed drama series based on true stories, from CBS-TV to ABC-TV starting April 4 or 11, Thu. 10-10:30 p.m., thru N. W. Ayer . . . American Tobacco and General Foods to be alt. sponsors of *Tales of Wells Fargo* on NBC-TV starting March 18, Mon. 8:30-9 p.m., thru Sullivan, Stauffer, Colwell & Bayles and Young & Rubicam . . . Procter & Gamble to sponsor *Perry Mason Show* on CBS-TV starting in fall, time undetermined; it also becomes full sponsor of *As the World Turns* on CBS-TV starting April 2, Mon.-thru-Fri. 1:30-2 p.m. . . . Liggett & Myers cancels Edgar Bergen’s *Do You Trust Your Wife?* on CBS-TV, effective March 26, but retains Tue. 10:30-11 p.m. time period for replacement . . . Colgate Palmolive to be full sponsor of *Big Payoff* on CBS-TV starting Feb. 25, Mon.-thru-Fri. 3-3:30 p.m. . . . California Packing Co. buys 13 alt. week quarter-hours of *Garry Moore Show* on CBS-TV starting April 12, thru McCann-Erickson, San Francisco; Pittsburgh Paint buys 6 additional alt. week quarter hours, thru Maxon . . . Timken Roller Bearing buys 2 one-hour documentaries on NBC-TV in prime evening time, dates undetermined, thru BBDO; shows are Project 20’s “Age of Innocence” and one of “Antarctica” series . . . Kemper Insurance buys half of East-West All-Star game and National Invitation basketball tournament March 16, 23 and

30 on CBS-TV, thru John W. Shaw Adv., Chicago . . . Carter Products sponsors last 2 programs in NBC-TV’s “Racing from Hialeah” series Feb. 23 and March 2, Sat. 4:30-5 p.m., thru Sullivan, Stauffer, Colwell & Bayles.

Rate increases: KSTP-TV, Minneapolis-St. Paul, has raised base hour from \$1550 to \$1640, other rates (including min. at \$320) being unchanged. KCMO-TV, Kansas City, March 1 raises base hour from \$1200 to \$1350, min. \$250 to \$300. KOTV, Tulsa, Feb. 15 raised base hour from \$750 to \$825, 20 sec. \$175 to \$200. KVOO-TV, Tulsa, March 1 raises hour from \$700 to \$750, min. \$150 to \$175. KAKE-TV, Wichita, March 1 raises hour from \$500 to \$600, min. \$110 to \$135. WCSH-TV, Portland, Me. March 1 raises hour from \$400 to \$500, min. \$80 to \$100. WRDW-TV, Augusta, Ga. Feb. 1 added Class AA hour (7:29-10:30 p.m. daily) at \$350, min. at \$75, Class A hour remaining \$300. KFDA-TV, Amarillo, Feb. 1 raised hour from \$300 to \$340 and added Class AA min. only rate (7-10 p.m. daily) at \$85. KOOK-TV, Billings, Mont. has raised hour from \$150 to \$200, min. \$30 to \$45.

First CBS Extended Market Plan affiliate to become primary affiliate is KLFY-TV, Lafayette, La. (Ch. 10), effective March 1.

CBS Radio appoints Doyle Dane Bernbach to handle expanded consumer advertising campaign.

WESTINGHOUSE CHANGES DISTRIBUTION PATTERN: Major reorganization of Westinghouse consumer products distribution, being announced Feb. 25, is but another step in its determination to become one of the Big 5 of TV manufacturers and to regain ground lost in white goods competition as result of costly strike last year. In nutshell, here is gist of reorganization, announced by v.p.-gen. mgr. Chris J. Witting:

Westinghouse Appliance Sales has been created to take over distribution of TV receivers, major appliances, room air conditioners, dehumidifiers & vacuum cleaners. Beginning March 1, it will replace Westinghouse Electric Supply Co. in all markets on a region-by-region basis. Wesco branches will continue to distribute apparatus and supply products as well as electrical housewares, radio receivers, fans and non-consumer products. In addition, a parallel factory field sales organization has been set up for marketing of TV receivers and appliances to independent distributors, most of whom carry full Westinghouse line.

"The new organizations eliminate split responsibilities between the manufacturing and selling functions of product-producing divisions," said Witting. "For some time we have felt that products such as major appliances and TV receivers call for the services of a specialty organization set up so as to devote all of its time and attention to those products. That objective will be achieved through Westinghouse Appliance Sales. Meanwhile, factory field sales will handle all products that normally flow to market through independent and supplemental distribution."

Richard J. Sargent, gen. mgr. of consumer products marketing & distribution, said Westinghouse Appliance Sales would be headed by Louis Berger, now sales mgr. of consumer products divs. George H. Meilinger, currently marketing director for major appliances, will head the factory field sales organization.

Each organization will operate through 7 regions, each headed by regional manager to be appointed shortly. Regional managers, in turn, will be given responsibility for creating number of districts required for "efficient market coverage."

Two organizations parallel but do not overlap each other, said Sargent, explaining: "Each selling organization has its own clearly defined responsibilities to serve the needs of our franchised dealers and to improve and speed up communications between the point of sale and manufacturer of the product."

* * * *

Westinghouse Appliance Sales will have to show profit, like any other organization, said Sargent in denying trade reports that Westinghouse will be able to bypass profit at distributor level to concentrate on profit at factory. He said it was not true that by setting up Westinghouse Appliance Sales as a div. of Westinghouse Electric Supply Co., company was in position to forego distributor profit. If rumors were true, it could mean that Westinghouse would be able to price TVs and appliances considerably under current levels.

"Our action will have no effect on prices, as we see the situation now," said Sargent. "As to its impact on the market as a whole, we'll have to wait awhile." He also said it had not been decided where to start new distribution setup.

Westinghouse's action is latest move in its drive to pep up TV-radio-appliance operations. It has already signed contract for production of TV-radio-appliance line for Montgomery Ward under private label (Airline for TV-radio) and it's continuing negotiations with major dept. stores for more private label business. Meanwhile, discussions are being held with other set makers for contract orders.

Economic Outlook: Mixture of good and bad is found in Feb. report of National Assn. of Purchasing Agents business survey committee. "While purchasing executives refuse to agree entirely with the current talk of a 1957 recession, they are exercising caution in their buying policies," it said, adding that "there is strong evidence of increased buyer resistance to higher prices." At same time, it found no

letdown generally in high production levels, 55% of purchasing agents saying Feb. production was at same level as Jan., 27% reporting higher levels, 18% lower. Also, 65% of agents thought that hours to be worked by their employes in next few months would remain at about same level as 1956. Commerce Dept. this week spelled out what all economists knew -- that country produced more goods and services last year than in any year in history. Gross national product hit \$412.4 billion for year, with fourth quarter at annual rate of \$423.8 billion. For the year, it represented a 5½% increase over 1955. Commerce also reported that personal income for 1956 totaled \$325.2 billion, compared with \$306.1 billion in 1955; personal consumption expenditures of \$265.7 billion vs. \$254 billion; personal savings, \$20.9 billion vs. \$16.6 billion. All of the 1956 totals, said Commerce, set new records.

Production: TV output totaled 123,225 week ended Feb. 15, compared with 116,134 preceding week and 146,733 in corresponding week of 1956. It was year's 7th week and brought TV production for year to date to about 791,000, compared with 1,023,222 in corresponding period year ago. Radio production totaled 307,909 (126,450 auto) week ended Feb. 15, compared with 319,386 (135,055 auto) preceding week and 284,840 (105,133 auto) in same 1956 week. Radio output for first 7 weeks totaled 1,998,000 (914,000 auto), as against 1,944,764 (864,904 auto) in same period of 1956.

Topics & Trends of TV Trade: RETMA and IUE engaged in verbal duel this week on question of guaranteed annual wage—and the result would have to be called a draw. Irked by still-continuing layoffs in TV plants, IUE's TV-radio-parts conference board served notice on industry that guaranteed annual wage would be included in its demands in new labor contract negotiations, and approved sending letter to RETMA asking it to "reconsider its refusal" to meet with union representatives on wide range of labor problems.

RETMA exec. v.p. James D. Secrest denied that RETMA refused to meet with IUE, said 2 such meetings have already been held and that on Feb. 14 he sent a letter to Daniel Arnold, chairman of IUE's conference board, to inform him that the problems raised by union were in realm of collective bargaining with individual manufacturers, that RETMA could not be a party to such bargaining and that no useful purpose could be served by further meetings on subject.

Arnold fired back that RETMA's premise was incorrect, that problems were industry-wide. "A single employer may be helpless to try to stabilize his production and employment in the face of policies by other companies which are unstabilizing," he declared. He said industry needed a common labor-management approach to basic problems.

"Workers in this industry are being taken for a ride," he said. "Manufacturers hire 5000 one month and the next month turn around and lay off 15,000. Workers have become the pawns in a game of 'glut and market' played according to the rules of automation. Industry has found out that workers displaced by automation cannot buy the increased volume of products which are literally dumped on the market. Shortsighted attempts to reduce [wages] of employes who operate the automated equipment has made the purchasing power problem even more acute."

* * * *

Repeal or reduction of excise taxes on TVs and radios was ruled out, for time being at least, by House Ways & Means Committee at closed-door meeting Feb. 19. Committee is reviewing numerous excise tax administrative and technical changes proposed by subcommittee headed by Rep. Forand (D-R.I.). Committee's action doesn't necessarily mean that all possibility of repeal or reduction is dead this session—mainly because it could be tacked on as floor amendment to any revenue-raising legislation which may be introduced.

"Multiple beam" picture tube, which eliminates video amplifier section and is driven directly from video detector, was demonstrated to some midwest set and tube manufacturers this week by Multi-Tron Lab Inc., Chicago picture tube and research & development firm which hopes to license other manufacturers to make the tube. Multi-Tron director Porter Bibb said tube would be demonstrated to eastern manufacturers next week and that samples in sizes from 8 to 21-in. are already being made. Aimed principally at portable market, he said it would make possible savings of \$1.50-\$3.50 per set at manufacturer level. He said multiple beam tube grew out of research for RCA color tube and that his company has been working on it for 5 years. The chief engineer of a TV picture tube manufacturer, who attended the demonstration, told us he had measured brightness of picture, found it to be 15 ft.-lamberts. "The highlight brightness is very low," he commented, noting that total maximum beam current was 500 microamperes and "our customers demand 1200 microamps." He stated his company and others in field have been working for some time on similar principle in effort to develop tube requiring no video amplifier for cheaper sets. Muntz is said to be interested in coming out this fall with set using the tube.

Federal Judge Igoe overruled motion by RCA requesting that Zenith be ordered to stop interfering with depositions being taken by RCA attorneys from European witnesses in preparation for trial of Zenith's anti-trust patent infringement counterclaim suit against RCA, GE and Western Electric (Vol. 13:7). Judge Igoe told RCA to follow a schedule of European witnesses worked out earlier. Zenith denied any interference and advised Swiss witnesses that an RCA letter was falsely reporting that Zenith was trying to interfere.

"Boudoir TV" is Motorola's latest offering—a 14-in. pink portable covered with pink leather, with controls and carrying handle bejeweled with pink and clear rhinestones. It's for the lady "hard to give to." And for the discriminating male, there's 14-in. portable covered in black-&-white pony skin, with handle engraved in design of Colt .45.

U. A. Sanabria, whose American Television Inc. and deForest-Sanabria Corp. were charged by Federal Trade Commission with using bait advertising and other deceptive claims (Vol. 13:7), this week said the charges were unfounded, added: "We have done no wrong and the complaints against the companies are typical problems of the industry."

Trade Personals: Ross D. Siragusa, Admiral pres., returned to desk Feb. 18 from 15-day around-the-world business trip . . . Meade Brunet, v.p. & managing director of RCA International, named vice-chairman of board of trustees of Union College, Schenectady . . . W. A. Keil, production v.p. of Muntz TV, elected pres., replacing Earl Muntz, resigned . . . George J. Feder, factory supt. of RCA tube div., Harrison, N. J., named manufacturing mgr. of RCA semiconductor plant at Somerville, N. J. . . . Wm. E. Whittaker promoted to service mgr. of DuMont receiver div., replacing Peter Buttacavoli, resigned . . . George Avakian named director of Columbia Records popular album dept. . . . Wm. H. Herrman, director of Hoffman Electronics press relations & ex-*Retailing Daily* staffer on TV-radio, chosen as outstanding publicist in industry classification by Los Angeles Publicity Club . . . E. V. Space promoted to mgr. of equipment & production development, RCA semiconductor div., Somerville, N. J. . . . Robert L. Colfax, ex-Capehart-Farnsworth, named sales mgr. of International Resistance Hycor div., Sylmar, Cal.; Otho C. Lindsey, ex-Erie Resistor, named sales mgr., International Resistance subsidiary Circuit Instruments Inc., St. Petersburg, Fla. . . . C. Kenneth Juno named adv. mgr. of Stromberg-Carlson special products div. . . . Paul LaRoche promoted to Cleveland regional sales mgr. of RCA Whirlpool.

RCA chairman David Sarnoff was presented first Lee deForest Gold Medal of Veteran Wireless Operators Assn. Feb. 21 in recognition of "50 years of outstanding service in the radio art."

Obituary

R. H. MacGillivray, 63, Pacific coast mgr. of Westinghouse International, died Feb. 16 at his home in San Rafael, Cal. after long illness. He joined Westinghouse in N. Y. 35 years ago. A son, R. F. MacGillivray, is currently San Francisco district mgr. of adv. & promotion for Westinghouse major appliances. In addition to his son, he is survived by his widow, another son, 2 brothers & a sister.

ELECTRONICS PERSONALS: Leslie A. Skinner, 1950 winner of American Rocket Society's Hickman Award, joins RCA missile & surface radar dept. as mgr. of new RCA missile electronics engineering operation at Army's White Sands, N. M. proving grounds . . . Russel A. Schlegel named gen. sales mgr., John R. Hemion asst. gen. sales mgr., Weston Electrical Instrument . . . Walter E. Kingston, gen. mgr. of Sylvania's atomic energy div., slated to be exec. v.p. of new Sylvania-Corning Nuclear Corp. . . . E. Whiffen named gen. mgr., J. P. Field quality mgr. in missiles section of Bendix Aviation products div. . . . Roy D. Jordan named adv. & sales promotion mgr. of GE's computer dept., transferring to Phoenix from Syracuse, where he was adv. & sales promotion mgr. for GE broadcast equipment.

Oak Mfg. Co. reports record earnings and sales for 1956, profit amounting to \$1,784,105 (\$2.72 per share) on sales of \$24,902,554, compared with \$1,688,483 (\$2.57) on \$22,783,785 in 1955. Annual statement anticipates increased sales to industrial accounts in 1957, with sales to TV-radio manufacturers about same as 1956.

Sprague Engineering Corp. earned \$102,705 (33¢ per share) on sales of \$2,257,663 in quarter ended Dec. 31, compared with \$68,441 (22¢) on \$1,346,441 in corresponding period of 1955. Backlog as of Dec. 31 was \$5,400,000, as against \$3,400,000 year earlier.

Cornell-Dubilier earned \$279,693 (52¢ per share) on sales of \$8,506,345 in quarter ended Dec. 31, compared with \$377,293 (17¢) on \$9,200,134 in corresponding period of 1955.

DISTRIBUTOR NOTES: Hoffman Electronics appoints Appliance Distributors, Tucson; Graff Motor Supply Co., Sioux Falls, S. D.; D. N. Latus Co., Helena . . . DuMont appoints Sydlee Electronic Supply Co., 453 Worthington St., Springfield, Mass. (Clifford Drafahl, pres.); Penn Appliance Distributors Inc., 825 So. 26th St., Harrisburg, Pa. (Elmer A. Groeme Sr., pres.); Neyhart's Inc., 141 W. 3rd St., Williamsport, Pa. (H. Merrill Winner, pres.) . . . Ohio Appliances, Columbus (RCA) names Frank Rudolph, ex-v.p. & gen. mgr. of Scioto Sales (Crosley-Bendix), as builder sales mgr.

TV sales by Canadian distributors totaled 612,871 in 1956, compared with 776,536 in 1955, reports Canadian RETMA. Of the 1956 sales, 312,417 were consoles, 286,721 table models, 13,733 combinations. Dec. shipments were 51,281, compared with 63,250 in Nov. Montreal led in 1956 sales, 114,082; Toronto, 90,126; other Ontario, 57,222; British Columbia, 48,357; Alberta, 44,904; Manitoba, 43,575; Quebec City, 41,128; Ottawa & eastern Ontario, 36,079; Hamilton-Niagara, 30,227; Nova Scotia, 27,051; Saskatchewan, 23,530; New Brunswick & Prince Edward Island, 18,122; Windsor, 16,290; other Quebec provincial areas, 15,609; Newfoundland, 6569.

Radio Receptor Co., Brooklyn, announced this week that it will manufacture new line of German-developed selenium rectifiers, which it claimed are substantially smaller yet more efficient than any on U. S. market. Rectifiers were developed by Siemens, which has licensed Radio Receptor for U. S. manufacture and sale.

Portable demonstration room for special showing of color sets is offered dealers by RCA—8x12 or 12x12 ft. pre-fabricated room of metal tubing frame sections, which can be assembled or dismantled in 2 hours. It's available through RCA distributors.

GE will introduce new portable line in late March, 3 months before full line is shown in June.

Tung-Sol sales in 1956 set record of \$53,838,822, up 5.3% from 1955's \$51,114,549, but earnings declined to \$2,909,397 (\$3.83 per share on 704,931 common shares outstanding) from \$3,239,393 (\$4.65 on 649,333 shares) in 1955. Taxes were \$2,910,000 vs. \$3,615,000 in 1955. Chairman Harvey W. Harper and pres. Louis Rieben told stockholders that production of color TV tubes had been discontinued so that "funds and personnel could be better employed in other activities." They explained that lower earnings last year were due to higher labor and material costs and an expanded research and development program.

Hoffman Electronics had sales of about \$46,500,000 in 1956, compared with \$44,416,673 in 1955. In letter to stockholders, based on preliminary estimate, pres. H. Leslie Hoffman did not give details of 1956 earnings, but said they were equivalent to about \$2.17 per share; Hoffman earned \$1,560,596 (\$2.15) in 1955. He said that all divisions are in healthy condition, with prospects for improvement this year in both profits and sales. TV inventories, he said, are at "a very low level," and that Jan. sales doubled Jan. 1956. Semiconductor div. has established 1957 sales target at double 1956 level.

Gabriel Co. earned \$378,203 (67¢ per share) after taxes of \$415,000 on sales of \$19,209,638 in 1956, compared with profit of \$262,923 (45¢), taxes of \$269,000, sales of \$15,295,612 in 1955.

Granco Products earned \$51,003 (16¢ per share) on sales of \$1,543,729 in 6 months ended Dec. 31, compared with \$24,690 (8¢) on \$1,112,715 in corresponding 1955 period.

Financial & Trade Notes: Television-Electronics Fund reports net assets of \$138,055,961 and 11,918,646 shares outstanding as of Jan. 31, compared with assets of \$132,618,446 and 11,083,609 shares as of Oct. 31. During the quarter, these were the changes in its portfolio:

New stocks added: 17,200 shares American Machine & Foundry, market value \$584,800; 17,200 American Machine & Foundry rights, \$2688; Walt Disney Production warrants, \$32,000. Also added were \$141,000 worth of Burroughs Corp. 4½% convertible debentures, due Dec. 1, 1981; \$180,000 of National Cash Register convertible debentures due Dec. 15, 1981; 3 groups of \$2,500,000 Govt. bonds each, due March 7, 14 and 21, 1957; \$1,500,000 of G.M.A.C. commercial paper, due Feb. 28, 1957.

Stocks eliminated: 1800 Eastern Industries 5% cumulative conv. preferred, market value \$25,650.

Holdings were increased in ACF Industries, Addressograph-Multigraph, Admiral, American Bosch Arma, American Chain & Cable, Babcock & Wilcox, Barry Controls 'B,' Beckman Instruments, Bendix Aviation, Boeing Aircraft, Burroughs Corp., Carborundum Co., Clark Controller, CBS 'A,' Columbia Pictures, Cornell-Dubiller, Corning Glass, Douglas Aircraft, Dresser Industries, Eastern Industries, Eastman Kodak, Eaton Mfg. Co., Eitel-McCullough, Electronics Associates, Emerson Electric, Emerson Radio, Ex-Cell-O Corp., Fansteel Metallurgical, Food Machinery & Chemical, Friden Calculating Machines, General Bronze, General Dynamics, GE, General Mills, General Railway Signal, General Telephone, G. M. Giannini, Goodyear Tire, Harris-Seybold, Hazeltine, Hoffman Electronics, IT&T, Lockheed Aircraft, Magnavox, P. R. Mallory, Glenn L. Martin, W. L. Maxson, Mergenthaler Linotype, Minneapolis-Honeywell, Minnesota Mining, Motorola, National Acme, National Cash Register Co., Neptune Meter, North American Aviation, Otis Elevator, Paramount Pictures, Royal McBee, Sprague Electric, Stewart-Warner, Sylvania, Thompson Products, United-Carr Fastener, Walt Disney Productions, Westinghouse Air Brake, Westinghouse Electric, Zenith.

Part of holdings were sold in Aerovox, Allis-Chalmers, Amphenol Electronics, Bulova Watch, Chance Vought Aircraft, Garrett Corp., General Tire, International Nickel of Canada, International Resistance, Oak Mfg., Raytheon, Reliance Electric, Robertshaw-Fulton, Sperry Rand, Square D, Tung-Sol, Union Carbide, Western Union.

Unchanged during quarter were holdings in Aircraft Radio, AB-PT, AT&T, Ampex, Bell & Gossett, Bell & Howell, George W. Borg Corp., Borg-Warner, Bullard Co., Cincinnati Milling Machine, Clevite, Conrac, Consolidated Electrodynamics, Consolidated Electronics Industries, Curtis-Wright, Cutler-Hammer, DuMont Bestg., DuMont Labs 'A,' duPont de Nemours, Electronics Corp. of America, Elgin Watch, Elox Corp. of Mich. 'A' & 'B,' Federal Sign & Signal, General Precision Equipment, Globe-Union, Indiana Steel, Industrial Electronics, IBM, Liquidometer, Litton Industries, Machlett Labs, Marchant Calculators, Northrop Aircraft, Penn Controls, Philco, Photon, Pullman, RCA, Ryan Aeronautical, Sangamo Electric, Servomechanisms, Storer, Taylor Instruments, Technicolor, TelAutograph, Telecomputing, Television Associates, Texas Instruments, 20th Century-Fox, United Aircraft, United Utilities, Varian Associates, Vitro Corp.

[For report on Aug.-Oct. quarter, see Vol. 12:46, p. 14.]

* * * *

Erie Resistor has called special meeting of common stockholders April 19 to vote on authorization of 200,000 shares of new "Preference" stock, with par value of \$12.50 per share, a portion of which will be sold at early date to finance company's growth; authorization of 1,500,000 shares of common (\$2.50 par); splitting of each \$5 par common share into 2 shares of \$2.50 par each; reduction of authorized shares of \$20 preferred from 125,000 to 62,475. If stockholders approve proposals, Erie plans to declare quarterly cash dividend of 10¢ per share, plus 1% quarterly stock dividend, on new shares of common, both payable June 15. Notice to stockholders explained that new "Preference" stock to be issued in immediate future will be convertible into common stock "at a conversion price somewhat above the market price of the common stock at the date of issue." It is also anticipated that the outstanding \$1.20 convertible preferred will be called for redemption shortly; each share of convertible preferred is presently convertible into 1.1 shares of present common (2.2 shares under proposed stock split). Erie Resistor sales last year were estimated at \$25,090,000, compared with \$22,358,644 in 1955 and \$14,866,836 in 1954.

Dividends: General Electric, 50¢ payable April 24 to stockholders of record March 15; Whirlpool-Seeger, 35¢ March 11 to holders March 1; Time Inc., 75¢ March 9 to holders Feb. 25; Meredith Publishing, 45¢ March 11 to holders March 1; Loew's Inc., 25¢ March 30 to holders March 12; Globe-Union, 30¢ March 9 to holders Feb. 25; Clevite Corp., 25¢ March 12 to holders March 1.

National Telefilm Assoc. reportedly in discussions with Bache & Co. on possible additional financing through issue of convertible debentures.

Network Color Schedules

(Feb. 24 - March 9, 1957)

- Feb. 24—CBS: *The Boing-Boing Show*, 5:30-6 p.m. NBC: *Goodyear TV Playhouse*, 9-10 p.m.
- Feb. 25—NBC: *Adventures of Sir Lancelot*, 8-8:30 p.m.; *Robert Montgomery Presents*, 9:30-10:30 p.m.
- Feb. 26—NBC: *Matinee Theatre*, 3-4 p.m.; *Noah's Ark*, 8:30-9 p.m.; *Hold That Note*, 10:30-11 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.
- Feb. 27—NBC: *Matinee Theatre*, 3-4 p.m.; *Xavier Cugat Show*, 7:30-7:45 p.m.; *Kraft TV Theatre*, 9-10 p.m.
- Feb. 28—NBC: *Matinee Theatre*, 3-4 p.m.; *Lux Video Theatre*, 10-11 p.m.
- March 1—NBC: *Matinee Theatre*, 3-4 p.m.; *Xavier Cugat Show*, 7:30-7:45 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.
- March 2—NBC: *Your Figure Is Your Fortune*, 1-2 p.m.; *Perry Como Show*, 8-9 p.m.
- March 3—NBC: *Alcoa Hour*, 9-10 p.m.
- March 4—NBC: *Producers' Showcase*, "Romeo and Juliet," 8-9:30 p.m.; *Robert Montgomery Presents*, 9:30-10:30 p.m.
- March 5—NBC: *Matinee Theatre*, 3-4 p.m.; *March of Medicine*, "Monganga," 9:30-10:30 p.m.; *Hold That Note*, 10:30-11 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.
- March 6—NBC: *Matinee Theatre*, 3-4 p.m.; *Xavier Cugat Show*, 7:30-7:45 p.m.; *Maurice Chevalier's Paris* (film), 8-9 p.m.; *Kraft TV Theatre*, 9-10 p.m.
- March 7—NBC: *Matinee Theatre*, 3-4 p.m.; *Lux Video Theatre*, 10-11 p.m.
- March 8—NBC: *Matinee Theatre*, 3-4 p.m.; *Xavier Cugat Show*, 7:30-7:45 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.
- March 9—NBC: *Perry Como Show*, 8-9 p.m.

Raytheon earned \$654,743 (23¢ per share) on sales of \$111,844,000 in 7 months ended Dec. 31. No direct comparisons with same 1955 period are available because company has changed to calendar fiscal year, but pres. Charles F. Adams commented that earnings were "somewhat less than half" those of last 7 months of 1955. Raytheon's earnings in last fiscal year ended May 31 were \$1,254,633 (45¢) on sales of \$175,490,222. Adams blamed lower earnings on close-out of its TV receiver business (sold to Admiral) and highly competitive conditions in tube and transistor fields. He expects "a gradual recovery" of profits in 1957, with sales currently running ahead of 1956 levels. Backlog of defense business exceeded \$250,000,000 as of Dec. 31, more than double over year earlier.

GE set records in earnings and sales last year, net profit being \$213,756,849 (\$2.46 per share on 87,143,662 common shares outstanding) on sales of \$4,090,015,685, compared with \$208,908,054 (\$2.41 on 86,875,994 shares) on \$3,463,734,419 in 1955 and \$204,371,317 (\$2.36 on 86,660,618 shares) on sales of \$3,334,708,206 in 1954. Pres. Ralph J. Cordiner expressed dissatisfaction with failure of earnings to keep pace with increase in sales, saying operating profit margins were too low as result of "unfavorable price situation in the electrical manufacturing industry." He gave no breakdown for consumer products, but had previously stated that profits of consumer products divs. had kept pace with other GE sections (Vol. 12:50).

Importance of RKO Teleradio Pictures (formerly General Teleradio) to parent General Tire is revealed in financial statement released this week. It showed RKO Teleradio had net profit of \$2,530,961 in 10 months ended Sept. 30, plus indicated profit of additional \$1,000,000 for combined Oct.-Nov. period. General Tire's total net profit for 12 months ended Nov. 30 was \$10,860,129 (\$6.90 per share) on record sales of \$390,471,772. General Tire pres. Wm. O'Neil commented that, due to delays in audit of foreign operations, only 10 months of RKO Teleradio's profits were included. None of the RKO Teleradio sales were included because "they are not tangible merchandise," said O'Neil.

Storer Bestg. Co. reports 4th quarter 1956 earnings after taxes of \$1,605,742 (65¢ a share on 2,474,150 common and 'B' common shares), compared with \$1,466,159 (59¢) for same 1955 period. For full calendar 1956, net earnings after taxes were \$5,517,206 (\$2.23 per share) vs. \$4,277,928 (\$1.73) for 1955.

FCC-FTC liaison on complaints about deceptive commercials—"cooperative arrangement" in which FCC will warn TV & radio stations of any impending FTC action against them—was initiated formally Feb. 21. FCC said it will not attempt to police stations by judging merits of complaints, but will notify them when it receives copies of FTC reports of "questionable advertising." Stations then can "consider taking action consistent with their operations in the public interest." Joint FCC-FTC watch on TV & radio ads was proposed last April by Chairman Magnuson (D-Wash.) of Senate Commerce Committee (Vol. 12:17). After describing new procedure, FCC concluded: "Licensees should not rely solely on the action or inaction of the FTC, nor should they suspend their own continuing efforts in determining the suitability of advertising material to be broadcast over their facilities. Thus, advertising similar to that found to have been deceptive should raise questions on the part of broadcast stations as to the propriety of such material." T. Harold Scott, head of FTC's TV-radio unit, said his group will act shortly against first violators of regulations on TV commercials.

TV has proved "a blessing in disguise" to movie industry, according to prepared speech by Walt Disney—which he never delivered—at Feb. 17 dinner where he received Screen Directors Guild's Milestone Award. Throwing away his prepared text, he spoke informally of his years in movie business. In his prepared remarks, he said movies and TV are at last "coming into a period where both industries can view each other with relative calm and find some methods of common benefit." He added: "TV has given immediate opportunity to young directors, writers and players. They believe in new ideas. They take chances, and if they fall on their faces, they fall forward, and not back on their fannies. TV has opened doors to a new wealth of story and entertainment material. [TV] is forging a new selective audience, with a special capacity for quality entertainment."

One application for a TV station and 6 for translators were filed this week with FCC, bringing total pending to 121 for stations (23 uhf) and 56 for translators. Station application was for Aberdeen, Wash., Ch. 68, by local group with interests in radio KXRO, community antenna systems & electronics distributor. Translator applications were for Brownwood, Tex., Ch. 70, 73, 76, 79 & 82, by John G. Campbell, to rebroadcast KLRD-TV, Dallas; WBAP-TV, Ft. Worth; KCEN-TV, Temple; KRBC-TV, Abilene & KFJZ-TV, Ft. Worth; and for Raymond, Wash., Ch. 76, by Willapa Harbor T.V. Assn., to rebroadcast KOMO-TV, Seattle. [For details, see *TV Addenda 24-G* herewith.]

Thwarted suicide from atop old tower of WBZ-TV, Boston, was telecast live by station Feb. 16 and filmed for *11th Hour News* show that night. Center of drama was Roger Lavelli, who mounted tower in back of studio on Soldiers Field and threatened to leap. He descended after hour-long loudspeaker pleas by wife, Patrolman Charles Feeley, who was at studio rehearsing Brotherhood Week panel discussion, and Rev. Thomas Keane, his pastor.

Cuba can rock 'n' roll again, Communications Minister Ramon Vasconcelos decided this week in a fast switch. In response to protests from parents, he banned rock 'n' roll entirely from TV last week (Vol. 13:7), but counter-protests from teen-agers and TV stations changed his mind sufficiently to okay such TV music—if it isn't accompanied by "suggestive body movements."

Videotape will be used up to 10 hours weekly by NBC-TV for program repeats to affiliates remaining on standard time this spring and summer, affiliates executive committee was told last week. ABC-TV has already announced summer "clock time" videotape repeats.

Operators of unauthorized vhf boosters in state of Washington, whose authority to continue is being weighed by D. C. Court of Appeals, are trying another route to keep going—sponsoring bill in Washington legislature to give state's Public Service Commission authority to license "intra-state" TV stations. In Utah this week, governor signed bill permitting municipalities to finance translators (Vol. 13:7). It's expected state's CATV operators will challenge constitutionality of measure. Utah's action was rated "classic boondoggle of the year" in Feb. 23 *Editor & Publisher* editorial which states: "If the public coffers of Utah are so loaded with cash that they can be tapped to bring entertainment to the taxpayers, why don't the legislators do it right and provide free newsprint and transportation for newspapers and magazines and also build a few movie houses in those remote areas?" Montana state legislature has officially asked President & Congress for legislation authorizing vhf translators in remote areas. Request was submitted to House by Speaker Rayburn.

NCAA college football TV program for 1957 season, announced this week by exec. director Walter Byers—and subject to ratification by member schools—will be almost identical to 1956 program. Principal differences from last year's program: (1) Nine national and 4 regional TV dates are provided, instead of 8 national and 5 regional. (2) Two games will be televised at same time on 2 of 9 national dates, using split network. (3) National series will include a game from each of the 8 NCAA districts. National telecasts will be Sept. 21, Oct. 5, Nov. 28 (Thanksgiving), Nov. 30, Dec. 7; 4 other dates to be chosen by sponsor.

Unusually candid interview with ex-pres. & chairman Paul C. Smith of Crowell-Collier Publishing Co. in Feb. 18 *Wall Street Journal* quotes him: "I didn't do the job I set out to do" with now-defunct *American*, *Collier's* and *Woman's Home Companion*. Smith's summary, on quitting last week with no severance settlement: "No job. No offers of a job." He said he's "got maybe a net worth of \$25,000 or \$30,000. Otherwise, it was just another typical experience." He spent most of \$60,000 salary "for living expenses."

American Heritage Foundation honored NARTB this week for its outstanding public service in promoting national "Register, Inform Yourself and Vote" campaign of 1956. Brendan Byrne, exec. director of Foundation, praised TV and radio for major role in increasing voting registration by 4,500,000 over record 1952 levels. He spoke at NARTB's Conference of State Presidents of Broadcaster Assns., where broadcasters were also commended by Treasury Undersecy. W. Randolph Burgess for their efforts in selling savings bonds.

First community antenna operator to seek translators is John G. Campbell, who filed for 5 this week for Brownwood, Tex. He operates CATV system in Mineral Wells, had tried unsuccessfully to obtain CATV franchise for Brownwood.

Vastly expanded TV coverage in *Time Magazine* appears to have coincided with Time Inc. purchase of Bitner stations; at any rate, it's paying off—Feb. 11 issue, with Charles Van Doren cover story (Vol. 13:6) broke all records for single-issue sale.

Transoceanic TV in 10 years is predicted by Dr. Lee de Forest in VOA symposium, "The Frontiers of Knowledge and Humanity's Hope for the Future," prepared for Feb. 24 broadcast.

TV study at home, with costs of sets counted against tuition fees, will be offered U of Detroit students for up to 2/3 of college courses in program starting in Sept.

KOOK-TV, Billings, Mont. (Ch. 2) Feb. 15 increased power to 100-kw ERP from new 385-ft. tower.